

Available online at www.sciencedirect.com**ScienceDirect**

Procedia - Social and Behavioral Sciences 133 (2014) 249 – 254

Procedia
Social and Behavioral Sciences

ICTMS-2013

Library promotion practices and marketing of Library services: A role of Library professionals

S. K. Patil, Pranita Pradhan**Central Library, Symbiosis International University (SIU), Lavale, Pune - 412 115, Maharashtra State, India*

Abstract

Marketing of products in industries is very much essential to increase sale and consequently to gain the profit, however in academic environment like university and colleges promotion and marketing of library and information sector is required to aware the library services. This paper enumerates the concept of library promotion and marketing of library services. Academic libraries are having all type of collections. To promote the collection in use it is necessary to market library products. This paper suggests practical solutions, ways and means of marketing the library services.

© 2014 The Authors. Published by Elsevier Ltd. Open access under [CC BY-NC-ND license](http://creativecommons.org/licenses/by-nc-nd/4.0/).
Selection and peer-review under responsibility of the Organizing Committee of ICTMS-2013.

Keywords: Library promotions; marketing of library services; Role of library professionals; Library products and services

1. Introduction

Libraries are considered as treasures of knowledge. It is also known as storehouse of knowledge. It is true that all libraries in the world are full of reading material which consist books, journals, films, images, manuscripts, Audio visual materials etc. which has knowledge, recorded by peoples, eminent writers and eminent personalities. Preservation of this knowledge is a prime task of all libraries and Information Centers; however it is a need to market these resources which possess by the libraries. Now a day with the help of Information technology many libraries and information centers has their own websites on which all kind of material is accessible with its bibliographic details and mechanism to promotion and marketing of services.

* Corresponding author. Tel.: +0-000-000-0000 ; fax: +0-000-000-0000 .
E-mail address: pranitadpradhan@yahoo.com

2. Marketing concepts in Library Services

Philip Kotlar, Marketing Guru has define marketing “as social and Managerial process by which individuals and groups obtain what they : need and want through creating, offering and exchanging product of value and others “. In view of the above definition, library activities are a team work or the efforts of group working I library. To attract more and more users to the library, Library staff needs to extend promotion and cooperation to users and marketing their services. The basic purpose behind promotion is to educate the students, faculty members in how to use the library and its resources and also to upkeep their knowledge by providing information appended in various sources available in the library. Like Companies promotion and marketing concept, library promotion and marketing services are different. The primary purpose of marketing of company products is to increase sales and ultimately to gain the more profit from it. The libraries are non-profit organizations; It is a social organization and service centre.

3. Need of Library Marketing of Library services

- To promote the use of available reading material in the library and create awareness among the users.
- To optimize the use of information within limited resources and manpower.
- Limited Budget for library needs to market services and generate funds for library
- To improve the image of the library.
- Due to information explosion, readers require precise and correct information for their research and study.

Unless and until what is available in the library, how it would be accessible and disseminated to the users of the library. The Users do not aware the resources available in the libraries. Now days libraries are investing huge amount to purchase reading material and subscription to periodicals and online databases to fulfil the needs of their students, faculty members and research scholars. Investing such amount for the resources, the usage of these resources should also increase. Libraries should think and work out the cost benefit analysis of this investment. Therefore it is quite necessary to literate people about the services providing by libraries and promote its use. There are several ways to promote the usage and marketing of services

- Organization of Information Literacy programme on regular basis at various level.
- Organization of workshops/ training programs about awareness of resources available in the libraries and Information centres.
- Organization of Training programs to library staff with modern technologies and expertise people.
- Attract the people by organizing book exhibitions of new books with the help of vendors or the material available in the library should be displayed at prominent place.

4. Objectives of Library Promotions and Marketing of library services

- The basic objective behind library promotion and marketing of library services and products are to achieve high level customer’s satisfaction, ensure the survival of their respective institutions and enhance the perceived value of the services.
- Libraries can promote the use of the services and products but cannot make profit out of it because library is a social institution.

5. Customer Segmentations

The main segmentations of the library marketing are their users, i.e. students, faculty members, staff, Research scholars, General users of the library, International students studying in various courses etc. It is difficult to work out single marketing strategy for all the category of segments. However it will be worthwhile to formulate different strategies for individual group of segments.

6. Dr. Ranganathan concept of Marketing of library services through Five laws of Library Science

Dr. S.R. Ranganathan, father of library and Information Science, philosopher, mathematician devised five laws of library science which promotes the usage of resources.

Books are for use :

This law itself promotes that each book available in the library is for use. If the books kept in lock and key without providing it to the readers, then it is a dead investment of the organization. Hence books should be freely available to each user coming to the library. Library staff should take initiative to attract their users to read more and more books. But while giving more books to the users, they should see how it come back for further use to other readers. It is a skill of the library staff , how the attract the students/customers towards the library. Books are for user promotes the use of book. Staff should tell the users what are the good books available, it should be placed on the prominent place , may be entrance of the library where every user come and see.

Every Reader his book :

Here Reader of the library is main factor/customer, every staff must see how library users are satisfied with the services by the libraries. We must focus to the needs of such readers and their satisfaction. It is true that library cannot satisfy each and every customer, however efforts should be taken by the staff to satisfy users maximum.

Every book its reader:

According to this concept/law Dr. Ranganathan expressed that every book which is purchased by library must get reader. Here we must see what the needs of the readers are. Dr. Ranganathan expect that find a reader for every book. To find a reader for every book library staff should conduct such studies/surveys to obtain the needs of their readers. Once you identify their needs then you can promote the resources and increase the use of it. Here attitude of the library staff is more important. They should be always positive to solve the problems of the users with smiling face.

Save the time of a reader :

The users time is very precious, to save the time of users in the library, staff should organise the information in such a way to fine it promptly. Reader should not waste their time in searching the information, searching the books and journals in the library. Of course arrangement of library material is a scientific method which is taught to the library staff.

Library is a growing organism :

Here more emphasis is on evolutionary growth of the library. However librarian must see how library collection grows with qualitatively not in quantity. Now a days e-books are more popular and easy to access. Hence vendors are promoting and marketing their products in package or pick and choose model where choice of selection of required books are with faculty members.

7. Seven Principles of Marketing in terms of Library and Information Science

There are seven principles of marketing; these principles are also applicable to Library and Information services. These principles are Product, Price, Place, Promotion, Participants, Physical evidence and Process. These principles are described in brief.

- **Product :** Academic Libraries are providing good number of services to their users through various ways e.g. List of Additions (Whatever material added to the library it is communicated to users either printed list of through email). Now OPAC is accessible to all users through internet. Current Content Service, SDI service, Web based services etc. These services are the product of libraries. Hence library professionals have to promote and market their products among the users.
- **Price :** Price factor is important from the point of view of the budget of the Institution. Without budgetary provision, no library cannot purchase reading material. No library cannot self-sufficient By considering the academic out of the institution, faculty improvement, students growth institution has to make the provision in their budget. Not even for the reading material but for providing qualitative services, it require financial provision. Internet connectivity should be provided to students with no extra cost.
- **Place:** Services are intangible; they cannot be normally stored, transported or inventoried. Services production cannot be separated from selling. In case of library services, personalized services like SDI are provided to the selected users by collecting what are the areas in which they require information. Library instructions shall be conducted either in the library or computer laboratory to provide hands on training to all segments.

- **Promotion:** Promotion is another important phenomenon in marketing. It requires mechanism by which target groups are informed about the resources available in library and Information Centre. Promotion of what we have in the library. Users may not be aware or familiar with the library system. Hence it is essential that every year new students are joined with the library and at the beginning of the academic year, they must be provided awareness programmes. Word of mouth campaign is the best mechanism for promoting the user of library services. The primary promotion tool is library instructions in the form of workshop, seminars, lectures etc.
- **Participants :** The success of any programmes is depend on the feedback of the participants hence participants involved in promoting and marketing of the library services provided by library professionals, their feedback will help to get the lacunas in the system and it will help to improve the services and library system.
- **Physical Evidence :** According to Shostack “ a physical object is self-defining ; a service is not “ Hence in educational sector the marketing task is “ defining for the services what it cannot define for itself “ Evidence for the service can be both peripheral and essential. Physical evidence can support the marketing programmes by providing adequate service to the library users. It can make the service tangible.
- **Process:** process is related to the process management, it consists of process planning , control, operation planning, facilities to be available with users, scheduling, quality of services etc.

8. Ways and Means of Promotion and Marketing of Information services and Products

- To develop the products e.g. creation of databases, Union Catalogue, etc.
- To give wide publicity among the users, institutions affiliated to universities, list of additions are to be publishing in local newspapers etc.
- To establish good public relation with user community.
- To conduct surveys of the users to know their needs, requirements from the library and improve the services and research products as per the requirements.
- To provide carrier guidance and counseling service by the library to users.

9. Professionals Skills required for marketing library/Information services.

- Perception of user’s needs, knowledge of conducting users surveys etc.
- Ability to obtain feedback from users and skill to analyze the feedback.
- Most important quality of taking right decision at right time.
- He must have technical knowledge such as use of internet, web page design, and product design and presentation skills.
- He should have knowledge of various marketing strategies

10. What Library Professionals should do for Marketing of library and Information Services? (Practical solutions)

- Create awareness among the user and library staff.
- Create awareness to offer services and products and expertise.
- To know the users need and find out why they require information so that their Purpose can be identified.
- Find out the users who do not use the library so that we can concentrate to such user and turn them to use library.
- Use of mass media i.e. Radio, Television, AV Cassette, Video Programmes prepared for users .
- Provide specialized services to special group of users e.g. Senior Citizen , blind users, Physically handicapped community users.
- Organize talks of experts, seminars, debate, cultural programs etc. to attract users.

11. Best Infrastructural facilities and best Practices to be followed by Libraries

- Creation of Compact storage Section to accommodate more collection.
- Student internship programmes. Students should be given opportunity to work in the library.
- Organization should implement Earn while Learn Scheme for students so that are aware with the library collection, facilities, services etc.
- Reading Hall facility should be expended 24 hours.
- Orientation/ user education
- Frequent meetings with library Staff,
- Good bandwidth Internet access facility be made available with Wi-Fi Connectivity to all users on the campus.
- Online access to E-resources should be made available through library Gateway portal.
- Creation of digital resources

12. Implications for developing Marketing strategies

The main objective of the marketing of the library services to promote resources available in the library and Information Centre, another aim is to help in developing the career of the students. The library literature provides substantial amount of cases where libraries maintain close relationship with career services e.g. University of Pune library provide reading facilities for students who are studying for competitive examinations. Hollister (2005) describe how he was able to cultivate continuous relationship between the library and the University career services office at the University at Buffalo. Glynn & Wu (2003) clarified that library instructions has been strongly advocated as a tool to build liaison relationship not only with faculty but also with non-academic units.

13. Challenges of Marketing in Library and Information services

To accept the challenges, libraries have to conduct surveys of the users and on the basis of these surveys they have to analysed the needs of their users and accordingly acquire the reading material, products, online databases, e-books etc. To make the collection is heavy user, libraries have to convert their print collection into electronic media and made it available to their users by considering the copy right issues. There is lack of financial budgetary provisions in the libraries. Every year budget is not increased proportionately. Continuous training programs are to be organised for students and staff of the library.

14. Planning for promotion and marketing of Library services.

Every year new batches of students are admitted in the Institution, they are not well versed with the existing system of the library. Therefore it is a responsibility of the libraries to work out the planning of promotion and marketing of library services at the beginning of the academic year and it should be strictly followed according to plan. Each batch of student have to take a round in the library and library staff should brief them about what library possess, how to use, what are the facilities available.

15. Conclusion

Librarians and library staff are trying to find out the appropriate ways to respond the contemporary requirements of the students and faculty to fulfil their goals, meet the needs of existing and potential users. Librarians are building the image and value of the libraries. The limited budget provision and the advent of new technology and its application in libraries have opened new vistas for marketing of library resources, products and services. In case libraries and library professionals fails to catchhold the opportunities, the opportunities will be grabbed by Commercial vendors and technology specialists. NAAC while accessing the institution or University more weightage has been given to library services. Now a days many libraries are preparing for marketing of library services and created a record for each event for accreditation. Therefore academic libraries, public libraries should plan their marketing and promoting the resources needs careful planning and policy and its execution on regular

basis. The provisions of services should meet the requirements of current trends, respecting and identified and changing demands of more challenging users. Even in the curriculum of the Master's program of Library and Information Science discipline, separate papers on marketing and promotion of library services should be thoroughly taught. Library staff must realize the importance and understanding of marketing of services process, its theory and applications in practice such as Web.2.0 to promote activities and library mission to build a library brand name. New technologies such as YouTube, blogs, wikis attract the young users, provide an opportunity for libraries to revamp services.

References

- Kotler, Philip ; marketing of non-profit organizations. Ed.2 New Delhi : Printice-Hall of India, 1985
- Coote, H. and Batchelor, B.: How to market your library services effectively. Ed.2 London : Aslib, 1997 p.19
- Seetharama, S : "Guidelines for marketing for information services and products " In Marketing of library and information services in India. Calcutta : IASLIC. 1988 pp 1-16.
- Dragon, A.C : " Marketing the library ". Wilson library bulletin 53(7), 1979 pp.498-502
- Hollister, C. (2005) . Bringing information literacy to career services, Reference Services Review, 33 (1), pp104-111.-
- Glynn, T. & Wu, C. (2003) . New roles and opportunities for academic library liaisons : a survey and recommendations, Reference Service Review ,31 (2), pp122-128.
- Zachert, M.J. and Williams, R.V. : " Marketing measures for information services ". Special Libraries, 17, 1986, pp 61-70