

MARKETING OF LIBRARY AND INFORMATION SERVICES



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LIBRARIES...

- ✓ The treasure of organised information on clay tablets, papyrus, copper sheets, cloth and paper for past civilizations and which shall always act as a permanent source of information assimilation and dissemination for the present and future civilizations

Libraries...

The 'USER CENTRIC' libraries



Growth & Packaging of Information in Newer Formats
based on **Information and Communication
Technology** (ICT).

ICT...

The internet and WWW have forced the libraries world-over to adopt the marketing techniques for the promotion of their products and services.

MARKETING...

Marketing helps an organisation to manage itself efficiently
AND effectively

by

identifying,

anticipating and

supplying the customer his/her wish-list.

Marketing involves

- human and personal relationships,
- soft and effective communications,
- strategy,
- planning and
- proper pricing.

MARKETING FOR FREE FLOW OF INFORMATION

Information forms the very basis of decision making and the required information most of the times is diverse and diffused and **MARKETING facilitates the free flow of information** taking into account:

- ❖ Communication
- ❖ Document creation
- ❖ Storage and retrieval
- ❖ Internal and external databases
- ❖ Information analysis
- ❖ Information dissemination
- ❖ Publications

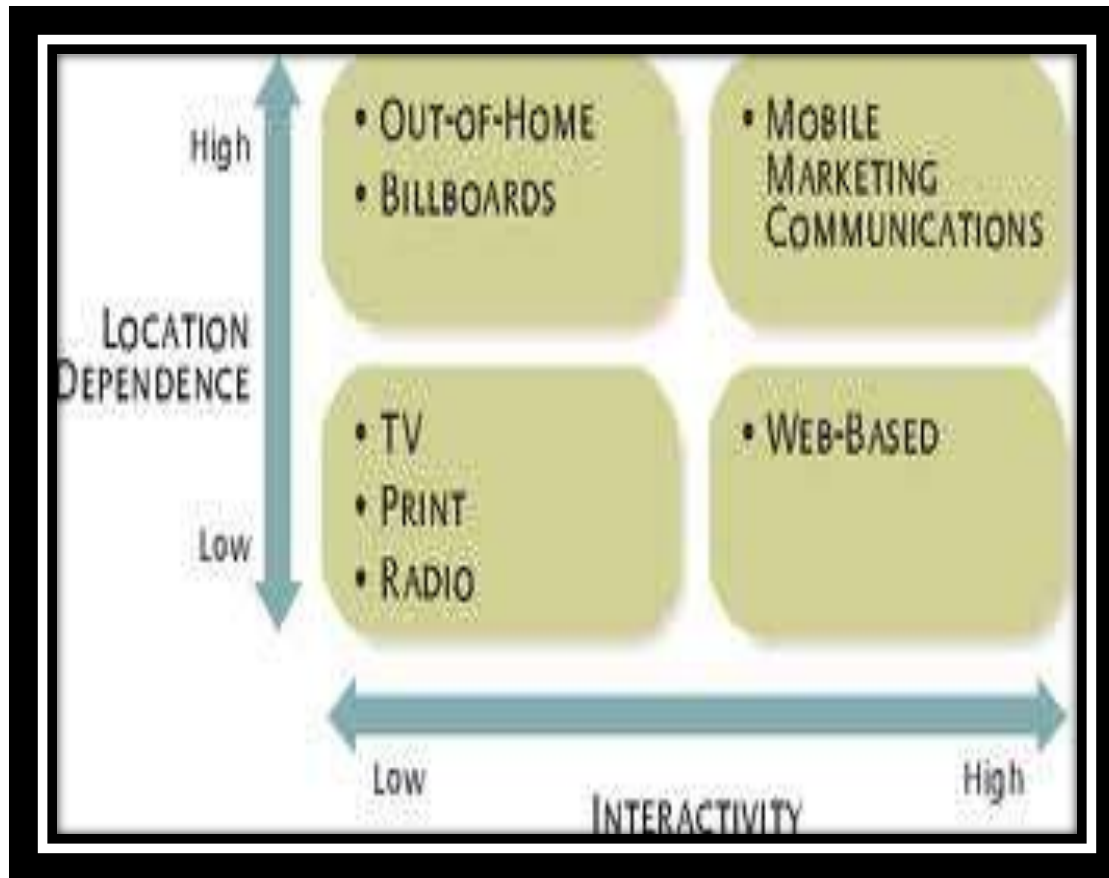
The concept of 4Ps and 4Cs

Design of 4 Ps and 4 Cs

- + **P**roduct: **C**ustomer Needs
- + **P**rice: **C**ost to User
- + **P**lace: **C**onvenience for User
- + **P**romotion: **C**ommunication to target Audience

After designing the information products **the next step is the marketing of those information products.**

MARKETING...adds to the value of the document



Marketing of Information

Marketing in simpler terms means **popularising the information products and services that a library has to offer to its users.**

It also involves **the exchange of information from a library with the library users and sister organisations**

MARKETING DEFINED

Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.”The managerial aspect of marketing is “the art of selling products”. *Philip Kotler*

....Contd.

MARKETING DEFINED

Marketing is a stance and an attitude that focuses on meeting the needs of users. Marketing is a means of ensuring that libraries, librarians and librarianship are integrated into both today's and tomorrow's emerging global culture. Marketing is not separate from good practice. It is a good practice. *Kumar*

In Information context...

While marketing the information product and services the organisations have to –

- Monitor the needs of users and non-users,
- Identify the needs of its users and synchronise its service products with them to satisfy the end user,
- Communication of its products to the users,
- Feedback of its services from users to ascertain the satisfaction of the users AND to plan for future.

COMMON ATTRIBUTES OF MARKETING

- Organisational Function
- Carefully formulated policies
- Organisational objectives
- Customer centric
- In line with need and want of the customer
- Customer satisfaction
- Benefit to all stakeholders

METRICES OF MARKETING

EFFORT in tailoring a user's interest

ACCURACY AND COMPLETENESS of detected sources of information

MARKETING METRICES

TIMELINESS of responses & services **AND**

SECURITY, safety, privacy, system reliability of information viz a viz user

RELEVANCE of information to user

Barriers / Challenges to Market the Information Services

- ❑ **Funds and Personal Attitude**
- ❑ **Training and Education**
- ❑ **Variety in Products and Clientele**
- ❑ **Lack of Perception**
- ❑ **Casual Approach**

THE IMPACT FACTORS OF MARKETING

➤ ORGANISATIONAL FACTORS

➤ OPERATING FACTORS

Management
Library Users
Suppliers
Competitors
Employee Unions

➤ ENVIRONMENTAL FACTORS

Social & Political changes
Educational policies
Technologies
Finances & Budget

PROMOTIONAL MEDIA

- **Promotion** : Informing the users what you do, what you can do, what you have, what you can have, how to reach at the products and make use of information sources (in-house and external). It is the methodology of achieving the objectives in the organisation.
- **Communication Skills** : user to user/ personal attention
- **Newsletters , bulletins, publications, leaflets**
- **Exhibitions, Posters, Displays, Demonstrations, Library tours, Library competitions**
- **SMS / E Mail**
- **Social Networking Sites to Scientific Networking Sites**
- **Library website**
- **Library Portal**
- **Web-blogs**

SUMMING UP...

The ever changing landscape of libraries in terms of

- needs of the library users, nature and packaging of information documents, advances in information technology , AND

The challenges posed by

internet, scarcity of funds, vast expanse of ICT based infrastructure & applications and corporate competitions

The objectives of any library can be achieved by implementing the modern marketing strategies based on following five elements –

- Products AND Users,
- communication,
- distribution,
- staff (attitude & training) and
- price.

THANK YOU ONE AND ALL !

