**Marketing Channels for promoting a Krosslink Event**

* **Print**
  + Fliers
    - library bulletin boards, [Library Director]
    - Local Cafes [Chapter President]
    - Supermarkets [Chapter President]
    - SCORE Meetups [SCORE Mentor]
  + News (Press Releases)
* Local Newspapers [Library Director]
* **Electronic**
  + Email to Friends of Library [Library Director]
  + Local school online community bulletin board [Chapter President]
  + Krosslink website [KL Advisor]
  + Meetup [Chapter President]
  + Town Website [Library Director]
  + EDC website [Library Director]
  + Library website [Library Director]
  + Targeted emails
* To past KL attendees [Library Director]
* To Chamber of Commerce members [Library Director]
* SCORE Mailing list [SCORE Mentor]
  + Links to Library Page on Krosslink.org on websites
* Local SCORE chapter Website [SCORE Mentor]
* Chamber of Commerce [Library Director]
* Local Innovation Centers/Incubators [Chapter President]
  + SOCIAL: Twitter&Facebook
    - Library – [Library Director]
    - Local Newspaper - [Chapter President]
    - Town - [Library Director]
    - Economic Development Committee – [Library Director]
    - Krosslink.org [Krosslink Advisor]
    - SCORE – [SCORE Mentor]
* **Word Of Mouth** – Friends and Family out reach.