

MARKETING OF LIBRARY AND INFORMATION SCIENCE SERVICES

Kiran Prakash Bachchhav

Librarian,

Sarvajanik Shikshan Sanstha's

Adv.V.B.Deshpande College of Commerce (Night)

Mulund (West), Mumbai- 400080

Mail id: kiranbachchhav84@gmail.com

Abstract : Marketing has become the most effective technique in order to know the users requirement and expectations from the library and to provide the resources at their doorsteps. Marketing helps libraries to make maximum use of its resources and to satisfy its users by saving their valuable time. This paper focuses on marketing of various library resources by implementing marketing mix techniques and also other ways of marketing of library resources.

Keywords: Marketing, Marketing Mix, Digital Marketing, LIS Marketing, Marketing Ways in LIS, Four P's.

1.0 Introduction

Marketing is a management function. It is applicable to both commercial and non-commercial organization. It is practiced everywhere in day-to-day life directly or indirectly. It is a process by which product is made available to the customer. It consists of all activities which ensure the flow of goods and services from producer to consumer.

According to Philip Kotler, "Marketing is analysis, planning, controlling of resources, policies, customers and activities with a view to satisfying a need and want to chosen customer group for profit".

Another shortest definition of marketing given by Kotler is, "meeting needs profitably".

Charter Institute of Marketing, UK defines, "Marketing as the management process responsible for identifying, anticipating and satisfying customer requirements profitably".

Marketing does not mean to find the right customer to your product but the right product for your customers. Thus this concept emerged in mid 1950's when the business was shifted to customer centre. Following are the four major activities of marketing.

1.1 Market Segmentation: segmentation means break up market or the set of potential customers group according to some characteristics or needs to identify the areas of use. Therefore market segmentation is done for the following reasons.

- To commit more resources.
- To improve the potential for growth.
- Not to get dominated by competitors.
- As a result of genuine need for the product.

Market segmentation is mainly identified by examining customers Geographic, Demographic, Psychographic and Behavioral needs.

1.2 Market Positioning and Customer Analysis: This means prioritizing clients and making policies that guides designing of programs to suit the clients and customer analysis means determining the preferences of the selected segments of the markets. Such quantifications help in understanding the user types and their needs.

1.3 Marketing Mix: It is part of effective marketing strategy. It is design to cover all the aspects of product and service that are important to the customer or users. It is closely related to concept of marketing planning, marketing targets and marketing strategy. There are four P's of marketing which are designed by Kotler. In case of marketing, the four P's are mixed in the right proportion to get market visibility to these four P's two more P's may be added. These are pre-lude and post-lude.

- a) **Prelude:** this contains reorganization to accommodate the activity, modernization in manufacture and publicity and proactive approach.

- b) **Product:** these things have to be need based, trustworthy and there should be uniqueness in the product or service.
- c) **Place:** it is very important because speed of service delivery depends on place. Place has now lost its importance in internet marketing
- d) **Price:** price has to be affordable. It should include the cost of delivery and there has to be need based upward and downward revision of the price.
- e) **Promotion:** it means publicity. Publicity could be direct advertisement or through word of mouth. Every product must have its own identity which helps in publicity.
- f) **Postlude:** this includes co-ordination, maintenance and actual implementation of all above ingredients. For each product and service these four P's have to be mixed in right proportion and that is called marketing mix.

1.4 Market Audit: at this stage, an integrated view of all the steps stated above is taken, revived and evaluated. Decisions regarding any out of proportion expenditure &/or publicity or testing of market in a selected area before nationwide launch or timing of certain activities are made.

2.0 Difference between Traditional and Digital Marketing

The concept of traditional marketing has been change since the advent of various technologies. Traditional marketing was time consuming. Emergence of new technologies paved the way for marketing to be more users centric. Here users are given more importance. Emergence of digital marketing resulted in establishing the image of quality products and services. It is time saving marketing. Users benefit has been the prime factor in digital marketing. Digital marketing comes out to be the new invention in marketing strategies. Following table gives proper idea about the difference between traditional marketing and digital marketing.

Sr. No.	Traditional Marketing	Digital Marketing
1.	Traditional marketing was monologue.	Digital marketing is a dialogue or interactive.
2.	There was mass marketing in tradition. There used to be a general plan for all the customers.	There is a mass customization. Individualized and personalized assistance is provided.
3.	There was segmentation such as based on age, sex and place.	Like minded communities are identified. There are user groups (LIS forum etc...)
4.	User was considered as a target.	User is considered as partner.
5.	Traditional marketing depended on supply; this means there was in case distribution.	Digital marketing is demand derived. This is just in time distribution.
6.	Traditional marketing was one to many.	Digital marketing is one to one and many times it is many to many. When a digital customer is satisfied, he tells or shares it with the other members of the group.

3.0 Marketing of Library Services

In case of library services marketing, there is no component of profit. It is completely no-profit marketing. It is only creating an identity and developing awareness about the information products and services among its users. Marketing, when it is done for developing awareness and not for the profit is called social marketing.

Marketing can help librarians achieving self-sufficiency in their resources and to provide an optimum level of service to reach more potential users and to encourage the use of library resources. Following techniques are essential for marketing library services.

- Knowledge of purpose and resources.
- Identification of users.
- Proper study of users/customer.
- User's requirements/expectations from the library.
- User's satisfaction should be the main objective.
- Availability of proper resources.
- Knowledge about competitors.
- Using marketing mix methods.
- Effective marketing strategies.
- Establishment and implementation of marketing strategies.

4.0 Need for Marketing of Library Services

Marketing of library services has become an essential part of library professionals. Now days, information has been in greater demand because new subjects are emerging and this leads to information overload and

information explosion. Now everything is available on internet so users are showing less interest in using library resources because to use library books and resources they have to visit library physically as well as they may not know or not aware about the library facilities so they prefer to use internet instead of going to library. They are expecting new services to come to their doorsteps so that their valuable time could be saved. Hence, being a library professional it's our duty to fulfil the requirements of our users by providing those best services in less time. Following are the advantages of marketing in library services.

5.0 Advantages of Marketing of Library Services

- It provides an opportunity to see how library and library professionals can offer effective and efficient services to customer.
- Library services can be improved.
- User feedback plays an important role in improving library image.
- It helps in commitment to customer satisfaction.
- New services can be added on demand.
- Libraries can promote their services.
- Libraries need to prosper because of lack of funds so resources mobilization becomes necessary.
- Libraries are bound to provide quality services.
- Libraries become more users centric.
- It improves the image of library and library professionals.

5.1 In case of Library Science Marketing there are three more P's operative

These are as follows.

- a) **People:** It is a people who are taking part in service delivery. That means it's a staff that are providing the services/information. Their psychology, body language and general language and attitude are important.
- b) **Physical Environment:** space planning, proper guidance, positioning of OPAC, regular shelving, and speed of check outs and check in, location of various services etc...Makes great physical environment and libraries image is built on people and physical environment.
- c) **Processes:** all the processes ranging from book selection to shelving have to be done according to professional standards. A wrongly filed catalogue card or wrongly spelt catalogue entry can spoil the image of a library.

5.2 With the above P's, other traditional P's stated by Kotler can also be used by electronic way.

These P's are as follows.

- d) **E-Products:** are information digest, document delivery, Selective Dissemination of Information (SDI) services, websites, e-journals, RSS feeds etc...
- e) **E-Services:** these are catalogue enquiries, self-teaching tutorials, online help desk etc...
- f) **E-Place:** It is like hyperlink and getting into top 20 hits. This means suitable subject headings and metadata have to be assigned.
- g) **E-Price:** In this case the cost to the user includes time spent. If the user can access quickly, he pays less but he visits a site more frequently and the vary purpose of marketing is served and regarding the cost of information is reduced because there is no paper cost and distribution cost.
- h) **E-Promotion:** websites should be designed to be like shop windows. Avoid digitizing existing publicity material. It may be fast but not right. Scanned images are static but for e-promotion dynamic information should be provided. This means online forms, interactive services etc. should be provided. The site should be designed to hold attention and to facilitate services and some variety of appearance is necessary.

6.0 Marketing and Five Laws of Library Science

Now a day, because of cut down in library expenditure, library has to opt for various strategies in order to make maximum use of its resources in minimum expenditure. While marketing of library services, the five laws of library science given by Dr. S.R. Ranganathan can also be used. They are as follows.

6.1 First Law : Books are for use: It indicates the need for sales promotion so that library resources could be reached to the more and more users. It also helps in improving the quality of library services. If these resources are reached and regularly used by users, then only their value can be understood by the users. Proper and effective sales promotion techniques could only helps libraries to reach to users doorsteps.

6.2 Second Law : Every reader his/her book: Focus on customer needs. Libraries should be more users centric. Marketing strategies should be applied in a way that each and every user can get the books they require. Well planned and effective strategies can only satisfy the users need.

6.3 Third Law : Every book its reader: Libraries should reach to the customers instead of waiting for customers. Technologies have changed the user's way of looking towards libraries. They are expecting everything should be available at their doorsteps. In this manner, libraries should take initiative so that user's requirements could be understood and proper planning and implementation of marketing could be done.

6.4 Fourth Law : Save the time of the user: Libraries planning and strategies should be more users centric. Proper care should be taken in order to market its resources. User's time is valuable hence the resources have to be provided in a way that their time should be saved. By doing this, libraries resources are also used as well as user's time is also saved. For this purpose use of ICT is suggested for effective library services. For example: web OPAC, links to other useful resources on library webpage etc.

6.5 Fifth Law : Library is a growing organism: Here library is a growing organism so library collection is increasing day by day. New subjects are emerging so numbers of resources are also increasing. It is the prime objective of the library professionals to provide these resources to the user and every resource has to be used. For this focus should be maintained on continuing relationship between library and its users.

6.6 Ways of Marketing Information Services

6.6.1 Public Relations: Public relation is not only doing anything that members want nor is it service to smile. Public relation is more about projecting your policies and interpreting them on different occasions. It requires excellent communication skills, both written and oral communication. As a public relation officer, the librarian has to issue press release, organizes press meets. Public relation should never be practiced as a public relation. It should be indirect.

Public relations involve the interpersonal contacts. It associates a wide range of practices like editorial coverage of press, publishing in-house journals etc. libraries image can be developed through calendars, logos, and letterheads etc. relationship with media is also helpful for the libraries. The location and structure of library building are the important factors of public relations. Following media's can be used for public relations.

- OPAC
- Web OPAC
- Ask a librarian service
- Alert service
- Annual report
- Brochure
- Handbooks for faculty and students
- Printed library catalogue
- Library bulletins
- Newsletters
- Posters relating boards
- Personal talks
- Advertising
- Programs on air
- Organizing different events such as children book week, national library week, exhibitions etc...

6.6.2 E-Public Relations: while marketing e-public relations, one should not unnecessarily use visuals, images may be attractive but services may not be. Therefore focus should be on improving the quality of information. Librarians have to market themselves by demonstrating that...

- They are experts
- They can deliver quality services
- They can deliver services at a very high speed
- They can deliver the right information to right people and they should tell the whole world what they are good at. Following are some examples of e-public relations.
- Websites
- Chats
- Bulletin board services
- E-mails

- Forums
- Mailing list

6.6.3 Web 2.0 Technologies: these technologies are changing the way of messaging about the products and services with social media's. The popularity of social networking applications, media, blogs etc has also changed the way of users using libraries in all over the world. All the web 2.0 applications are being used in libraries in such a way that a new concept of Library 2.0 has been introduced. Libraries and librarians from all over the world are using this technology to promote library services, share resources, connect with the colleagues and the most important is to reduce the gap between libraries and its users. Following are some of the services and its examples which are considered as web 2.0 or library 2.0 technologies.

Services	Examples
Blogging	Blogger, Wordpress
Micro blogging	Twitter, Tumblr
Resource Organizing	Pageflakes, Netvibes
Social Bookmarking	Del.icio.us, Digg
Social Networking	Facebook, Bebo
Video and Photo Sharing	You Tube, Flickr
Wikis	Peanut Butter, TiKiWiKi

7.0 Conclusion

Marketing has become the vital source for libraries in today's technological world in order to share and spread its resources to its users. The impact of information technology and the adaptation of the marketing approach will help libraries to improve services for its users and enhance the reputation of library and information services and library professionals. Marketing of library and information science services have become more user oriented to satisfy users expectations. Users not only physically but also virtually connected to the libraries because of marketing. The main aim of library and information services marketing is to provide the right information to the right user at the right time.

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