



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

Paula Watson-Lakamp

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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

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