



Telling Your Story to Your Stakeholders

Marketing strategies based on Marketing Training 2005 developed by Metropolitan Group for the Washington State Library and Washington libraries. Funded through the Institute of Museum and Library Services (IMLS)

Marketing toolkit online: www.libraries.wa.gov/toolkit

- What is your story?
- Why tell your story?
- Who are your stakeholders?
- Ways to tell your story.
- What is the timeline for doing this story-telling?
- Who is involved in telling this story?
- Where is this story to be told?