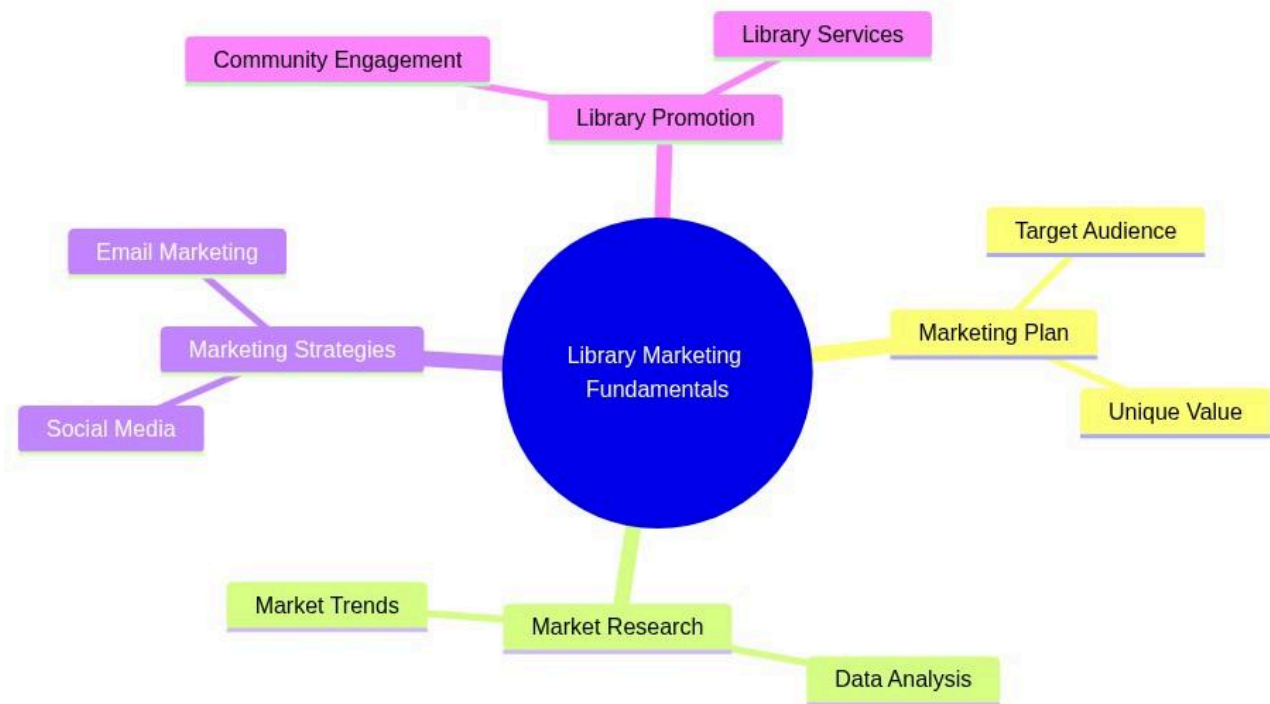


Masterclass Certificate in Library Marketing (Advanced)

Library Marketing Fundamentals



mindmap

```

root((Library Marketing Fundamentals))
  Marketing Plan
    Target Audience
    Unique Value
  Market Research
    Data Analysis
    Market Trends
  Marketing Strategies
    Social Media
    Email Marketing
  Library Promotion
    Community Engagement
    Library Services
  
```