

# Marketing 101

## Questions

Develop/publish FAQs and searching tips to help everyone learn about Primo and Primo Central

Add search tips to desktop wallpaper and/or place search tips at or near workstations

## Social Media

Advertise via any social media making users aware of Primo and its role as a discovery tool

Add a message to email signatures indicating Primo's appearance, including a link to Primo

Prepare and execute email and SMS campaigns

## Visuals

Place an embedded search box on the library's Web page

Implement a screensaver using a standard set of images representing Primo

## Faculty

Show off Primo and highlight resources

Develop sample research assignments

Integrate with departmental Web presence

Enhance coverage of new events