Innovative Technology and Applications for
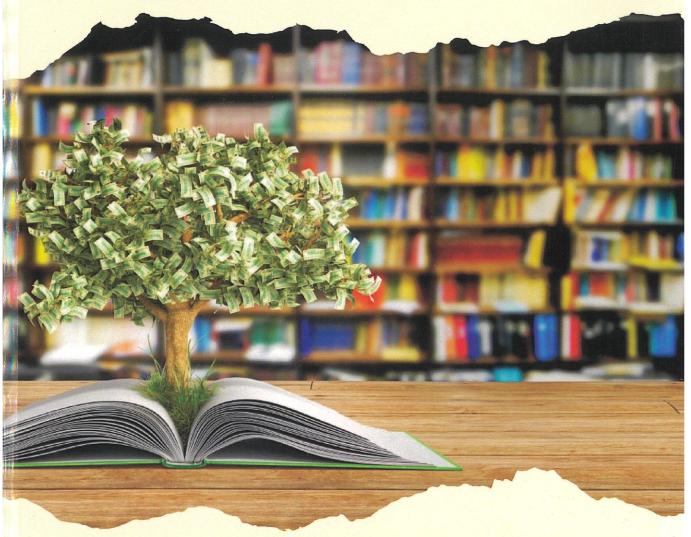# Sustainable Library Services

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Innovative Technology and Applications for Sustainable Library Services
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Marketing of Library Resources and Services in Present Scenario: A Review

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ABSTRACT

Due to emergence of Information and Communication Technology, people are getting information just in one click of mouse; internet has become an integral source of information. Library users are moving towards internet with changing demands, preferences, and expectations for information requirement. Library need to attract them by providing different type of information service according to the demand of user. Users can be aware about these services by marketing of Library. The concept of marketing has got new dimension with the rapid growth of information and communication technology. There are many traditional and digital marketing tools available for marketing of any products and services which are discussed in this paper. This paper helps to understand and recall the concept of marketing for Library professionals. The Importance of Marketing in present scenario in Library is discussed in this paper. Various online and offline marketing tools for promotion of Library resources and services are being discussed here. Some suggestions for Librarians are provided for the marketing of Library resources and services and bring the maximum users into Library in present digital era in this paper.

Keyword: Marketing, Library Resources, Library Services, Online Marketing, Advertisement of Library, Information and Communication Technology.

Introduction

User satisfaction is most important in the library. It is Librarian's duty to meet the user requirement as early as possible. The reputation of Library depends on number of users and usages of Library resources and services. In the present scenario where Information and Communication Technology is widely used and users is getting information just in one click of mouse. Users prefer to use Internet/Google for getting information rather than visiting the library and search the information. Most of the Libraries in India are limited to provide conventional Library and information services to the users but now Librarians need to be proactive to identify the users need and provide information services according to the demand of users within and outside the library. ICT is advancement for the library, to be used as a tool to provide various information services to the remote users (Ghos, 1988). Library need to promote its collection and services among the users for the maximum use. Proper marketing plans, strategies, and tactics can aware and attract the users about Library collection and services. Marketing of Library resources and services can help to fulfill the five laws of Library Science.

Marketing

The term marketing means many things to many people (Seetharama, 1988). The concept of marketing is changing all the time and has different meaning for different people. According to American Marketing Association "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that has value for customers, clients, partners, and society at large (American Marketing Association, n.d.). Marketing mainly focuses on the need of the consumers and believes to satisfy them by the product. According to Steve Jobs, Co-founder of Apple, "Marketing is not just about selling what you make, but about making what people want (Slater, 2023)".

The basic idea of marketing is the product should meet the customer's need and demand. Many people equate marketing with selling. It is beyond that. In fact, marketing starts from the very stage of identification of consumers and run through development and renovation process of product.

Objectives

There are some objectives of this study are mention below:

- To understand the concept of marketing and discuss the online and offline marketing tools available for promotion.
- To understand the need of marketing of Library resources and its services in present scenario among users.
- To know the marketing tools that should be used for marketing of resources and services in Library.
- To provide some suggestions for the Librarians to promote Library resources and services among users effectively in Library.

Methodology

This study deals with marketing aspects of Library resources and its services among users in Library. This paper helps to Library professionals how to promote Library resources and services for better utilization of Library resources and information services by users. Also this paper will help to create awareness among Librarians for using promotional methods of collection and services in Library. This paper provides a review through analysis of literature searched from various databases like google scholar, DOAJ, Scopus using simple and advance search. Various papers on marketing of Library resources and services are reviewed and discussed the need of marketing of Libraries in present scenario and provided some promotional methods that can be used in Library for promotion of Library resources and services.

Methods and Tools of Marketing

Marketing has four aspects (4Ps of Marketing) namely promotion, product (Services), place (Where we promote) and price (or profit) which is called Marketing MIX given by famous American marketing author, consultant, and professor Philip Kotler and E. Jerome McCarthy, is mostly used in marketing (From, 2023). Marketing mix was modified and 7Ps of marketing concept was given by Booms and Bitner in 1981 and added three more elements' People, Process and Physical evidence. These 7Ps of marketing are the combination of seven elements that helps for marketing strategy to achieve organizational goal (Wikipedia, 2023). There are two types of Marketing that are Traditional and Digital Marketing. Some online and offline marketing tools that are used for the promotion of any products and services are shown in Figure 1.

Source: https://mailchimp.com/resources/types-of-marketing/

Figure 1: Types of Marketing

Need and Importance of Marketing of Library Resources and Services

Marketing is always the part of Library to bring the users for maximum use of Library collection and services. Marketing helps in creating and maintaining public relations with users. There are some need and importance of marketing in Library is discussed below:

- Library Marketing makes users aware about collection and services which helps the users to access it.
- Due to information explosion, there are many sources of information which are available freely and subscription base. Library needs to educate users how to access information properly and this can be achieved through Library marketing.
- Due to increasing trend of ICT in Library, various online information services are provided to the users. Marketing helps the users to use new ICT based information services started in the Library (Samanta, 2012).
- Library marketing focus to increases the reading habit among users.
- Marketing helps to build relationship with users directly and indirectly (Chandratre, 2015).
- Marketing helps the Librarians to meet the user requirements according to the demand of users.
- Marketing helps to achieve the organization goal through Library.
- It is useful for distance learning users on how to find the collection and accessing services easily.
- Marketing first analyzes the product and emphasize to improve it according to demand of users. It helps in improving Library services.
- Marketing focus on the users and try to satisfy by providing various types of information services.
- In the ICT era, marketing focus on uses of ICT for promoting sharing, accessing and disseminating information for the users.

Marketing Tools for Promotion of Library Resources and Services

Marketing helps to brings books and readers together. There are some marketing tools should be applied in Library Marketing are discussed below:

- **Library Orientation for Users:** It creates an awareness about Library collection and services which will help for students, faculties, researchers to trace the information easily in the library.
- **Extension Activities:** The purpose of an extension service is to transform a Library into an intellectual, social, and cultural hub that promotes reading. So, the goal of extension services is to make non-readers into Library readers. There are some extensions activities are given below which helps for promotion of Library.
- **Book Fair and Exhibition:** Book fair and book exhibition helps the library to show their collection outside the library in seminars, conferences, public place and some other Library occasions. In India,

every year International Book Fair is organized by Federation of Indian Publishers with name 'New Delhi World Book Fair'. In 2023, 27th Delhi Book Fair was organized by The Federation of Indian Publishers, in collaboration with the India Trade Promotion Organization where all the publishers displayed their books in all languages including regional languages. Alike The National Book Trust organized the Pune Book Festival from 16-24 December 2023 Which received remarkable attention of the people and created four world records related to books and reading.

- **Library on Wheel:** A Library on Wheel uses a Van, designed according to display the books as a Library. The purpose of this service is to get the books to the remote users who cannot reach the library. This service helps the peoples to create the reading habit and culture among the remote users.
- **User Education:** User Education trains the users on how to use Library, its collection and services. This is the link between users and Library for effective use of Library resources and services.
- **Library Pamphlets/Brochure:** Pamphlet is a type of booklets which cover information about a particular subject. Colorful Library pamphlets gives information about Library, Library rules, Timing, location, collection, services, contact etc. in brief which helps the users to guide about the library.
- **Use of Information and Communication Technology:** New trends in ICT have changed the complexion of information and the library profession worldwide. It offers immense possibilities to improve the information services. ICT helps the library for information handling, disseminating and marketing of Library as well. Some ICT tools for marketing are being discussed below:
- **Marketing via Website:** Library can update the users about their collection, services etc. via Library website which user can access at any time directly.
- **Tutorials on different Subjects:** Library can upload tutorial videos about their subscribed databases, class lecture on different subjects and how to access them, which help users to search and retrieve information smoothly.
- **Library Social Media Page:** There are many social media like Facebook, telegram, Instagram available to connect the people and share their information. Use of social media in Library, facilitates an effective connection with its users. A Library web page on social media can help to reach out a large audience and Library can promote their collection and service among mass community.
- **RSS feed/Subscribe Option:** With only one click, users can get information about Library events and newest information using by Real Simple Syndication (RSS) option. This web 2.0 tool can also be used on Library website for Library marketing.
- **mLibrary:** mLibrary or Library app can help the users to use the Digital Library through mobile remotely. Users can access all Library collection and services at anytime from anywhere through mLibrary.
- **Organizing a Lecture:** The objective of organizing Library lectures time to time in schools, colleges and any other Libraries is to become the students more efficient users and this surely will help to know the users about Library collection and services.
- **Library Publications:** Library publications are a good source to reach out its collection and activities to the mass community. Library can publish bulletin, newsletters, data compilation work etc. on monthly, quarterly and annual basis so that users can be aware about Library activities and services through these publications.
- **Newspaper Clipping Service:** To display newspaper clipping of user's interest daily on the notice board as well as sending it via email will help the users to get the current news, research, new events etc. This will help to market Library service among users.
- **Posters of databases:** Library can display poster of its subscribed database in or outside the library which will help to promote online Library collection among users.
- **Organization of Demo/Workshops/Trainings:** Library can organize demo, training, workshop on use of various software like Use of OPAC, database searching, Plagiarism Detection software and any other user's interested topics which surely will help to promote Library use effectively.
- **Display of New Arrival List:** It's a traditional kind of service but help to know the current collection of Library among users. Display of new arrivals of books and journals and lists on notice board or sending list via email will help to know the users about new collection of Library.

- **Library Tour:** Library tour for new students and newly joined staffs will definitely help to introduce the users about overview of Library.
- **Advertisement in Social Media:** Library can use social media to reach out mass audience. Library Advertisement through Facebook, WhatsApp, X (Twitter), Research Gate, Academia etc. can help to capture the attention of mass community people about Library.
- **Word-of-Mouth Marketing:** Word-of-mouth is thousands of times more powerful than conventional marketing (Silverman, 2001). When people talk about any product or services and recommend it to others is called Word-of-Mouth marketing. It is a powerful tool of marketing because user trusts on other's recommendation. This can be achieved only by winning the trust of user by Library.
- **Library Manual:** Library should maintain Library manual with detailed information on Library's vision, mission, collections, services, policies, sections and other features for Library users.

Suggestions

Librarians and information scientists are conceptually confused about marketing, believing that marketing is limited to sales and promotion but it helps to evaluate and improve Library services according to demand of users. There are some suggestions are mention below for the marketing of Library resources and services.

- User study in Library time to time will help to understand user information needs by conducting observation, feedback, questionnaire, interview, survey methods etc.
- Marketing of Library is completely depended on analysis of users. Users need to give proper feedback about their information requirement so that Librarian can analyze the users need and can provide information resources and services accordingly.
- Library should be upgraded with ICT tools and techniques for easy access of Library resources and services.
- Lack of sufficient trained manpower is obstacle for the development of Libraries. Library staff should be trained with new changing technologies from time to time. Short term courses, attending of Trainings/seminars/conferences should be allowed for Library staffs to getting up to date with trends and advances in Library.
- User Orientation program for students and newly joined staffs will help to aware the users about Library resources and services.
- Library should not limit to traditional Library services. In order to create more demand for the use of Library resources and services current awareness service, subject wise new arrival list, online information resources, subject gateway, online extension services should be provided so as to meet the information needs of users.
- To create interest among users, Library should organize extension activities time to time like book talk, book review by subject experts, seminars on special occasion like Library week, Librarians Day etc. can help to promote the library.
- Use of online and offline mass marketing tools like direct marketing, email marketing, advertisement, public relations, social media marketing etc. can help to promote the library services and its resources
- The role of National and International Professional bodies like IFLA, ALA, ILA, IASLIC etc. for creating demand for Library is very crucial. These bodies have to strive hard to bring notice of the educational policy makers, planners, administrators, and even the government the need and importance of Library and its services from the grass root level.
- Library should create online institutional repository to provide examination papers, institutional research papers, and online thesis submission and must all be publicized to potential users.
- Librarians should have the ability to understand the user's needs and ability to obtain feedbacks from users. Librarians must have the technical knowledge of using ICT to provide online information resources and services and also use ICT as a tool to promote library resources and services.
- Library should organize book fairs time to time at public place which is a good marketing tool to have direct contact with users. One of Book Fair was organized by Navbharat Sahitya Mandir in

Ahmedabad which was inaugurated by Prime Minister, Shri Narendra Modi. In his address in inaugural ceremony, he emphasis to study the scriptures, texts and books, again and again to remain effective and useful. He said that it is even more important in today's day and age where people tend to take the help of the internet. "Technology is undoubtedly an important source of information for us, but it is not the way to replace books, the study of books" (PM India, 2022).

Conclusion

Marketing is the necessity for Libraries in present scenario. Library's effectiveness and efficiency are determined by the services used by users, not by its size, number of books, resources and its staff. Due to easy access of information on internet, users are moving towards internet. Library can bring the users into Library by providing better Library infrastructure and facility, advance computer lab for accessing e-resources, high standard fast and accurate Library and information services etc. to the users. With that Librarians need to market its collection and services among users. Users are consumers of information, and Libraries are information markets. Librarians must be encouraged to participate enthusiastically in online and offline marketing. Use of social media, book fairs, orientation programs, tutorials on different subjects, organization of demo/workshops/trainings on specific subjects or software, etc. are some marketing tools can be used for promotion of Library resources and services. The best publicity of marketing is to satisfy the user. Marketing can help to save its existence in this digital era. If Library offer a reliable and quick information service, word of mouth will quickly spread among the users. As a Librarian we need to develop a positive attitude toward users by providing them appropriate services in present digital era.

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