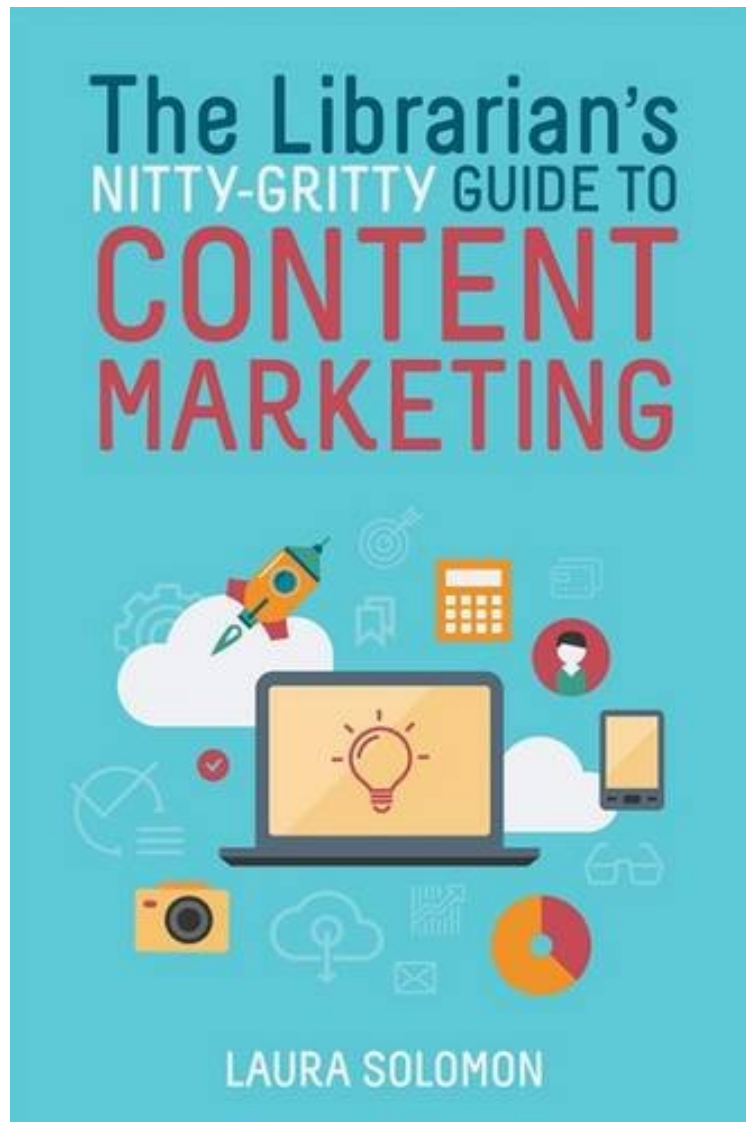


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# The Librarian's Nitty Gritty Guide to Content Marketing

Laura Solomon

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#1666036 in Books Solomon Laura 2016-04-25 Original language: English 9.02 x .27 x 5.981, #File Name: 0838914322128 pages The Librarian's Nitty Gritty Guide to Content Marketing | File size: 76.Mb

**Laura Solomon : The Librarian's Nitty Gritty Guide to Content Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Librarian's Nitty Gritty Guide to Content Marketing:

1 of 1 people found the following review helpful. Informative and interesting By StephTheBookworm Extremely informative and easy to read with actionable steps and ideas. Short and to the point, this was a quick read and more interesting than I expected. It will absolutely change how I use social media and create content for the library and even for my personal blog. Even though this book is targeted specifically to librarians, it could be a useful beginner's guide

to content marketing for just about anyone. 1 of 1 people found the following review helpful. Not bad. Meh. By NikitaMeh. Could be better. Somewhat repetitive. And with some obvious information as well. A good start I guess! Could definitely be shorter.

What is content marketing? Simply put, it's the most effective way to increase your value to customers. When you deliver content that library users find useful and relevant, you give a compelling answer to their question, What's in it for me? Author of the best-selling book *The Librarian's Nitty-Gritty Guide to Social Media*, Solomon speaks directly to public relations personnel, web librarians, and other staff responsible for the library's online presence. Filled with nuts-and-bolts advice on how to increase the library's value to its users, her guide: defines the essential characteristics of effective content marketing; explores methods of audience assessment; demonstrates how to optimize content for sharing; explains the elements of an editorial calendar for sustainable content, and shows how to create once and re-purpose many times; describes meaningful metrics for the library context; points out 5 common mistakes and how to avoid them; provides a template for creating personas; and includes first-hand accounts from library marketers. Making content marketing concepts bite-sized and easily digestible, this guide shows libraries how to market effectively by focusing on what library users find useful and relevant.

"Should be considered a core addition of 'in-house' library staff collections for community, corporate, governmental, academic, and NGO library collections." --Library Bookwatch  
"Busy professionals will appreciate its succinct and to-the-point style. This book is recommended for academic and public libraries." --American Reference Books Annual  
"A must-read for every librarian or library considering creating or revamping a marketing or social media plan." --Reference User Services Quarterly  
About the Author  
Laura Solomon is the library services manager for the Ohio Public Library Information Network and the former web applications manager for the Cleveland Public Library. She has been doing web development and design for over 15 years, in both public libraries and as an independent consultant. Named a Library Journal Mover Shaker, she has written two books about social media specifically for libraries. In 2009 she was recognized by the Ohio Library Council for her role in saving more than \$147 million of public library funding by using social media. As a former children's librarian, she enjoys bringing the fun of technology to audiences and in giving libraries the tools they need to better serve the virtual customer.