**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.