If you are in this session by mistake, please return to the main room and send a chat to Cindy Olson so we can move you into the right room.

Marketing Your Library at Low or No-Cost



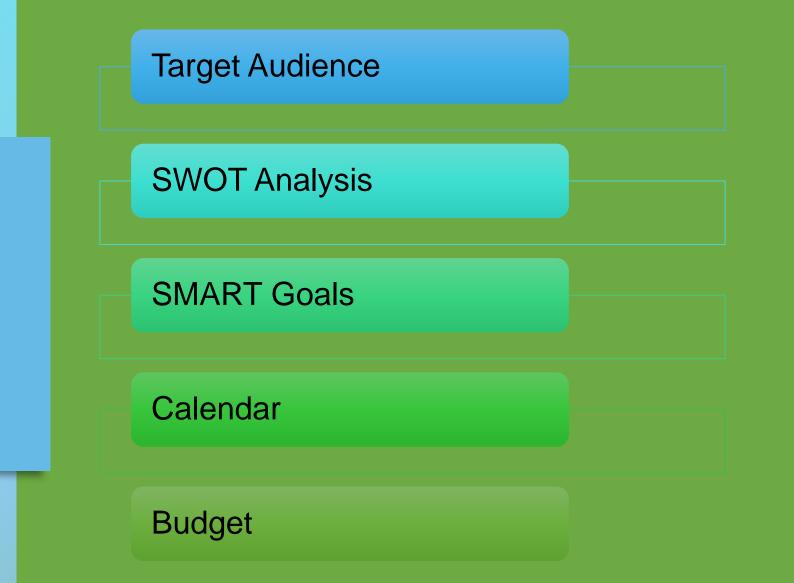
Presented by BreAnne Meier Marketing Specialist North Dakota State Library

What is Library Marketing?

The mix of promotions, events, user research, and activities that help meet the needs and desires of your target audiences.



Develop a Marketing Plan



Low-Cost or Free Marketing Ideas, Part 1



Low-Cost or Free Marketing Ideas, Part 2



What Are Your Ideas?

(Please use your microphone or the chat feature to add your ideas)

- What has your library done that has been successful?
- What has your library done that has been unsuccessful?
- What would you like to try in the future?

Contact:

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