

A Short Cut To Marketing The Library Zuzana Helinsky

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A concise handbook which spells out the critical need for marketing for libraries, A Short-cut to Marketing The Library provides a series of practical and accessible tools to achieve success and includes publishers marketing suggestions.

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A concise handbook which spells out the critical need for marketing for libraries, A Short-cut to Marketing The Library provides a series of practical and accessible tools to achieve success and includes publishers marketing suggestions. Brief description of classical planning and marketing techniques Easy to follow marketing tips geared to ...

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What is Shortcuts Marketing? Shortcuts Marketing is a simple, easy-to-use SMS and email marketing platform within Shortcuts that is replacing your Set & Forget Marketing (gCast). Who can use it? Everyone! Shortcuts Marketing is available for single site businesses on all packages using Shortcuts Fusion, Live and Cloud.

[Marketing FAQs: Shortcuts Marketing & Mailchimp](#) | [Shortcuts](#)

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To begin, you will need to: 1. Watch all of the quick tutorial videos below so you can learn how to set up your campaigns. 2. When you're ready to get started, click hereto visit the Console. Click the cloud symbol in the top right corner of the Console to access Shortcuts Marketing. Click Menu, then General Settings, and click the Marketing tile. 3.

[Shortcuts Marketing Resource Hub](#) | [Shortcuts](#)

Watch this video and learn how Shortcuts Marketing works and get a comprehensive overview of this brand new email marketing and SMS marketing feature.

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Between Shortcuts Marketing and Mailchimp Marketing, it's a tough choice! This guide will help you pick one of our options, or even convince you that using both is the way to go! Trying to decide which marketing option is right for you? Between Shortcuts Marketing and Mailchimp Marketing, it's a tough choice!

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