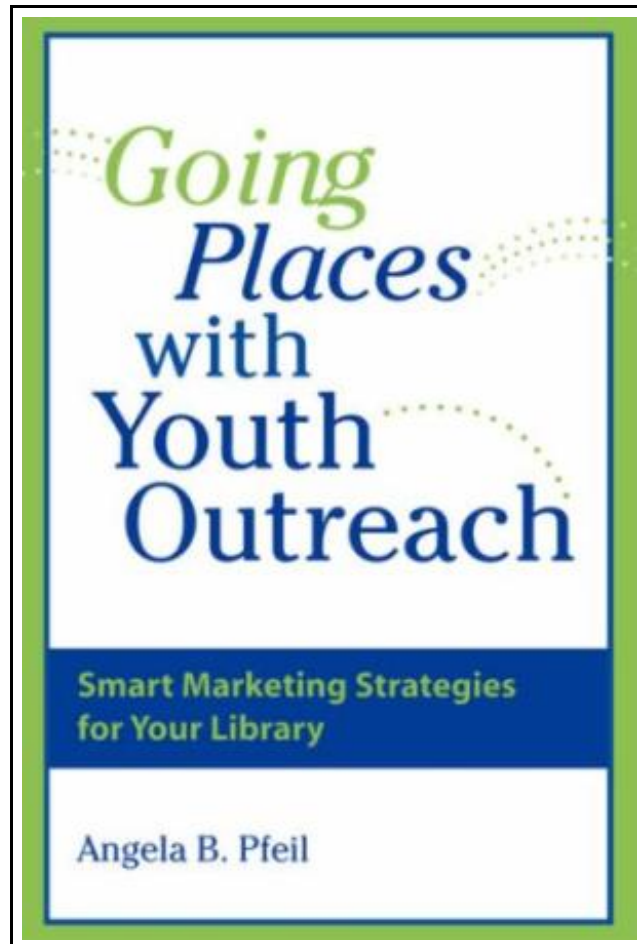


## Going Places with Youth Outreach: Smart Marketing Strategies for Your Library



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American Library Association. Paperback. Book Condition: New. Paperback. 132 pages. Dimensions: 8.9in. x 6.0in. x 0.3in. Marketing to kids is big business - with children influencing more than USD500 billion in family purchases each year. Research shows brand loyalty can start as early as age two; familiarity with logos and mascots, as early as six months. Childrens librarians need to take marketing to heart and adapt accordingly, according to youth services expert Pfeil. Corporations know that marketing to kids is big business - with children influencing more than USD500 billion in family purchases each year. Research shows brand loyalty can start as early as age two; familiarity with logos and mascots, as early as six months. Childrens librarians need to take marketing to heart and adapt accordingly, according to youth services expert Pfeil. Creating kid-friendly marketing programs is the first step. While providing library professionals with guidelines for preparing a complete, comprehensive marketing plan, Going Places with Youth Outreach offers tips for getting childrens attention, from where to post event flyers (childs eye height, please) to taking storytime to where restless children might be waiting (how about the DMV) This hands-on guide shows librarians how to apply marketing concepts to expand their outreach and nurture these new audiences. Use these proven techniques to: Develop a comprehensive marketing plan to promote childrens and youth services Let new audiences experience library services firsthand at schools and events Build partnerships with community groups using sample letters and scripts Evaluate the outcomes of programs to refine your offerings By offering programs outside the library, children and their parents will be more interested in finding out what is going on inside the library. Readers will also glean inspiration from sample logos, brochures, and mascots shared by successful youth library marketing programs. To appeal to todays kids,...

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