



Going Places with Youth Outreach: Smart Marketing Strategies for Your Library

By Angela B. Pfeil

American Library Association. Paperback. Book Condition: New. Paperback. 132 pages. Dimensions: 8.9in. x 6.0in. x 0.3in. Marketing to kids is big business - with children influencing more than USD500 billion in family purchases each year. Research shows brand loyalty can start as early as age two; familiarity with logos and mascots, as early as six months. Childrens librarians need to take marketing to heart and adapt accordingly, according to youth services expert Pfeil. Corporations know that marketing to kids is big business - with children influencing more than USD500 billion in family purchases each year. Research shows brand loyalty can start as early as age two; familiarity with logos and mascots, as early as six months. Childrens librarians need to take marketing to heart and adapt accordingly, according to youth services expert Pfeil. Creating kid-friendly marketing programs is the first step. While providing library professionals with guidelines for preparing a complete, comprehensive marketing plan, Going Places with Youth Outreach offers tips for getting childrens attention, from where to post event flyers (childs eye height, please) to taking storytime to where restless children might be waiting (how about the DMV) This hands-on guide shows librarians how to apply marketing concepts to expand...



READ ONLINE
[8.22 MB]

Reviews

Merely no words and phrases to describe. I am quite late in start reading this one, but better then never. I found out this ebook from my i and dad encouraged this pdf to find out.

-- **Hyman Auer**

I actually started out looking over this publication. It can be writter in easy phrases and never difficult to understand. Your lifestyle span will probably be transform as soon as you comprehensive looking over this ebook.

-- **Prof. Dayne Crist Sr.**

Related PDFs



The Oopsy Kid: Poems For Children And Their Parents

Poolbeg Press Ltd, 2003. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by Royal Mail;



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



101 Ways to Beat Boredom: NF Brown B/3b

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, 101 Ways to Beat Boredom: NF Brown B/3b, Anna Claybourne, This title is part of Bug Club, the first whole-school reading programme to combine books with an online reading world to teach today's...



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



The Kid Friendly ADHD and Autism Cookbook The Ultimate Guide to the Gluten Free Casein Free Diet by Pamela J Compart and Dana Laake 2006 Hardcover

Book Condition: Brand New. Book Condition: Brand New.



What is Love A Kid Friendly Interpretation of 1 John 311, 16-18 1 Corinthians 131-8 13

Teaching Christ's Children Publishing. Paperback. Book Condition: New. Daan Yahya (illustrator). Paperback. 26 pages. Dimensions: 10.0in. x 8.0in. x 0.1in. What is Love is a Bible based picture book that is designed to help children understand what love is. In the story, twins...