

# 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

## 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