

Vol 1 Issue 4 Jan 2012

ISSN No : 2249-894X

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

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Research Papers



MARKETING OF INFORMATION SERVICES

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Librarian , U.E.S. Mahila Mahavidyalay,
Siddeshwar Peth, Solapur.

Abstract

Advancement of information and technology have transformed traditional libraries in modern information centres. This advancement also changed the services of the library, Administration, Resources, functions of library professional etc. In this paper author have discussed the about the promotion and marketing of library services, its needs in detail.

Keywords: *Information, Marketing, Necessity of information service marketing, marketing plans and technique.*

INTRODUCTION

Change in information needs of users forced to libraries to adopt advanced information and technology techniques in their day to day functioning. The reference services, document leading service, current awareness services which were limited to the premises of institute are now online mode, covering miles of distance from the library. The success of this advancement in library activity will be than when maximum user will get its benefit. For this marketing of library services has become necessary in this digital era.

MARKETING CONCEPT :

Marketing is the management process responsible for anticipating, satisfying and identifying customer requirements profitably. It is directly correlated to the achievement of organisational objectives. It also place emphasis on the market needs and desire rather than producers

preference.

Dragon defines the concept of marketing as “Marketing is a systematic approach to planning and achieving desired exchange relations with other groups. It is concerned with developing, maintaining and or regulating exchange relations involving products, services, organization, persons, places or causes.”

According to kotler, “Marketing is the analysis, planning, implementation and control of carefully formulated programmes design to bring about volumniouse exchange of values with target market for the purpose of achieving organizational objectives. It relies heavily on designing the organization offering in terms of target market needs and desire and on using effective pricing, communication and distribution to inform, motivate and service to the market.

INFORMATION CONCEPT :

Information is theoretically any signal that can be transmitted and received and as far as human being is concerned, anything that can stimulate any of the sense is information it can be

transmitted for the purpose of culture leisure, work, research or everyday life.

Information as a concept bears a diversity of meaning, from everyday usage to technical settings. Generally speaking the concept of information is closely related to nations of communication, control, data, form instruction, knowledge, meaning, mental stimulus pattern, perception and representation.

Information Services :

The advancement in information and technology and its application in library have changed the traditional library services in to information services. Earlier library provides books & periodical lending service, reference, service, referral service manually in the library it has transformed through online with the help of internet are called information services.

INFORMATION AS GOODS :

The world have moved towards a knowledge based society for which information is of primary importance. The last decade national and international initiative have emerged to establish information infrastructures, aimed at increasing the use of information to a wide variety of users. Hence in implementing information systems, much focus is given to view information as a commodity like any other product.

NECESSITY OF INFORMATION SERVICES MARKETING :-

Tony Leisner, who have done substantial work on library marketing advocated that increased customer satisfaction will result in increased willingness to use and pay for the services offered.

One hundred year ago at the 1896 ALA, conference. Luite streams spoke about advertising the library and the library materials. In the earlier period advertising was addressed to promote the optimum use of library materials.

Information services marketing is essential because -

- 1) Promotion of the use of information services.
- 2) To credit create perception of need and thereby create demand.
- 3) To ensure the optimum use of information.
- 4) To improve the image and status of the libraries and library professionals.
- 5) Tackle the problem of rising cost of reading materials, journals and databases.
- 6) Cope with information explosion.
- 7) Introduce information technology system in

library services.

- 8) To overcome of shrinking funds problem.
- 9) To keep pace with technological growth.
- 10) Maintain the support by users for information services.
- 11) Uphold the dictum that information is power.

MARKETING PLANS AND TECHNIQUE :-

Marketing of information products are different from other consumer products. So the idea and strategies of promotion and marketing product must be different from regular one. The product of information service can not be conveyed through electronic media early to consumer. Prior to marketing the services the information centre has to do some basic activities/awareness among the reader.

1) Information services awareness :-

The world of information is too big and varied, no one can able to find availability of it at the right time. In such situation t he library professionals can convey the usefulness of designed services for them by following way.

- Announcement of services through website.
- Publication of new letter containing the information about the information services.
- Printing of Annual Report of the library, budgets, brochure, pramphlets which highlights the information services.

2) Building a Brand :

Creating logo of the institution or library and advertisement of it along with the different services for users can create a brand which can attract and satisfy the users various way can be applied for establishing brand.

- Highlighting information service, logo, through brochures and webportals.
- Order seals or stamps with the information centre logo and address to affix to communicate from the information centre.
- Printing Bookmarks along with logo name of the institute.

3) Outreach :

For adapting the strategy outreach one can do the following.

- Give presentations to various department current and targeted, propeotive users.
- Proactively send articles, press releases, announcement of books, etc. based on the profile and the knowledge of users area of internet.
- Set up of new product/service trails for specific

user groups.

- Inviting fresh users for seminar, conference, workshop, orientation, skill development programme in library.

4) Sales promotion :-

Academic libraries can promote plan emerged through marketing plan. Basically market communication is a series of techniques, to inform about the product library can promote their services the various channels.

5) Pricing of the services :-

Pricing is an element of the marketing mix covers two different types of price. The price is used to describe the market value assigned to an item. It is the real cost up the users it is a major determinant of the profit on which the very survival of the firm depends. Pricing is also used as a means of gaining an edge over competitors. There are several pricing methods available in the market that the librarian can adopt if he decides to market his library services.

6) Convenience for users :-

The services which library have marketed must have infrastructural convenience for its maximum use. Among all locations of the library must be convenient, working hours of the library should be adjusted with users' leisure, environment of the library must be supportive, sound library collection, skilled and helpful library professionals, inter library loan facility etc. are important to convenience for users.

CONCLUSION :

Information has become a vital resource for research, the libraries where information is accessed. Processed and provided on request of their users, carry out this process scientifically. The professionals who control this procedure are skilled and trained. The user gets exact information within a short period because of this excellent infrastructural setup. But most of the time this system remains limited up to a limited quantity of users. If the information centre prepares some strategy and applies it for marketing purposes, more in quantity users will be benefitted.

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