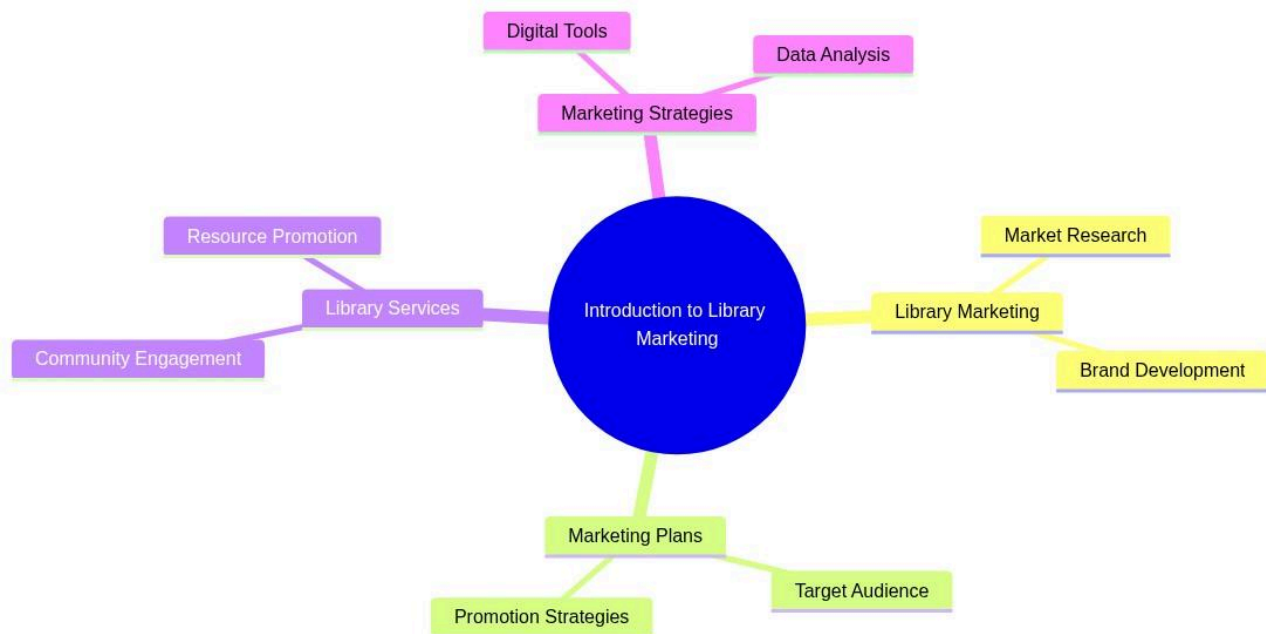


Masterclass Certificate in Library Marketing

Introduction to Library Marketing



mindmap

root((Introduction to Library Marketing))

Library Marketing

Market Research

Brand Development

Marketing Plans

Target Audience

Promotion Strategies

Library Services

Community Engagement

Resource Promotion

Marketing Strategies

Digital Tools

Data Analysis