



Survey of Library & Museum Content Marketing Practices

Primary Research Group

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The report presents detailed data about how colleges, libraries and museums are marketing their digitized collections and other content through blogs, email, videos, and through major sites such as Pinterest, Facebook, YouTube, Twitter, Google+, Instagram and other venues. The study also looks at marketing through traditional advertising mediums such as space ads and press releases, as well as the cost of search engine optimization, pay per click ads, the development of finding aids, and other efforts to alert the public to college, library and museum content. In addition to examining marketing efforts the study gives data on revenues from content sales, the percentage of collection content available in digital formats, and cross marketing efforts with other institutions. Participants include library special collections, major museums, historical societies, film and photography archives, college museums and archives and other venues presenting detailed and valuable content to the public.

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