

NEW HORIZONS IN ACADEMIC LIBRARY

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## Marketing of Library and Information Services

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### ***Abstract:***

*This paper deals with the marketing of library and information services in the changing era. it discusses the Marketing concept of today's library and information centres covering different topics such as customer's expectations customer focus approach individuality responsiveness relationship quality of service professional skills and a tenses competencies and value-added services in the changing Era. The library and information services are used oriented therefore user priority Expectations and needs should be taken into account the library services should be value-added and user-oriented. The main objective of the marketing of library and information services should be, the speedy dissemination of the right information to the right user at the right time this paper has given marketing tools to promote library and information services and increased use of library resources.*

### **1. Introduction:**

In the changing Era there is highly necessity of marketing of library and information services to satisfy the library and the user it is ongoing and dynamic due to changes in the need patents of the user and change in the library services itself M.Lib.I.Sc process should be meeting the needs and requirements of the customer M.Lib.I.Sc requires careful planning and begins with understanding the Goal and mission of the library establishing the image of the library in the user's community and determining the better services to the customers come back and there are greater chances that a dissatisfied customer will find some other suppliers of information to meet his information needs there are some unique reason that requires marketing orientation in library and information services and it will help us in proper management of libraries commitment to customer satisfaction it also needs to understand the customers and maintain kill the relation with user libraries are needs to grow and improve image.

### **2. Marketing Meaning:**

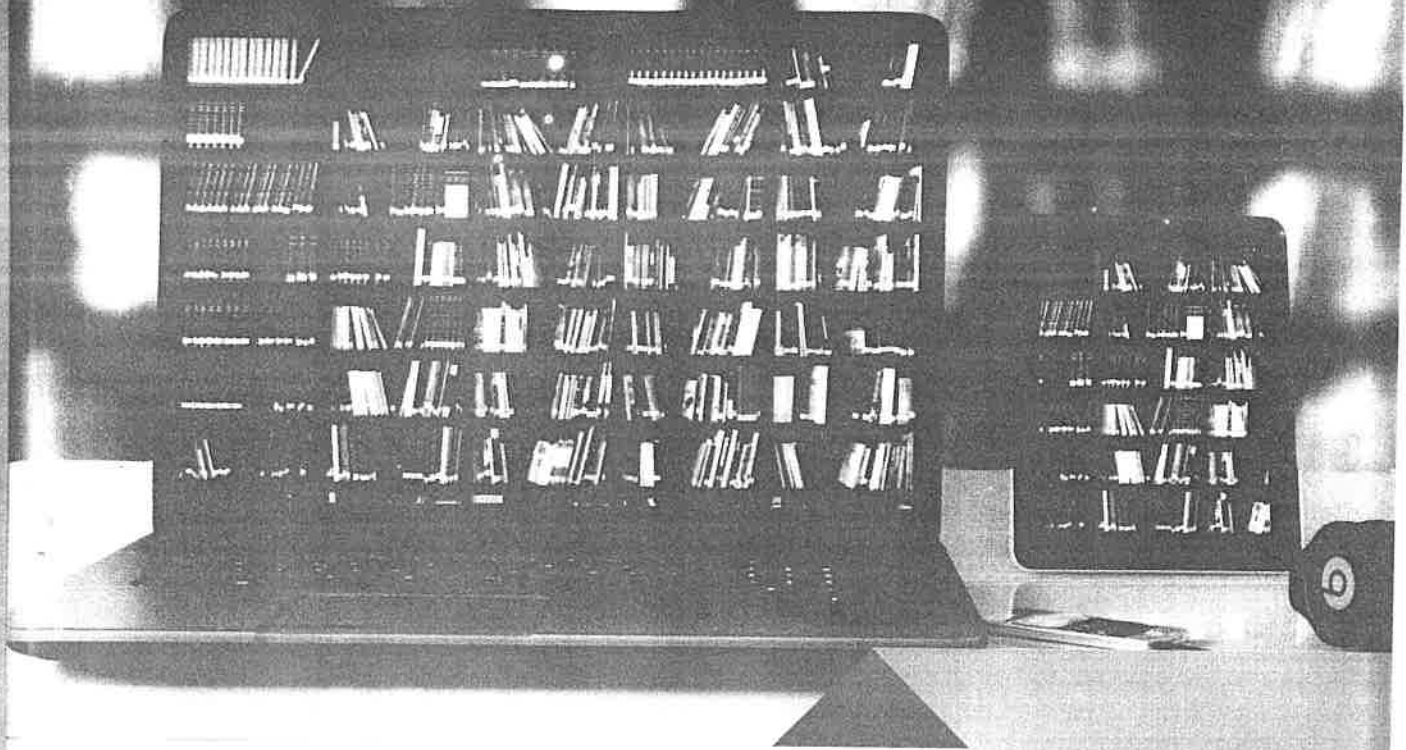
There are a few meanings of marketing in library and information Science, there is still a considerable misunderstanding in most of the library and information sector as to what constitutes effecting marketing to some it is still primarily equated with spelling and pursuit of sales rather than customer satisfaction.

#### **2.1 Marketing is categorized as following**

- Marketing as a set of techniques
- Marketing as a philosophy
- Marketing as approach
- Customer-driven marketing

#### **2.3 Definition of Marketing:**

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According to Kotler a professor of marketing adopted the following definition of marketing:

“Marketing is the analysis planning in plant implementation and control of carefully formulated programs designed to bring out a voluntary exchange of values with the target market for purpose achieving organizational object you Italy was really on designing the organizations offering unit of the target market needs and desires and using effective pricing communication and distribution to inform whatever and serve the markets.” The following definition of marketing will be Express marketing objective for a non-profit organization. “Marketing is a process of discovering and translating consumers on to product and service specification and makes it possible for more and more consumer to enjoy more and more of these products and services “by Hansen about definition states that the main focus objective of non-profit organization marketing is to plan for satisfying their customers’ needs with affordable cost and Library is a non-profit organization so reasons of marketing involve finding out what the users want when sitting out to meet those needs as labyrinths as all participants in the process of accessing our user's needs and trying to fulfil them to measure customer satisfaction the relationship between the customers and the library must be understood the customer relationship compromise of Hierarchy of Encounters through facilities resources services and service providers.

#### **2.4 Importance / Needs:**

Library and information services use is decreasing so to increase library use to give a justification to library expenditure to connect library community to prove user orientation-oriented services. To involve user designing information services to user-oriented services according to their feedback more effort is regarded in sailing information then for tangible product to increase reading habits among library community marketing helps to create an environment in a library that fosters customer's consciousness among employees

to educate customers and noncustomers change perceptions and enhance the clouds and reputation of the library and his staff.

**a. Readers top priority:**

The new customer does not know about library rules and regulations, therefore, its duty of library staff to give orientation or training for maximum utility of library which will be helpful to solve the problems this presents The Evolution of marketing to the customers the one we must always remember that the customers should always come first and customers are the most important to be served in the analysis they are not depending on the library rather library depends on them they are not just from an outsider but a part of the library they are not statistics but they are human beings they are the people who bring their wants and needs and we are there to meet such information needs exceedingly.

**b. Readers Expectations:**

Library and information professionals should strive hard to gain for the vision of or customers are what they want and what are their social characters values Desire and aspirations the advancement of ICT has increased the self-help and does it yourself activities in library and information centres.

**c. Individuality:**

The new generation customers is a Global Citizen who is a more demanding and enjoy chill stick seen change and value currency as they share a consists set of test performance and have a growing commonly of his task across the globe.

**d.Responsiveness:**

It is the willingness to help customers and to provide from service this domain emphasizes attentiveness and from the anus in dealing with customers request complaints and queries responsiveness is the demonstrated in a term of accessible employee's list waiting time and attention to problems.

**e. Relationship:** To measure customer satisfaction the relationship between the customer and the library must be understood or customer

relationship prices of Hierarchy of Encounters through facilities resources services and service provider.

**3. Readers focus approach for modern marketing:**

Customer focus the satisfaction of customer is a primary concern in the marketing approach and the entire it's and values of a library are the responsibility of a satisfying the customer the whole of customer-focused approach is attraction satisfaction and rendition of customer the issues of customer focus have a greater influence in the marketing of information services in the type of fast changes to serve the users and improve the way.

**4. Marketing of LIS services using ICT:**

For marketing library and information services in it like a professional have to use following internet tools to promote library and information services to user library website information about the library staff directory is departmental descriptions maps of the building h extra library services online tutorials book renewable interlibrary loan request and status reports requests for purchase online chat reference Virtual tour of building it's access to library content catalogues indexes full-text magazines and journals digitizer special collections free and commercial eBook government documents freely accessible internet resources electronic Encyclopedia and dictionaries lines contain from vendors etc.

**a. Email:**

fair a large proportion of the user are on email it is an easy way of reaching them quickly and cheaply it can be targeted more precisely than most other method and so are effective at reaching user response speaker to emails. that any other medium by maintaining up-to-date address list different users' groups can be targeted with different versions of the advertising messages user can interact with library personal about their need and additional services thus library personal can plan according to their need.

**b. LIS Forum:**

Forum is web online discussion group in which open messages forum 8 intense called new groups forum can be best marketing tools for our professional forum we can use for to display new services, as well as the marketing of allied services we can develop forum for library community example forum, is LIS forum.

**c. Blogs:**

A blogs is a journal online diary made available on the Internet wave by any individual users who don't know website designing Ben 10 most blocks block can be used as marketing tools to the library can promote their products and services by providing benefits tips and insights of new services also library can get feedback on existing services blogger you approach to put comments on the services so by the way users can interact with library services with comments about services and weak and plan according to their need.

**d. Wiki:**

A Wiki is a website that allows any user to add on contact content, but also allows for content to be edited by any other user file keeping track of the different versions in short, a Wiki is one of the most powerful tools for web-based collaborative editing we professionals, can put library and information services on Wiki it's like blogs Wiki also can put comments on the field of library services.

**e. RSS feeds:**

RSS is really simple syndication or rich site summary feed it will show you what's new since. the last time you checked the field feed without having to visit the website RSS is a format for delivering regularly changing web content many news-related sites weblogs and other online publishers. syndicate their content as an RSS feed to whoever owns it marketing library services with help of RSS it allows user to easily stay informed by retrieving the latest content news from the sides user are interested in a user can save time by not needing to visit its side individually.

**f. Podcasting:**

Podcasting is an indication of audio files using RSS costing works the same as standard RSS feed reader for news aggregator the only difference is that the feed you subscribe to contents and add your file in it instead of reading the content of RSS feeds reader or aggregator you can listen to the contents of your feed using a reader for an aggregator that supports for costing or you can listen to them on an iPod or similar device we can use the device for making library services a user can listen by subscribing add to the content.

#### **4. Conclusion:**

This paper concludes that use of Information Technology tools for marketing plan is essential we have to use for connect two user like and familiar Technology identify their need and plan accordingly services in this it we have to connect user personally and user have to interact with the help of Information Technology tools to satisfy their need unless customer and the collection come together in a way both interesting and meaningful to customer the library is nothing more than an expansive warehouse.

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