

---

## Marketing Of Library Products & Services- Its Challenges To Professionals

<sup>1</sup>Dr. Kshama tripathi

<sup>1</sup>Associate Professor, Dayanand Girls' P. G. College Kanpur, Uttar Pradesh

---

### Abstract

Marketing of products and services is very essential for the success of a library. It is a way of working and a way of serving the users in which every activity is committed to user satisfaction. Marketing of information is also necessary in the modern era. This paper is about the concept and meaning of marketing in the field of library and information science. It discusses the importance and role of marketing of libraries. There were also some challenges for professionals such as ignorance among librarians, lack of ICT infrastructure, lack of awareness of the user's need, lack of funds and lack of training of library staff. However, some strategies, implications and recommendations are also suggested in this paper. It is responsible for the growth of the library.

**Keywords:-** Marketing, Marketing Products and services, Library Science, E- Marketing, information, Market management, Marketing mix, Marketing strategies.

### Introduction

As we provide information to users through reference services and we often use user-orientation for this. Now Marketing of Library products and services is a new trend of information centres. We can say that it is a new term of reference services. In different types of libraries like academic or special, there are many types of information products and sources. Mainly, it is in two formats - manual and digital. In manual format, these products contain books, periodicals, magazines, journals, bibliography, reports etc. In digital format, these products contain CD-ROM, internet, E-mail, database, video-cassettes etc. Library staff provides all the products to users through different types of services like reference services, Inter library loan, online information services. Now marketing is also one of these services. Users can be aware of the product available in the library through marketing. For this library staff should have to be aware of the library products, sources and needs of users. Marketing provides opportunities to see how libraries can offer effective services to their users. As we often see when we use the internet, there are many advertisements related topics shown on screen. Same as information provider or library staff also can present important and new information on wall space, book display, notice board, library website and many other ways to keep their users updated. We can find more information on one click from the internet which we need. It is E- marketing which doesn't take much time.

**Literature Reviews:-** This study evaluated the marketing of library resources and services and discussed the different means and ways for effective marketing. Strategic planning is one of the critical aspects of management to achieve the success for any new undertaking. **Peter F. Drucker** said that "Effective implementation of marketing largely relies upon the aspects of developing a marketing culture throughout the library; everyone must realise this and work for the marketing success." **Conley and Tucker (2005)** focused on the development of a marketing plan that outlines activities that affect the library's goals and mission. **Patange, Jagdish Tukaram (2013)** in his study states that the librarians should understand the new dimensions of library and information services and products which can be approached to determine the needs and demands of the client by designing and delivering

appropriate products and services more effectively. **Margam, Madhusudan (2008)** in his study reveals that the marketing aims to identify the client base, determine their wants, needs and demands and fulfill them by delivering the appropriate products and services. The main focus is on user satisfaction. Antony Joe and Ishwara Bhat analysed the need for marketing of library and information services. They discuss the strategic planning required for library and information science.

“Marketing is a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others.” (**Philip Kotler**)

“Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably” (**The UK’s Chartered Institute of Marketing**)

**Purpose Of Marketing Of Library Products And Services-** The purpose of marketing of information is essential for promotion of information resources, creation for the demand of information, maximum use of information, improving the image and status of library and professionals, shrinking budget, rise in the cost of resources such as Journals, Databases which makes the marketing of library and information services essential. It places more emphasis on the library's role in fostering learning, community engagement, and personal development that can resonate with lots of users. Marketing products in a library serves a dual purpose, addressing both the needs of library users and the institution itself. On the one hand, it enhances the overall user experience by making relevant and valuable resources more visible and accessible to library visitors. Effective marketing helps users discover new books, databases, digital resources, and services that align with their interests and informational needs. This proactive approach can contribute to a more engaged and satisfied user base.

On the other hand, marketing within a library is essential for the institution's sustainability. Libraries often rely on funding and community support and showcasing the range of available products helps demonstrate the library's value to stakeholders. By effectively marketing resources and services, libraries can attract new users, retain existing users, and build stronger connections with the community. Additionally, strategic marketing can highlight the evolving nature of libraries, dispelling misconceptions about them being outdated and reinforcing their relevance in the digital age. In essence, marketing products in a library is not just about promoting items; it's a means of fostering a vibrant and dynamic ecosystem where users can easily discover and engage with the wealth of knowledge and services available to them, while also ensuring the library's continued relevance and support from the community it serves.

**Marketing:-** Many people relate this word from advertisement, selling and buying products. In a simple word we relate this for commercial work. When we talk about it in the field of library and information science, marketing is more than attracting users for sources, services and technology. Marketing library products and services is essential for ensuring that libraries remain relevant and accessible. In the modern age, after industrial revolution, the revolution in the field of information has affected all sectors of the society. Be it industry, education or research and development, the importance of information has been accepted everywhere. In today’s era it is being seen as a marketing object. Like other useful goods, information can also be bought and sold, because information has utility. Through a good marketing user can find exact information which they require.

**According to the American marketing association:-**“Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization”.

In other words, Marketing of library services is the effective execution of all the activities involved in increasing satisfaction of users by providing maximum value to them. It is a total solution for the library and information centre.

**MARKETING MIX:** The marketing mix will help to create an effective marketing plan through “The four P’s of marketing”. These four P’s are product, price, place and promotion which are also called major tools of marketing. Now we use seven P’s in the service sector. These seven P’s are – Product, price, place, promotion, people, process and physical evidence. Once the product has been decided on, a price will need to be established. Then decided on the best location to sell the product.

**Importance Of Library Products And Services:-** To increase the value of organisation marketing is an important activity done by library staff. Here, presenting some points of importance of marketing in field of library and information sources-

- Marketing increased Visibility. Marketing helps raise awareness about the diverse range of products and services offered by the library. Increased visibility ensures that community members are aware of the available resources, leading to greater utilization.
- Many library users may not be aware of the full range of resources and services available to them. When users are aware that libraries offer relevant services slowly but surely, users will use them.
- Marketing allows libraries to stay agile and responsive by promoting new services, resources and programs that address emerging needs. It also provides a channel for gathering feedback, enabling libraries to adjust their offerings based on user input.
- Marketing plays a crucial role in advocating for continued financial support by showcasing the library's impact on the community. A well-marketed library is more likely to receive support from stakeholders who recognize its value.

**Implementation Of Marketing Service In Library:-** Marketing library products and services is essential for increasing awareness, attracting patrons, and demonstrating the value of the library to the community. Marketing is a connector between user and staff. It is possible through the skills of staff. Users can get their information in many ways like online services or without coming to a particular library or through the activities done by library staff. Here are some strategies to effectively marketing which library offering:-

- **Understand Your Audience:** Identify the demographics and interests of your target users. Prepare your marketing messages to address the specific needs and preferences of different user groups.
- **Online Presence:** Maintain an updated and user-friendly library website. Leverage social media platforms to share information, events, and resources. Consider creating an online newsletter to keep patrons informed about new acquisitions, upcoming events, and services.

- **Collaborate with Community Partners:** Establish partnerships with local businesses, schools and community organizations. Collaborative events and cross-promotions can help in reaching users.
- **Utilize Email Marketing:** Build and maintain an email list to communicate directly with regular users. Send them regular newsletters highlighting new additions, upcoming events, and special services.
- **Promotional Materials:** Design noticeable posters, pamphlets and brochures to promote specific products or services. Display these materials in and around the library. We can display these products on library websites.
- **Library Programming and Events:** Organize engaging and relevant events, workshops, and seminars. Highlight these events through various channels, emphasizing the value they bring to users.
- **User Testimonials:** Encourage users to share their positive experiences with the library. Feature these testimonials on your website, in promotional materials or on social media.
- **Library Tours and Open Houses:** Host regular tours and open houses to showcase the library's resources and services. Invite community members, local leaders and schools to participate.

**Challenges To Professionals And Their Solution:-** Marketing library products and services presents unique challenges for professionals due to the nature of the library environment, the diverse needs of users and the evolving technological landscape. Here are some challenges that professionals may face in marketing library products and services:

1. **Limited Budgets:** Libraries often have issues of low budget, making it challenging to allocate sufficient resources for marketing efforts. Professionals must find cost-effective strategies to promote their products and services.
2. **Changing Technology:** libraries should have to be updated and use trending technologies in libraries and adapt their marketing strategies accordingly. Updating with new technologies in libraries may face resistance from traditionalists, making it crucial to communicate the benefits effectively.
3. **Diverse users Needs:** Libraries serve diverse users with varying needs and preferences. Marketing efforts must be tailored to address the specific requirements of different user groups, from students to researchers to the general public.
4. **Competition with Online Resources:** Development of digital resources and online platforms poses a challenge to traditional library services. Professionals must highlight the unique value of library products and services in comparison to freely available online assets.
5. **Display the return on Investment:** Justifying the value of library products and services in terms of their impact on users' outcomes can be challenging. Professionals need to communicate with administrators and funding bodies to find ways to measure and the return on investment.

6. **Data Privacy and Security Concerns:** Increasing dependency on digital technologies, concerns about data privacy and security are most important. Professionals must address these concerns in their marketing materials and ensure that users feel confident in using library services.
7. **Educating users:** Many library users may not be aware of the full range of products and services available to them. Marketing professionals need user orientations and must educate users to use the resources and products and services provided by the library.
8. **Evaluating Success:** Determining the success of marketing campaigns can be challenging. Professionals need to establish clear statistics and analytics to measure the effectiveness of their strategies.

To overcome these challenges, library marketing professionals should adopt a strategic and flexible approach, continuously engage with their community, and leverage both traditional and digital marketing channels to reach their target audience.

**Conclusion:-** Marketing is a responsibility of librarians in order to raise awareness of library assets and benefits. It is user-material engaged activity done through the library staff. Best way to achieve this, librarians have a clear vision and strategic marketing plan for their library. Developing a comprehensive and dynamic marketing plan can help ensure that library products and services are effectively promoted and utilized within the community. Librarians should have to put marketing efforts consistently over a period of time in the library and monitor marketing efforts regularly to know how the outcome of marketing activities has been effective.

Marketing is a fundamental strategy for libraries to remain relevant, visible, and responsive to the needs of their regular users. By effectively promoting their products and services, libraries can enhance user engagement, build stronger community connections, and secure the support needed to sustain and grow their essential role in society. Marketing library products and services requires a multifaceted approach that combines digital strategy with traditional methods.

#### REFERENCES:

- Patange, Jagadish Tukaram(2013) “Marketing of library and information products and services” Global journal of human social science 13(1), 33 - 36.
- Kotler, p. (1982), Marketing for non – profit organisation, (2<sup>nd</sup> ed.) Prentice Hall of India, New Delhi, P.6
- Book; Marketing of information services, p101; Available on: <http://egyankosh.ac.in>
- Mugdha,A.R., Swati,S.B. and Satish,S.M. (2010), Marketing of library resources and services: New challenges and opportunities. Available on: <http://www.researchgate.net/publication/305619546>
- Kapoor, S.K. (2012). Marketing Management. Mumbai : Vakratund Publisher.

