

# The Accidental Library Marketer



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

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- 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

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

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

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

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

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