



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

By Paula Watson-Lakamp

ABC-CLIO, United States, 2015. Paperback. Book Condition: New. 251 x 175 mm. Language: English . Brand New Book ***** Print on Demand *****.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.



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Reviews

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