INTRODUCTION

Libraries of every shape and size often need expertise in a highly specialized field. Where do they turn? To consulting agencies. But finding the right agency to fit the project can be a daunting first step to any project. What if libraries had one consulting agency that could expertly advise them on any type of project?

APPRAOCH

In addition to conducting an extensive market analysis, we researched and advised on how to start a small business in Washington State. After evaluating marketing strategies, we made recommendations on how to build a marketing campaign for the business, including how to effectively use social media for business purposes. We also researched and recommended project management software and a website builder platform.

Some of the tools we used:

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