



The Library Marketing Toolkit

Ned Potter

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Libraries today face competition from online sources, wavering public perceptions, and increasing user demands, and successful marketing is critical to their continued success among users, stakeholders, and society as a whole. *The Library Marketing Toolkit* covers every aspect of library marketing and branding for a wide range of information organizations, including archives and public, academic, and special libraries. It offers perspectives from experts and includes numerous international examples, as well as innovative and practical techniques. Readers will learn about marketing strategy, essential marketing tools and techniques, social media, marketing on a budget, library branding, marketing to internal stakeholders and third parties, marketing special collections and archives, library advocacy as marketing, and more. This guide is essential reading for anyone involved in promoting a library or information organization, as well as LIS students.

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