

Developing a Library Marketing Plan

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Bayside Library Service (Vic)

@KarynS



Lesson # 1

Target Markets



Lesson # 2

Consult the experts



Lesson # 3

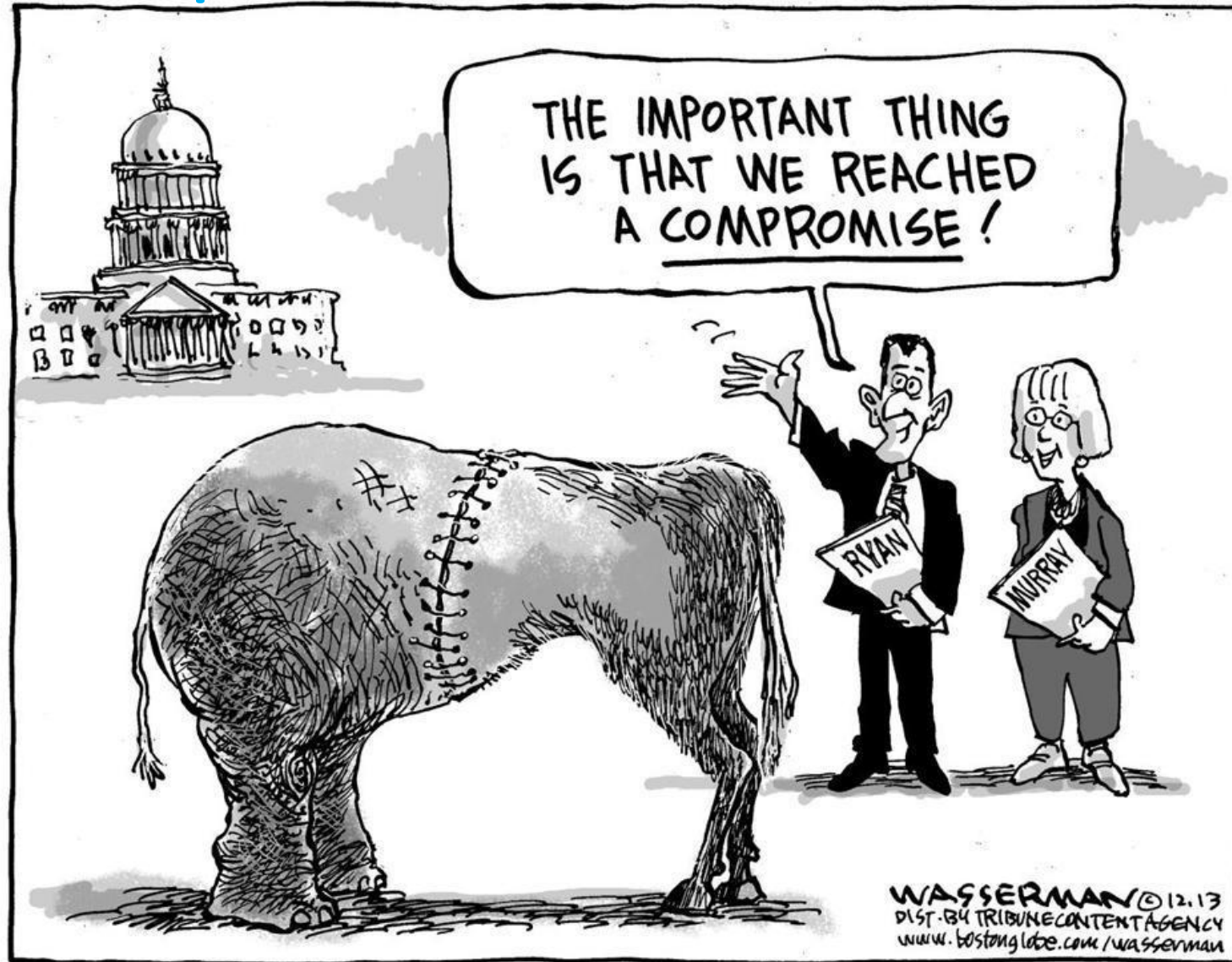
Bring on the A Team



I LOVE IT WHEN A PLAN COMES TOGETHER !! **WeNicks**
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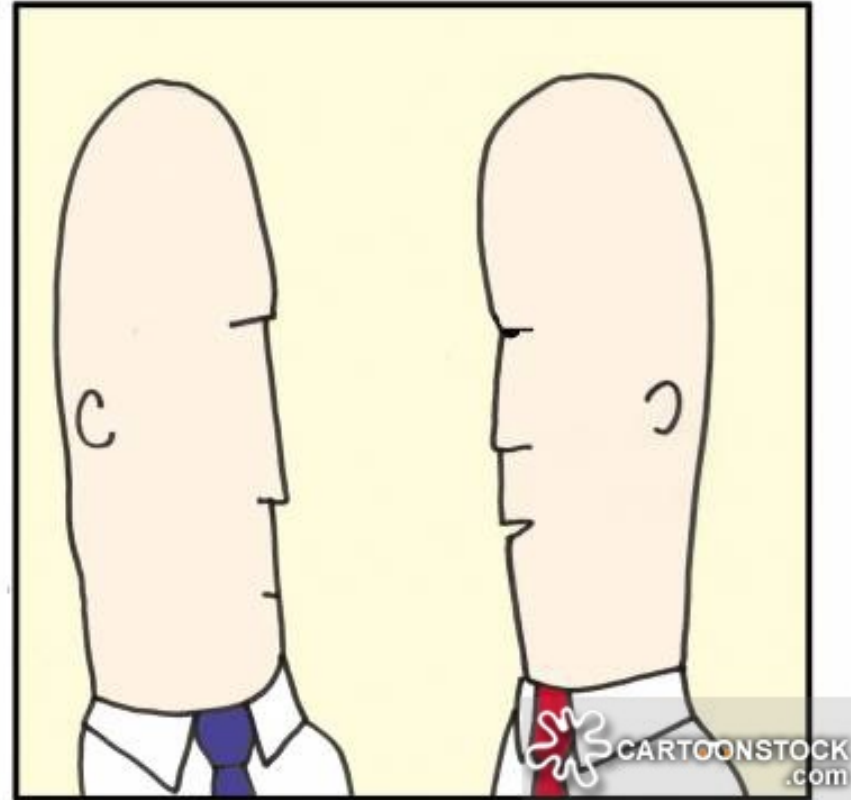
Lesson # 4

The art of compromise



Lesson # 5

Show me the money



"It's just that when I said
show me the money.....
I imagined more money."

Lesson # 6

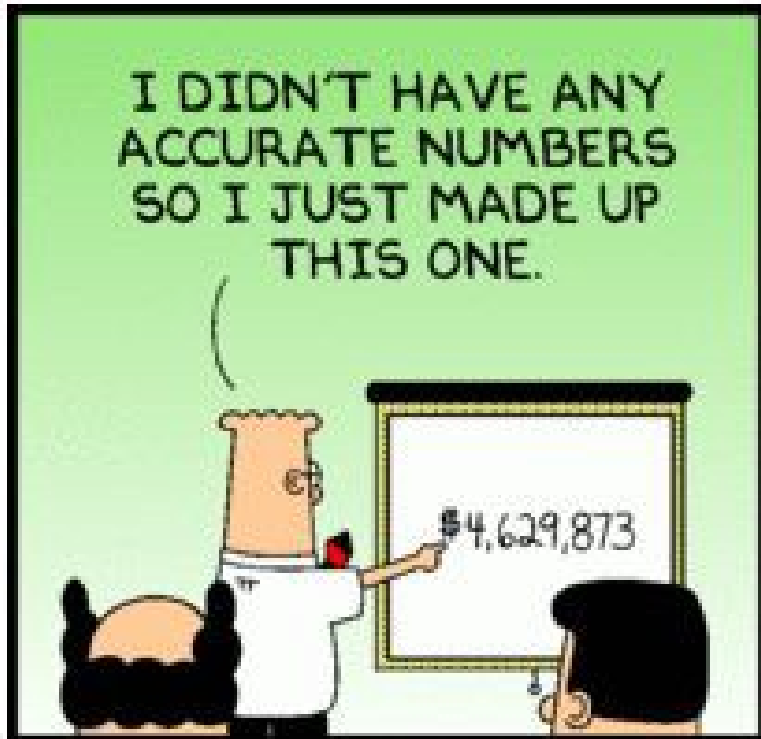
You can't see something too many times



"So that's the extent of your marketing plan?"

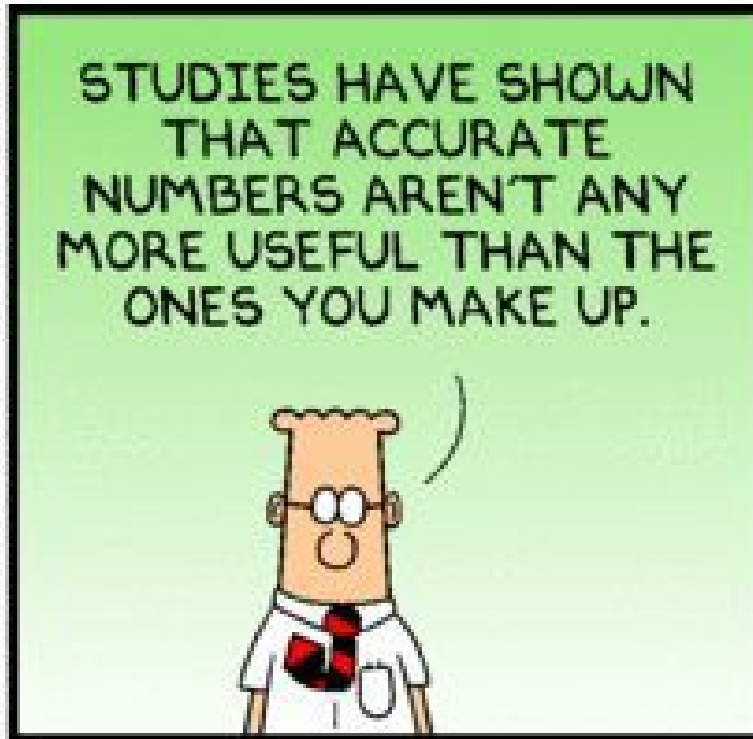
Lesson # 7

“Lies, damned lies and statistics”

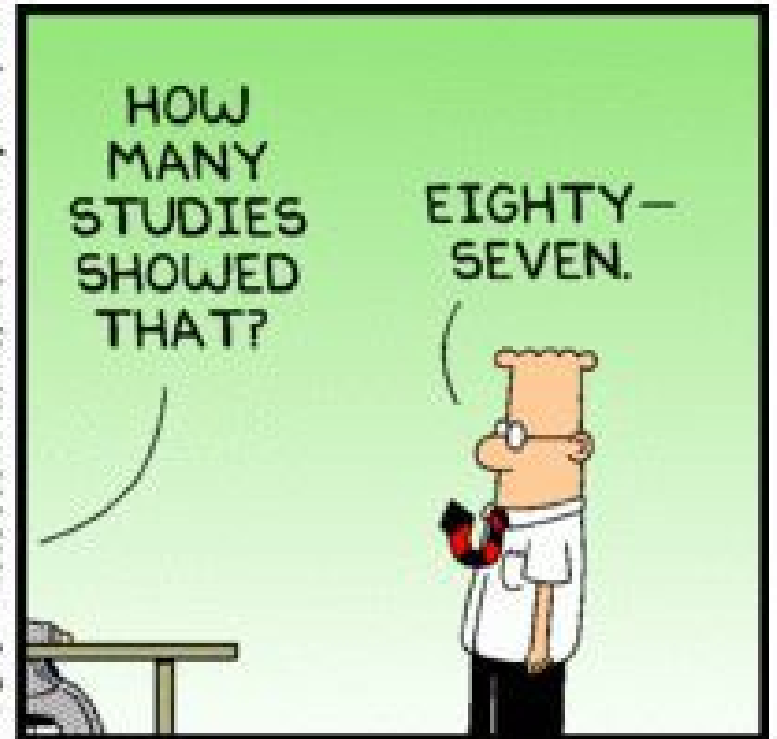


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.....Hello to Jason Isaacs

