

Going places with youth outreach: smart marketing strategies for your library

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Abstrak

Corporations know that marketing to kids is big business?with children influencing more than \$500 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. Children?s 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 children?s attention, from where to post event flyers (child?s eye height, please) to taking storytime to where restless children might be waiting (how about the DMV?)