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.

Who is your target audience?

What do you want them to know about your project?

What are the key messages to convey this information?

How will you tell them about your project?

When will you tell them?

Who else in the library needs to be involved?