REVIEW ARTICLE

Library Marketing and Sponsorship

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Abstract

Library is service and non profit organization and only recently organizations became aware of the need to market their products and services marketing plans, policies and programme for library provides are usually formulated to serve efficient customer demand. There are several factors which characterize the difficulties if information marketing are encounter with several deficiencies. This article explains about need and purpose for marketing information, marketing tools, information tools marketing of library and Information services, Function of Benefits of marketing of library and Information products etc.

Keywords: Library; Marketing of Library and Information Products and Services; Need and Purpose; Marketing Tools; Function; Benefits of Marketing.

Introduction

Library is a service Institution. The services of library focus on user needs only. The user need may vary depend upon the user category. Most of the Library and professionals satisfy with present job and do not seek mayor innovation.

Marketing mean Quality of product and satisfaction of the customer because customer is the heart of the enterprise in moder marketing ststem. Marketing plans, policies and programmes for library provides are usually formulated to serve efficiently customer demand. Marketing is an ongoing process with following steps as (a) discovering of translating customer needs for desired product and services. (b) Creating demand for these products and services (c) serving the consumer with the help of marketing channels; and

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the (d) expanding the market ever in the face of keen competition.

1. Information marketing in Academic libraries

The Information marketing can be at the initial stage in university libraries. There are several factors which characterize the difficulties if information marketing are

a. Lack of proper assessment of requirements, wants and needs of the users.

b. Casual approach in supplying information to the potential users.

c. Lack of perception of how much information services and products can contribute to boost research and development activity.

d. Lack of perception of the economic aspect of buying information on the part of the user of information.

To accelerate the pace of research and development, to find a confluence point of the academic and business approach to strike a balance

between the two, so that the users can get theneedy information for payment an without wasting much of their precious time.

2. Need and purpose for marketing of information

a. Information is power

The major inputs which are essential for any business, teaching, research and development are considered to be only four men, material,

In recent years, Information is also equally important component. Because information is knowledge and power. The value of information content of information services/products has made them commercial.

b. Information and earnings

The information provided helps the users directly/indirectly in earning money, increasing knowledge or solving problems etc. and thereby to earn money.

c Cost of producing information

In order to provide correct and timely information, Library information centre has to invest and regularly

d. Virtual Libraries

Information Technology has resulted in virtual libraries. Library and Information have also now to cater beyond electronic libraries there is a need to go for marketing of information.

3. Marketing tools of library and Information services

The following are the marketing tools involved in the library information services.

- Partnership between an online bookstore and library.

- Library may challenge employees to read one journal article per week to say current and then provides a list of recent articles and abstracts, available via the library web site. This will help in keeping users available good stuff on their subject.

- Library web sites are for virtual tour to library, its services and products.

- All efforts should be made to be in contact with other website. Various services and product

information as alert on other's websites makelibrary known to other communities. Further, the link provided on these web sites, help in accessing directly to the library.

- Library should create its own web site. Update website are useful for goodwill which in turn helps in between better recognition as authentic link.

4. Important Promotion tools for library

The following important promotion tools for library.

a. Advertising

Advertising is important for promoting library activities. A library can advertise its product and services in newspapers, scholarly journals, magazines, newsletters, radio, television, web etc. Advertisements help in image building. They can be in a short message, or staff can write longer articles on new nd existing library services. There are varieties of ways of advertising online. Traditional print advertisements include brochures, pamphlets, and newspaper advertisements.

b. Newsletters

The library can convey information about new acquisions, new services, events, and activities, fee changes. Information regarding library can be included to convey a message to readers about the alertness of the library in updating and communicating small but important pieces of information. The text of newsletter can also be included on the library website.

c. Extension activities

Activities such as book displays, lectures, quiz, debates, seminars, competitions, exhibitions etc. can have a positive impact on the image of the library and motivate people to come to the library and promote the use of its products and services.

d. Library Tour

Library tour for new and existing members can be used to promote the library services.

e. Library month/Day

Organizing national library day/month in a affectivities to promote te library.

f. Promoting in Electronic Environment

Libraries especially in large cities like Delhi, and Mumbai use ICT tools in designing, developing and disseminating services to satisfy their users.

g. Websites

Libraries websites can be accessed by users at any time. The websites contain details about the library, including the collection, subscription, service policy, terms and conditions etc. The library websites should be continuously updated to avoid an adverse effect the image of the library. The website can be interactive so users can communicate with staff. For this purpose, a directory of staff members should be posted on the website.

h. E-commerce

Library can sell its products online through online charging and credit facilities. E commerce has redefined the way business is conducted. Well known bookstores around the world are offering their holdings over the internet. Viz. Blackwell maintains a database of more than 1.5 lakh active titles.

i. Blogs

Blogs are continuously updated websites, created by Individuals or organizations. They are generally free. A library can use blogs to promote its products and services by making it appealing and informative. Special alerts about new resources special services can be included in the blog entries.

5. Marketing of library and Information services

- Reference Service
- Abstracting Service
- Translation Service
- Indexing Service
- S.D.I. Service
- Document delivery service
- Reprography Service
- Internet related service
- Digital Library service
- Virtual reference service (online reference service)

6. Marketing of library and Information Products

- E-Journals
- E-Books
- Bibliographical services
- Indexing and abstracting service
- Reference tool
- Full text online
- Current content files
- Specialised database
- Consolidation and repackaging of information

7. Function of marketing strategy

- Analysis of users
- Planning new products, marketing plans and target market.
- Implementation of the plans related to markets.
- Control with regard to standards, quality, process of marketing goals and expected results.
- Promoting demands for existing products and services.
- Development of new and viable product and services, which have a sound client base.
- Execution of preparatory analysis assists staff in developing a user oriented outlook.
- Preparation of the plan and the implementation of activities encourage and motivate information staff to develop a proactive stance in the target market.

8. Benefits of marketing of library information products

- Extension of service to potential users and thereby enlargement of the user's circle.
- Efficient use of marketing resources.
- Improved resources attraction to the organization.

Conclusion

Recent days have witnessed tremendous output of information in various fields and in different media. Information technology is fast changing and bringing in ample advantages for information storage, retrieval and dissemination of human knowledge at a faster pace. It is due to the fact that information has become an essential commodity that can be used in crucial decision making.

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