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MARKETING OF ACADEMIC LIBRARY SERVICES

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Abstract:

Library is immortal of the Institution and also the Library is non-profit organization in the 21st century every library converting in the digital library and in the digital era every user wants fast services so the library needed marketing its product/ services. This paper aims is marketing of the library services.

INTRODUCTION

In the 21st century a libraries wants to become Digital libraries because of users need is vital. If libraries want user's satisfaction, then libraries should be marketing of the services. The prime function of the library is that provide efficient services to its user. Library is the place where user searches information for their satisfaction. Today's information need of users is differently and they expect quick service from library staff. Good library services and Good collection of the library are the two side of the coin. Performance of the library is measured in the terms of effectiveness and efficiency its marketing of the services. Three main factors are the information explosion, the technology revolution, and escalating library cost are responsible for encouraging the library profession to develop marketing approach in its operations and services. Information professionals have to adopt marketing as a tool if they have to exist in the present environment.

Objectives.

1. To expand the information technology and its applications in libraries
2. To inform the role of library services.
3. To improve the library resource and services.
4. To increase the knowledge of users through the services available in the library.
5. To awareness of library identify, collection and services.
6. To understand the need of marketing of the library services.
7. To satisfaction of library users.

Definition of Marketing.

"Marketing is those activities that direct the flow of goods and services from product to consumer." American marketing association.

The meaning of the marketing is the action or business of promoting and selling product or services, including market research and advertising.

Tools for marketing library services.

Marketing library and information services libraries have to use following IT tools to promote library and information services to its user.

Library website .

This website shows all information about library and information products. This is most essential tool for marketing of the library services, and library access, descriptions and all about the reading materials available in library.

Internet.

Internet is the most important to improve the library services. Libraries have need to provide free access to internet, by using internet facilities and provide library services to its users.

E- mail.

e-mail is the marketing tool for library services, through the email library should provide its updates day by day about the reminders for new books, new arrivals etc.

Blogs.

Blog is new online tool, it use for online updates regarding library reading material library resource and services.

Mobiles.

Smartphones are using onlines for reading and knowing about the new arrivals in the library and also using for digital library access.

Facebook.

Facebook is also useful tool for the online and the useful for the giving online messages with the photographs.

Twitter.

Twitter is also one of the tool for the online and interconnect media for messages and any concepts. These all are the tools for the marketing of library services.

Following library services provides to its user.

- 1 Open access journals.
- 2 Internet facilities.
- 3 Lending of books.
- 4 Circulation of reading materials.
- 5 Audio video aids.
- 6 Scanning.
- 7 Reference services.
- 8 Selective definition services.
9. Abstract services.
10. E-mail service.
- 11 SMS service.
- 12 Electronic document delivery service.
- 13 Inter library loan.
- 14 Translation services. Etc,

Need of library services.

1. Improve the library service performance.
2. Increase and improve the nos. of the users.
3. Globalization of the library services.

Benefits of library services marketing

- ❖ Helps us save the time of users and Library staff.
- ❖ Improve the sale of library services in the academic libraries.
- ❖ To fulfill information need of the users,
- ❖ Achieve improvement in the performance.
- ❖ Improve the professional role of library.
- ❖ Improve library and organizational status.
- ❖ Increase the no. of library users.
- ❖ Make satisfied to library users.

CONCLUSIONS.

The ultimate aim of marketing library services here provide right information to right users at the right time. Marketing of library services includes users priority, expectations, individuality, responsiveness, relationship, and improvement in quality services, The marketing have gradually accepted both as advantages of the library environment, Library should be actively marketing and promoting their services, Library staff needs to be professional and use quality Procedures, and also needs to smile, positive thinking and helping hands.

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