



Breakthrough Branding: Positioning Your Library to Survive and Thrive

Suzanne Walters, Kent Jackson

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Branding provides a unique way for a library to distinguish itself: its identity, personality, and image. Drawing on five vividly unique case studies from libraries across the country, *Breakthrough Branding: Positioning Your Library to Survive and Thrive* shows how to mesh your library's brand deeply and seamlessly within your internal culture, to leverage and better position your brand for the audiences you serve, and develop and implement promotional strategies and tactics consistent with your objectives. Experienced marketers and branding consultants Suzanne Walters and Kent Jackson offer clear advice regarding the art and science of library branding, advocacy, ethical considerations, marketing management and evaluation throughout the book's three sections:

- **Branding** explains what a brand is and how to assess, develop and utilize your brand as an important institutional asset, with insider tips on environmental scanning, market research, and situation analysis;
- **Positioning** leads you through the process of effectively addressing your target audiences;
- **Promotion** helps you develop an integrated marketing communication strategy, including how to craft on-target messages, leverage your online presence to inform and engage with community members, and capitalize on traditional marketing channels, with guidance on public relations, event strategies, email, websites, and more.

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