

# Marketing

A good marketing plan will help you reach your target audience and help them understand what the library has to offer them. *Suggestion: set up a short meeting with the person in the library responsible for marketing. Ask them about their work and explain your own.*

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Who is your target audience?

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What do you want them to know about your project?

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What are the key messages to convey this information?

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How will you tell them about your project?

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When will you tell them?

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Who else in the library needs to be involved?