



INFORMATION MARKETING SKILLS OF LIBRARY PROFESSIONALS IN CORPORATE LIBRARIES

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ABSTRACT

In the current scenario, corporate libraries are expanding their reach to 24x7 depending on different policies to meet the needs of their users and maximize the use of resources. Marketing their services in a non-profit organization like a library is a big challenge because of the specific features compared to the goods. So, there are a lot of challenging issues in terms of information and information in the library. A good corporate library is one of the most important things that provides long-term relationships with users who use library services. Now a days, corporate workers start branding themselves as individuals. Corporate librarians can also create positive norms by customizing the library and information services from a user's perspective. This paper describes the corporate library and its custom library and the information marketing of corporate library products and services and subsequent marketing techniques.

INTRODUCTION

The advent of information communication technology has brought huge changes in every sector of society; This can be reflected in every organization in which the library is no exception. Library is a non-profit organization that switches from traditional form to digital and virtual mode to meet the needs and requirements of its users. Libraries need to adopt new ways and innovative services to attract people from this competitive world. The library will have to provide the right information to its users at the right time for its existence and it can adopt a marketing strategy to make maximum use of the library's resources. Marketing is a concept that seeks to provide initiatives and services through a coordinated set of activities that meet the needs of the clientele allowing the organization to achieve its objectives. The marketing approach is very useful for libraries to improve their image and attract more users. Undoubtedly, marketing helps libraries improve their reputation as a business in their organization and community.



NEED OF MARKETING:

The library is still operating in a competitive world where many parallel organizations are not yet ready to provide essential information, both commercial and non-professional. The library should be careful about the existence of the library and the optimal use of its resources; those employees need to acquire professional knowledge and skills for marketing information and library services. It mentioned some of the factors

responsible for encouraging the library business to develop a marketing approach in its work and services, including information explosion, technological revolution, increasing library costs / budget cuts, increase in user based services, networking demands / information complexity. Reading habits are declining among people due to factors such as requirements, competition from database vendors, and attacks by television and the Internet. Justin & Parmeshwari said the following are some of the skills required for effective marketing of products and services.

User needs and ability to get feedback from users, technical knowledge, such as the ability to use the Internet, knowledge of various marketing strategies to promote information skills. Thus corporate libraries have to adopt new innovative ways and marketing techniques to make the best use of resources from customers.

SERVICES, PRODUCTS AND RESOURCES:

Marketing plans include different functions such as marketing planning, marketing research, marketing segmentation, marketing strategy, marketing mix and evaluation of products and services. Marketing strategy helps in fulfilling the objectives of an organization. They have various Market Street ratings to promote their products and services to users through corporate libraries.

1. **Mobile Sites and Library Portal:** The Library Portal is an important tool for promoting library resources, services, functions and activities. It is an easy tool to announce the library's annual plan and new activities. Resources subscribed to the library can be systematically communicated to users by creating a library website. Mobile websites are an important component of mobile library services. This is basically a smaller version of a larger website that is designed and optimized for viewing on mobile devices. The general purpose of a mobile website is to make content or at least a subset of content available to users.
2. **Mobile Catalogue and Wen-OPAC:** The library catalog of books / CDs / journals etc. is available online by visiting the relevant URL which can be accessed from anywhere via the internet. M-OPAC is an online public access catalog that is accessible via mobile. Mobile optimized online public access catalog provides easy search facility by author, title and topic. The search results are informative and contain information about the book and its availability in a concise manner. This is a short search page dedicated to simple search.
3. **Video:** The use of streaming video allows libraries to market their resources and services in a visually pleasing manner while appealing to more users than traditional text-based messages they used to receive. Corporate libraries will have the opportunity to connect with their unique user communities, already by online users and with the expectation that their use of video will increase. Developing their message through video, this library not only has the opportunity to raise awareness about their resources and services, but also to provide users with the opportunity to communicate their message in an interesting and visually pleasing alternative.
4. **Blogs:** Social media channels are central to current marketing and communications strategies. A blog with a relatively long history is a traditional social media tool. Librarians are provided with a convenient and accessible format for talking about the program, disseminating programs, and engaging in activities using a variety of mediums that allow content to be re-circulated in many other media formats.
5. **Merchandising:** Retailers have long known the importance of selling their products through eye-catching displays and exhibitions. Librarians can use the same techniques to enhance the look of their library, to promote its activities, and to create more libraries of 'browsing' and browsing materials at a lower or lower cost. The main thing is to trade space using retail visual merchandising principles, to create awareness about your library's programs and services. A minor way to display your library collection is to provide customers with the whole environment - signage, seats, display furniture and colors combined with materials that

everyone wants to welcome, as well as a clean space equipped with comfortable seats. Will invite patrons in.

6. **Calling Cards, Bookmarks, Flyers and Broachers:** Make users aware that bookmarks are not a piece of card for book lovers to remind them of the last page they read on the book. But once your customers see your bookmarks, encourage them to make a conscious effort to reach the library. Include the most appropriate contact details on the card, such as phone number, e-mail address, website URL so that people know how to reach the library after being forced by your marketing tool. Library brochures are known as marketing tools that explain to people what a library is. It is a relatively small print material that can fit in the pocket and is given to the occupants so you can include details about the library's resources, products, services and their benefits to customers on it. Promotional flyers and posters can be posted on your library, cafeteria, restaurants, grocery stores, book stores, cafes, health clubs, etc., and these printable flying airlines can hang in your office or office where there is a lot of smuggling. This will enable you to better understand people about your products and services, which will help them, get to your library.
7. **Exhibition:** A trade show can help you attract your target readers and give your book a chance to market in new markets. The Book Exhibition Marketing Service gives your book the best possible exposure of interested readers, book buyers and librarians.
8. **Mobile Library:** The mobile library provides library services to some corners of corporate locations where there is no library. Books, novels, large printed books and magazines are selected for patrons in mobile. You can also get a DVD on request.
9. **Celebration of Library Day/Week:** Library Week focuses on the importance of libraries and libraries as well as their contribution to the community. Libraries and their patrons across the country are encouraged to participate through social media, competitions, events and fundraisers. The days, weeks, years and decades assigned to libraries are celebrated, with each theme or subject matter exhibiting books.
10. **Library Database Marketing:** Databases such as Safari Books Online (Digital Library for Technology and Business Education) and Magzar (Digital Magazine Newsstand) are prominently used among corporate partners. Strong marketing of this database leads to better investment knowledge (KOI).
11. **Augmentation of Mobile Reality:** Mobile augmented reality (AR) applications represent a profound opportunity to access print and digital library collections. AR applications can offer a compelling and interactive information experience. It provides new and highly interactive library experiences such as physical book stack browsing, library navigation, optical character recognition, and identifying building services and collections.

CONCLUSION:

The perfect corporate library with these services has a huge impact on determining the overall performance of employees who have the ability to create, compile and disseminate essential information in this ICT enabled social environment. Services like mobile apps offer a platform that helps to communicate in the library using finger tips in mobile phones. The instructional video and visual merchandising offers a pleasing view of all the services and resources available in the library, and Take to Drive also helps weed out its store documents that users get for free. Many magazines have a huge demand for it. Mobile Library helps corporate employees to have a library with their spaces available.

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