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MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES- A DIGITAL MARKETING APPROACH

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ABSTRACT

The purpose of this paper is to provide a new reoriented approach to the marketing of library and information products and services for the survival of the libraries in the future. This paper aims to conceptualize the strategic approaches of marketing mix to library and information centers finally, it recognizes some benefits of proposed marketing plan. Marketing is an important tool used to bring out the resources available in the library. Its aim is to obtain the needs of library users, make the information available for the users by introducing various plans & techniques to satisfy the user community. Marketing of library products and services helps to achieve the organization's goals. This paper deals with the way of marketing information products and services in a library



KEYWORDS: *subtropical species, control antibiotic ampicillin, human beings, pharmaceutical important.*

INTRODUCTION

Marketing of library and information products and services is an area which has drawn considerable attention due to various reasons like budget cuts and advancement in information communication technology which has posed serious competition to the libraries from the commercial vendors. Libraries have historically kept pace with change by playing “catch up” No one has ever accused library personnel of being disinterested or unwilling to respond to the demands of their customers, but the notion of focusing on the customer and identifying and meeting community needs is only now emerging in library management circles. The translation of marketing principles and strategies from the profit-centered private sector into the nonprofit institutional setting (where most libraries are situated) is relatively recent. However, if libraries are to “survive” (a question often postulated these days) or to “thrive” (a better attitude), the complete spectrum of marketing approaches is essential to the managerial tool box.

DEFINITION OF MARKETING

The means of products, services and the whole cluster of things associated with creating, delivering and consuming their products/services concern marketing with satisfying the needs of the client, Library Marketing means, marketing of information products.

According to Kotler

“Marketing is a societal process by which individual and groups obtain what they need and want through creating, offering and freely exchanging products and service values with others”

Need for Marketing Library Services:-

- **Less Usage:** Library and information services are not extensively used. These are being used to the extent of about 7 percent in the university libraries. There are many reasons for this situation.
- **Greater Demand:** Due to the change in society and economy there is an increase in the demand for the new kind of services. Traditional services are not of much value to the users.
- **Effect of free Economy:** In a free economy customer is more important. They purchase only what they need and not what is available. This is because correct and timely information is key to sound decision making. Information is power in a free economy.
- **Fewer Resources and Information Explosion:** The flow of financial resources is decreasing in real day by day. There is the escalating cost of information materials like books, etc. Then there is inflation, steady erosion of local currencies in the developing countries against hard currency. Since most of the information material comes from the developed countries, the impact of this is immersing.
- The Changing concept of the library and information services.
- The present information services are not always users oriented in most of the cases.
- In most of the cases there is little involvement of users in the design of information services and products.
- More efforts and imagination are required in the marketing and selling of information than for tangible goods.
- To establish the value of information.

Library Information Products for Marketing:-

In the library and information management we can define the products as follow- In reference of library and information services, our meaning of product is different library services which we are providing we are providing to readers.

For Example:-

- Library software
- E-Journal
- E-Books
- Bibliographic services
- Indexing and Abstracting service
- SDI Services
- CAS: Current Awareness services
- Back Volume
- Reference Services
- Translation Services

Way of Marketing Services:-

The Marketing of information products and services shall be beneficial in the following ways.

- Improve the quality of library services.
- Increase Visibility of the library and information centers.
- Gain management support and commitment.
- Expand the professional role of the librarians and information scientists.
- Manage the affairs more effectively
- Gives general information to the users about the library and the information services and products.
- Encourages a general awareness and appreciation of services of the library and information centre.
- Ensure economic use of major resources.

Depending upon the market and nature of new product introduction, the library adversities about their service offered to the community. It is generally suggested that advertising and publicity may be combined in order to attract the attention of the different types of customers. Libraries should be followed different type of wide publicity to its services and products.

Essential role marketing of library products is to create customer satisfactions with good collection of material and the positive comments made by the customers when speaking to others.

Methods used for Marketing Promotion:-

The Following promotion methods may be used for marketing of library Products:-

- Website is a best tool of marketing institute services.
- New events ,conference, meetings can be announces on the web
- Poster
- Videos Programmers
- Newsletters
- Exhibitions
- Articles in Newspapers and Journals etc.

CONCLUSION:-

Application of marketing techniques is very important in improving the capabilities of library's information services towards attaining satisfaction of users. Due to the ongoing current circumstance libraries need to change drastically, the tradition library products and services discussed in literature should be supplemented with new sets of products and services. Even though the library and information centers are being run as non-profit organization, at present they are forcing to become self-sustained one. Therefore, the marketing is on inevitable one to all the libraries.

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