Strategies for Marketing Library Services and Information Products in College of Education

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*Abstract:-*The nonprofit organization like a library is basically engaged in the production of services rather than goods. Services are unique in nature primarily due to the attributes of being intangible, unbreakable, variable and perishable. Library and information context involves many problems. One of the most valuable things that a good library can give out is a long-term partnership with the people who use library services. Corporate employees nowadays begin to brand themselves as their own personal. Academic librarians can provide the most favorable stereotype by customizing library and data facilities with a long-lasting relationship's own private touch flavor (brand).

Keywords: **Library and Information Services (LIS) Marketing, Marketing Strategy, Branding**

I. INTRODUCTION

Recently, library and information services marketing has become an essential component of most universities in advanced countries ' library and information service culture. The difficulties of budget reductions, enhanced user base, information explosion, increasing expenses, competition from database producers / vendors, and the complexity of customer data demands, requirements and needs compel libraries to implement marketing strategies to enhance library and data institutions management (Madhusudhan, 2008). Marketing library and data service is an established sub-set of leadership procedures that identifies client needs and needs within the organization's assets and meets those requirements (Gupta, Koontz & Massisimo, 2013). Library marketing and data services have been based on marketing relationships (Besant & Sharp, 2000); inner marketing (Dworkin, 2003); picture building (Bass-Bridges & Morgan, 2000); and client loyalty (Gupta, 2003). Marketing is the management process for many others that effectively and profitably identifies, anticipates and supplies client requirements (Spalding & Wang, 2000).

Therefore, marketing is about recognizing the requirements of customers and creating strategies and services for reaching out to them. It is an innovative long-term method driven by entrepreneurship. The implementation of the marketing concept in the non-profit organization by Philip Kotler in 1970 (Andreasen & Kotler, 2007) gave a significant boost to library marketing. Most library services and resources from a marketing view were not launched and enforced. A Swedish writer, Greto Renborg (Gupta, Koontz & Massisimo, 2006) submitted the first document entitled "Marketing library and data services: how it all started" at the 63rd IFLA meeting. This shows that marketing is not about creating profit, but about customer satisfaction.

It includes a whole process to meet the distinct requirements and expectations of clients, organisational goals and goals. The library as a service providing place can adopt these processes in meeting the overall needs of its users and parent body objectives. Although many library and data resources and facilities are available in university libraries in developing nations, users are not properly advised about the presence and advantages of these resources and services, resulting in low library patronage (Agaba, Kigongo-Bukenya & Nyumba, 2004).

II. MARKETING WITHIN THE LIBRARY AND INFORMATION ENVIRONMENT

The advent of the information age, where data supplied is an increasingly significant business activity, combined with fresh technological innovations combining previously disparate information supply operations, and has led to a shift in the role of libraries and librarians. Moreover, there has been increasing pressure from parent bodies on libraries to mobilize funds and be self-reliant. Therefore, libraries are finding fresh methods to serve customers efficiently because of increasing expectations, varied needs and desires from library customers. To this end, it becomes essential to apply general marketing principles. In the library and data environment, however, there is still significant misunderstanding as to what constitutes marketing. To some, purchasing and selling is mainly the same. It is regarded as brochure manufacturing, advertising leaflets and low-level marketing communication for others (Gupta, 2003). Perhaps this misconception arises from the "free library culture" that libraries are non-profit organizations whose reason for existence is not economic gain but service (Edewor & Omosor, 2012). Library staff therefore need not be educated in business models frequently used in company enterprises with the related financial risk components and future economic benefit (Scanlon & Crumpton, 2011).

Libraries have traditionally been involved in library marketing and data resources and services through the display of fresh books, exhibitions, newsletters, user orientation programs, library guide manufacturing and issuance, library week outreach and other advertising programs. These actions are component of the marketing advertising elements. Nevertheless, the requirements of contemporary data processing, combined with the emergence of ICT, which creates multiple rivals in the delivery of data service, demand an innovative strategy in reaching customers, for which the

traditional approaches mentioned above are no longer sufficient. It is therefore not surprising that increasing numbers of university libraries embrace social media to support and market library services. Marketing is a method involving a systematic assessment of the requirements of customers and the design of data products and services to meet the requirements. This requires that customers and their needs be carefully planned, analyzed and identified, as well as the options available to meet these requirements. In order to gain superiority over competing options, this is achieved. A good marketing strategy defines and provides the services that customers require. As stated by Koontz, marketing is a method you do over and over again, a tried and true systematic approach to matching services and products to the requirements, needs and wishes of a consumer. Our clients are our employees, clients, and users in the library and data environment. In other words, it is necessary to provide services and data products depending on users ' requirements and requests.

Gupta (2003) asserted in this vein that marketing library services is the efficient execution of all the operations engaged in enhancing user satisfaction by offering them with maximum value. He classified the various opinions of library services marketing idea into four: marketing a collection of practical methods and proven procedures that can be applied to all elements of service planning, delivery, and assessment. Marketing as a philosophy: this is the user's premise as the start and end of any marketing activity. The user's satisfaction is the main marketing issue and everyone in the library has a part to play in making the customer's highest satisfaction. Marketing as a strategy: marketing in libraries is the concern of all. It is a complete organizational endeavor and not a distinct Marketing Officer Development or appointment. Marketing driven by customers: driven by customer satisfaction. It needs a deeper knowledge, higher intimacy and mutual trust between libraries and their customers. The library's marketable information-based products and services include reference, referral, circulation, bibliographic loan, selective information dissemination (SDI), bibliographic data, abstract and indexing, tailored research and development, present knowledge, consultative services for readers and information literacy.

III. DEVELOPMENT OF MARKETING SERVICES IN LIS

Marketing is still unknown to many library and data staff as a notion and as a practice. Some LIS experts may feel that marketing is unsuitable for a public service organization such as library and see no space in a non-profit industry such as librarianship for such exercise. Some executives of data service feel that marketing is hostile to the nature of their business. But with enhanced data world competition, marketing is a survival factor. Ranganathan was released in 1931 and was discussed by many writers in the context of marketing. Interestingly, these laws can be said to be relatively well aligned to marketing theory where the reader (sometimes called the customer) is king and is the focal point

of the library; thus the whole organization (resources, services, facilities, rules and regulations, procedures) becomes customer focused. Nevertheless, in the age of competition Library and data service experts realize that the provision of efficient services must be based on strategic planning. Companies and organizations ' capacity to promote their services or make prospective consumers aware of their products can imply the distinction between achievement and extinction (Kotler, 1997). For any LIS specialist, marketing knowledge includes correct thinking, strategic perspective and operational tactics. Professional marketing method for LIS can therefore be a straightforward component of marketing advertising, promotion, or public relations. Modern marketing is regarded as the management process that effectively identifies, anticipates and delivers client demands.

IV. WHY LIBRARY MARKETING AND INFORMATION SERVICES

Librarianship is undergoing fast shift. The role of libraries is reshaped by various inner as well as external variables. Librarians and data experts discussed the data industry marketing concept. Several things have compelled us to learn about marketing and using it. Accordingly, variables are accountable for promoting the library profession in its activities and services to create a marketing strategy.

1. Explosion of data (fast increase of reading content)
2. The revolution in technology;
3. Scaling the cost of libraries / budget reductions
4. User-based service boost
5. Requirements for networking / complexity in data requirements
6. Competition by suppliers of databases
7. Reading practices among shrinking individuals for reasons such as television attacks and Internet.

V. MARKETING STRATEGIES AND TACTICS FOR LIS

Marketing strategy is an essential component of the marketing plan. DSTP-differentiation, location and segmentation, targeting and positioning are necessarily included in the approach.

Differentiation outlines the accurate way our library is different to our target group in a particular significant, unique and relevant manner. Segmentation is the method of dividing the market according to demographics, psychographics, behavioral and geographies. Targeting takes place thereafter; the method by which we obviously select and identify the group of clients to which we want our library and data services to be targeted at every activity, promotion and location we will be employed in the future will be carefully designed so that our clients receive an integrated and holistic message. The last element of marketing strategy is positioning that is nothing but the distinctive picture and advantages that we want to produce in the mind of the customer. The library has a lot of goods and services it can market. Each library has to define what it wants and how it wants to market. Marketing involves not only developing and supporting fresh services

and products, but also raising awareness of current services and products to customers and determining their suitability. It is necessary to develop and implement the marketing plan with the continuous improvement of the services and products that should follow.

Many libraries have come to understand how much marketing ideas can contribute and apply. The so-called 7Ps have become essential to libraries in designing the marketing mix and creating the marketing plan–product, cost, location, promotion, and participants, physical proof, and process. According to K Sharma and S Bharadwaj (Sharma & Bharadwaj 2009), Ps of library marketing strategies is:

VI. 7 PS OF LIBRARY MARKETING STRATEGIES

Meaning 7 Ps: general reference department product, product or service. Of course, this is the data, reference and ancillary services that add value such as personal assistance, referral services, internet database searches, distribution of documents and bibliography loans. Price Pricing the library's use is usually that of the time and effort that the user spends traveling to the library, as well as the time and effort spent on Place Place of service, based on J library's market knowledge, is essential to identify users and their discreet information needs and needs. The library can have branches, bookmobiles, or electronic access, etc. to expand the service area. Promotion involves the use of persuasive data about general data services and the communication of this data to target prospective user sections of the industry. Advertising, public relations, private agents, advertising, and sales promotion are five types of promotion. Participants. All human actors playing J are involved in the distribution of reference and data services, namely the staff of the library.

Physical Evidence, The environment in which reference and data services are provided to facilitate the service's efficiency and communication. Process Reference and data services are obtained through processes, processes, and flow of operations.

VII. MARKETING ABILITIES OF LIS

Library staff requires the following professional understanding and abilities for advertising data and library services:

- Perception of customer requirements and capacity to receive feedback from customers
- Technical knowledge such as the capacity to use the Internet
- Knowledge of different marketing approaches to promote data skills Barriers to library marketing

1. The comparatively low level of user needs and wants understanding and absence of consensus.
2. The virtual impossibility of estimating the value contributed to the effectiveness and behavior of research and development by data products and services and advancing academic activities.
3. The overall financial unsophistication of those who

are mostly educated in the humanities and the atmosphere of non-market-oriented library schools, buying data products and services.
4. Librarians and data researchers lack company knowledge.
5. The casual approach in providing prospective customers with data;
6. Lack of perception of how much information services and products can contribute to boosting research and development activity.

VIII. BRANDING AND ITS RELEVANCE IN LIS

The brand is the "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." Branding is considered one of the important tools of the marketing discipline. Brands are at the heart of the marketing and business strategy. All kinds of organizations recognize the value and significance of using their products to enhance efficiency and create profound customer relationships. The branding process is usually seen as offering a variety of perceived benefits and benefits to both buyers and vendors, including providing quality pictures and data; offering recognition, reassurance, safety and exclusivity; contributing to brand image and identity; segmentation of the market; mutual growth and strengthening of trade relations; and legal protection. This brand is the personification of the total offering of an organization or product and its value and contribution, to both the organization and the customer, makes it a key issue for library and information providing sector. The library is a brand. It carries all the associated issues from service quality and cost, through to positioning and growth; it is J real business issue, which requires senior management attention. Branding the library can be used as a signal to the rest of the organization of a change in attitude, new philosophy, and different approach towards business. Branding the library is not the just a simple process of thinking up a good name and putting it on library holdings. Although a significant amount of literature on services deals with measuring or delivering customer satisfaction in library and information settings, not much of it addresses the issue of branding services. Branding has yet to receive its due consideration in LIS. For effective branding, the following are the starting points (Melvile 1995)

- The customer's perception of the library;
- The library's attributes recognized by the customers;
- Your own perception of the library;
- What customer attributes you feel the library has to offer;
- What attributes the customer(s) seeks; – The customer's image preference.

Branding can play a unique position in data service organisations as powerful brands enhance customer confidence in the invisible, allow them to better visualize and comprehend the intangible advantages of services that are highly dependent on the behavior and attitudes of staff

because service brands are particularly distinct from physical goods brands. These distinctions revolve in part, at least because the relationships and interactions of the staff with customers within the service industry play a crucial part in affecting the quality of the brand and the values of the brand. The implementation of the concept of personal branding has begun in an era of social media. For years, celebrities and media commentators have been creating their own private brands. The same way in the library world librarian can use their reputations and quality to take advantage of possibilities. Academic libraries usually have no direct sales role, but have a history of building enduring relationships with various stakeholders, including university administration, scientists, teachers, and students. Indeed, a long-term connection with individuals using library facilities is one of the most significant things that a healthy academic library can deliver. A study conducted by Old man as early as in 1977 had identified some of the reasons why people do not use libraries:

1. Obtaining data from sources other than the formal system is faster;
2. It is considered preferable to read books to talk to individuals;
3. Individuals don't understand they have a issue with data;
4. Potential consumers do not know the equipment of the library;
5. Users have had poor past or current service experiences.

It implies that the library services provided are not user-based or, in other words, customers are not made aware of the data services ' potential and how these services can help them in their endeavors. As a consequence, whatever services are accessible; they either stay unused or underused.

The suitable marketing strategy may help any library in many ways as given below:

- To improve their image and to attract more users.
- To upgrade their reputation within their organization and a profession within the society.
- To enhance the long-term performance of the library's service,

The librarian needs to be well prepared to know that the when any user needs anything related to information he/ she must think of library/librarian. It is the power of the personal brand and relationship marketing come to the fore. Individual librarians generate an concept (or more often alter pre-existing concept) about what that individual librarian is and does in the minds of learners, teachers, and administrators, thus establishing a brand. Students, teachers, and administrators understand what to expect through coherent implementation of that brand. Assuming the librarian's concept is positive, they come back for repeat service. The academic librarians in general already have a brand, whether it is acknowledged or not. But most positive, some customization or personalization in services would make it more effective as a personal brand.

Thus consistency has built a word of mouth advertising campaign.

IX. CONCLUSION

Library and data services are regarded as sellable products in today's knowledge economy. More importantly, libraries have begun to treat their users as' clients.' Marketing is an extensive word that defines all the procedures and interactions that lead to user satisfaction and data company income. In data service organisations, branding culture has yet to be integrated. The library and data context branding includes a lot of difficult problems, as significant distinctions exist between product and service brand execution. To have a sustainable marketing strategy librarian must know his audience to pass the message. The personal brand is an effort to regulate or handle what individuals believe of you and to magnify the beneficial features. It also operates in some respects to enhance on-line quality or reputation. Academic librarians can create the most positive stereotype by customizing library and information services with his own flavor of the personal brand of long last relationship.

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