

Marketing Opportunities for a Town History Book

Events

Presentations to community groups:

Chamber of Commerce
Lions Club
Nashua Rotary
Rotary West

Book signings

library
Barnes and Noble

Media

Print media for reviews and/or articles

NH Magazine
NH Union Leader
NH Writers Project
Senior Beacon
Senior Times
Hippo
NH Business Review
Business NH
Alumni newsletters of authors & editor

Community group newsletters/bulletin boards

Chamber of Commerce
nursing homes/assisted living
downtown organizations
Granite State Libraries
historical societies
NH Writers Project

TV

public access channels
commercial stations

Creating a Local History
Nashua Public Library

Radio

Public
Commercial

Special Promotions

Nashua birthday: coin/autographed copy
Sales
Raffles, door prizes

Sales Opportunities

independent bookstores
chain bookstores
locally owned retail stores
banks
hotel gift shops
college bookstores
hospital gift shop
politicians
professional offices (drs., real estate, finance)
conferences
City Hall

Advertising

Internet

link from library website
link from distributor's website
link from publisher's website
amazon.com
listservs

flyer distribution

in library
at outreach events

at City Hall
snail mail
email
high school libraries
other public libraries
history teachers

Internal advertising

library calendar
blog
posters
Citywide staff email
email newsletter
Facebook page
history events email newsletter
Local History BookNews
flyers to Outreach customers
trustees

External advertising

newspapers
radio
TV
local theater, symphony programs

Recommended marketing books

The Secrets of Word-of-Mouth Marketing by
George Silverman
AMACOM, 2001

1001 Ways to Market Your Books by John
Kremer
Open Horizons, 2006