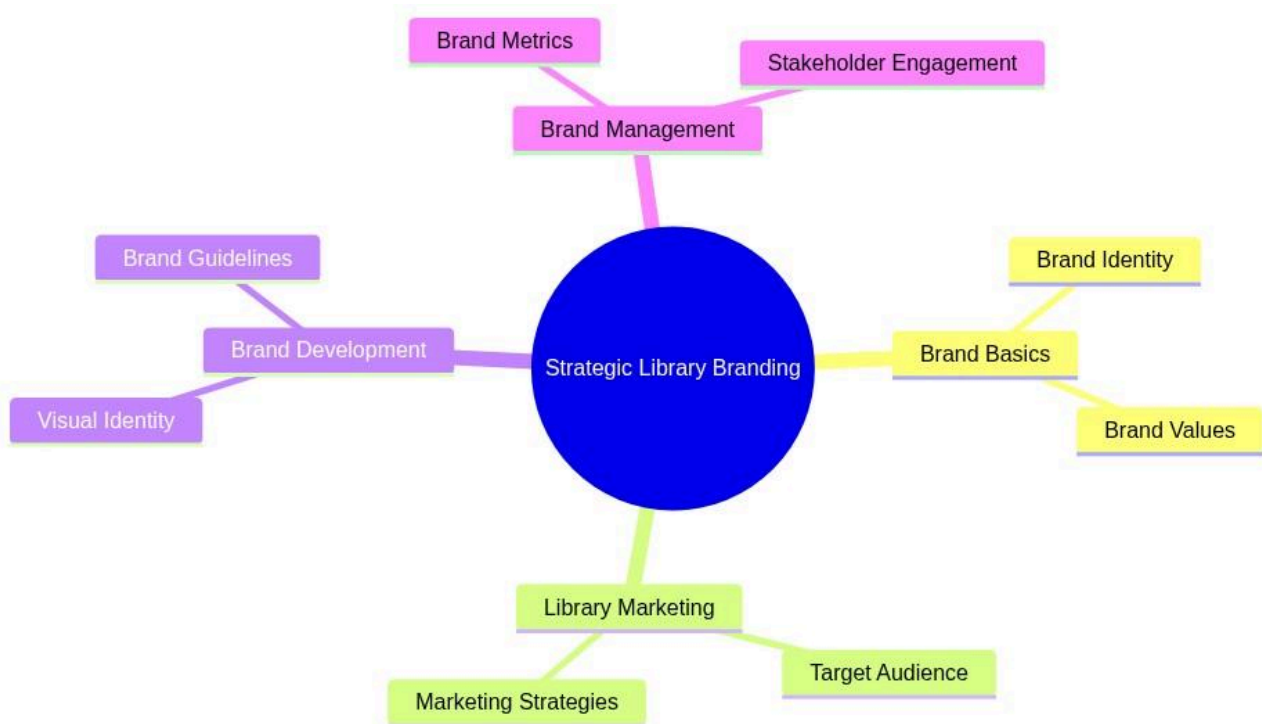


Undergraduate Certificate in Library Marketing (Advanced)

# Strategic Library Branding



mindmap

root((Strategic Library Branding))

Brand Basics

Brand Identity

Brand Values

Library Marketing

Target Audience

Marketing Strategies

Brand Development

Visual Identity

Brand Guidelines

Brand Management

Brand Metrics

Stakeholder Engagement