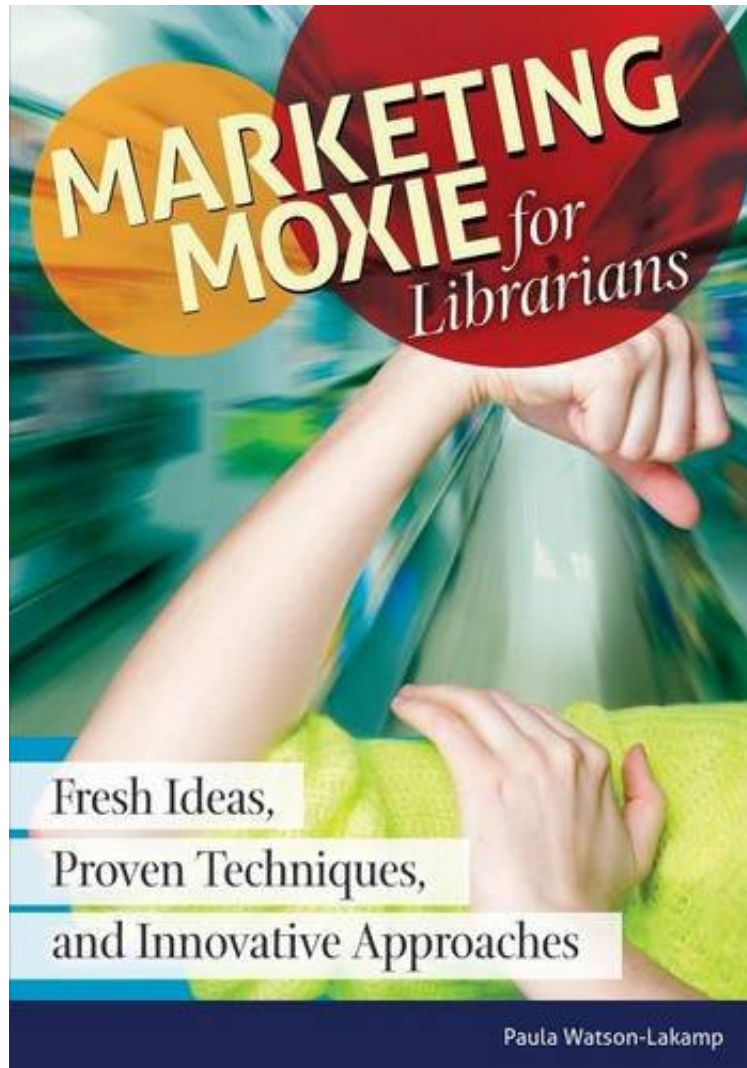


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Marketing Moxie for Librarians: Fresh Ideas, Proven Techniques, and Innovative Approaches

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Fun and easy to read, this marketing and promotion guide offers you the "big picture" of how best to spend your

limited funds and energy to create a successful marketing strategy from traditional promotions such as advertising and posters to social media marketing. Takes you through a step-by-step process of creating a marketing campaign that meets the needs of your patrons and your library Covers conventional marketing strategies such as print and broadcast media along with new social media venues Includes a guide to marketing plans and content calendars Offers chapter-by-chapter "Moxie Tips and Tricks" to help you get started and succeed in marketing your library Presents ways to bolster your creativity toolkit when the ideas just won't come

"Watson-Lakamp speaks directly to the reader in an accessible voice that will encourage even the most reluctant to climb aboard the marketing bandwagon, while never losing sight of the fact that effective marketing emerges from a clearly understood mission. . . . This step-by-step handbook makes the process of developing a whole-library marketing plan transparent and achievable." - VOYA About the Author Paula Watson-Lakamp is communications manager at Poudre River Public Library District, Fort Collins, CO.