

The Accidental Library Marketer



10 Things You Need to Know to Promote Your Library When the World Keeps Changing

- Tie your marketing to your library's overall strategy.
- Set measurable goals.
- Mind the Marketing Rule of 7.
- Repurpose messages to get the most mileage out of your marketing.
- Promote your collection.
- Send more email.
- Follow best practices for social media.
- Make time for data analysis.
- Experiment.
- Use your tools and stay on top of trends.

Additional help for library marketing

Learn more and request a demo of [NovelList Plus](#) and [LibraryAware](#).

Download [A Guide to Increasing Usage of Library Resources](#).

Learn more and request a free consultation of [Professional Development by NovelList](#), including our course on [Marketing Foundations](#).

Download a copy of [The Secret Language of Books](#) and get more help to [improve your Readers' Advisory](#).

Learn how to [go live on social media](#).

Subscribe to emails from [Social Media Today](#) and [Social Media Examiner](#).

Subscribe to Anne Handley's [Total Annarchy](#) newsletter.

Join the [Library Marketing Bookclub](#) on Facebook.

Listen to Jay Acunzo's [Unthinkable podcast](#).

Subscribe to Andrew Davis' [YouTube channel](#).

Listen to Book Riot's [full suite of podcasts](#).