



Developing a Comprehensive Library Marketing Strategy for Effective Outreach

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ABSTRACT

The promotion and marketing of the library and information sector is necessary in academic environments such as universities and colleges in order to raise awareness of the library services. Product marketing is crucial for businesses in order to improve sales and, ultimately, profit. The idea of promoting libraries and marketing library services is discussed in this essay. The collections of academic libraries are diverse. Marketing library products is essential to promoting the active collection. In this essay, methods and strategies for effectively marketing library services are suggested

INTRODUCTION

Many people view libraries as knowledge treasures. Another name for it is the knowledge repository. It is true that there is a wealth of reading material available in libraries around the world, including books, journals, videos, pictures, audiovisual materials, and more. These materials contain knowledge that has been compiled by individuals, including renowned authors and notable figures. All libraries and information centers have the primary responsibility for preserving this knowledge, but there is also a duty to promote the materials that they have available. With the use of information technology, many libraries and informational institutions now have their own websites where all types of content are available along with bibliographic information and mechanisms for service promotion and marketing.

In this digital age, academic libraries are facing a variety of challenges such as ongoing budget cuts, application of new information technologies, changing

Internal and external environments, and changing demands of research and Teaching. A managerial tool assisting libraries to face challenges now and in the Future is effective promotion and marketing. Today, academic libraries are no Longer the only choice for students, faculty, staff and other clients to go to for Information. To attract clients, generate non-user awareness, and raise awareness of available services and resources, libraries need to find ways to promote services and resources to clients as effectively as possible. As such, promotional approaches

Are used to convey the availability and value of services and resources to target Markets and should be designed to cause library users and non-users to act (Helinsky, 2008; Webreck Alman, 2007). These approaches must be developed in such a way that they gain user attention, providing a reason for the library's Services and resources to be selected over those of competing services (Chartered Institute of Marketing, 2009)

Research Objectives

1. To analyze the current state of library marketing and outreach efforts, including the assessment of existing strategies, channels, and tools.
2. To identify the target audience and their information needs, preferences, and behaviors regarding library services and resources.
3. To explore best practices and case studies in library marketing from academic and public libraries to gather insights and lessons learned.
4. To assess the effectiveness of various marketing channels and platforms (e.g., social media, email campaigns, community events) in reaching and engaging library patrons.
5. To examine the role of technology and data analytics in measuring the impact of marketing initiatives on user engagement and library usage.

LITERATURE REVIEW

The main aim of marketing is to identify the customer base, and to decide and fill its needs, requirements, and demands by planning and conveying appropriate products and services. The main focus of the concept is the customer, and the objective is customer satisfaction. It is the way toward arranging and executing the origination, valuing, advancement and distribution of goods, services and ideas to create exchanges with target groups that satisfy customers and organizational objectives (Madhusudhan, 2008). Marketing "as a social and administrative process by which persons and groups acquire what they need and want through making, offering and trading result of significant worth and others". Marketing in service organizations includes seven concepts, such as product, place, promotion, price, process, persons, and physical evidence (Nooshia, Tajafari, & Nowkarizi, 2017).

The rapid growth of Internet has drastically changed and transformed the way and manner which library and information product and services are offered and as well put the libraries and librarian at the centre of hyper-competition. If librarians and libraries must survive, then marketing must be seen as a necessity. Library and information centers have begun to realize that by using marketing principles and techniques, they can understand better their user's needs, justify finding, communicate more effectively with a variety of external audiences and achieved greater efficiency and optional result in delivering product and services that meet the identified needs of their client (Benson, Udo-Anyanwu, & Onuoha, 2016, p. 1).

Marketing is planning and managing the organization's exchange relations with its clientele. It consists of studying the target market's needs, designing proper products and services, and utilizing compelling price, communication, and circulation to inform, motivate, and serve the market (Jestin & Parameswari, 2005).

Gupta recognized some regular explanations behind require marketing orientation in library and information services, such as it helps in managing libraries better; it brings commitment to customer focus; publicizes the benefits of the library services and listening to customer's needs; it helps in making users feel better that they use library again and again; and it improves the library's image (Gupta, 2003). consistent library brand across all marketing materials.

Dr. S.R. Ranganathan is father of library science

The classification and indexing theories were the focus of Ranganathan's main technical contributions to library science. His Colon Classification (1933) introduced a method that is extensively used in research libraries all over the world and that has influenced the development of earlier systems like the Dewey decimal classification. Later, he developed the "chain indexing" method for generating subject-index entries. His other works include Classified Catalogue Code (1934), Prolegomena to Library Classification (1937), Theory of the Library Catalogue (1938), Elements of Library Classification (1945), Classification and International Documentation (1948), Classification and Communication (1951), and Headings and Canons (1955). His Five Laws of Library Science (1931) were widely regarded as the undisputed definition of the perfect library service.

Additionally, he created blueprints for various national. S. R. Ranganathan's 1931 theory, *The 5 Laws of Library Science*, outlines the guidelines for running a library system. The set of norms, precepts, and guides to excellent practise in librarianship are five laws of library science. They are often regarded as the pillars of the philosophies of many librarians. The Five Laws of Library Science were created by Dr. S.R. Ranganathan in 1924. These statutes' encapsulating statements were created in 1928. *Five Laws of Library Science* by Ranganathan, a classic work, initially presented these rules in 1931.

1. Books Are For Use
2. Every Reader His/Her Book
3. Every Book Its Reader
4. Save The Time Of The Reader
5. The Library Is A Growing Organism

METHODOLOGY

Books are for Use

Since the library was built to be used, the first law therefore actually requires that every effort be made to ensure that every book there is used. Rather of emphasizing storage, the first law, "Books are for use," emphasizes use. For the purpose of preventing theft, books were originally held in controlled access, although this discouraged unrestricted use and precluded loaning. The first law of library science, "Books are for Use," states that the purpose of books in libraries is not to be kept secret from their users.

Implications

Open Access, Location, Library Building and Furniture, Book Selection Policy, Library Techniques Publicity, Reference Service.

Every Reader His / Her Book

"Every Reader His/Her Book" is the second rule of library science. As implied by this rule, "books are for use of all" or "books for all." The Second Law placed emphasis on democratizing the library so that each reader has an equal right to obtain the books that most appeal to them. The second law established certain duties or commitments on the part of the government, the library authorities, the library personnel, and the patrons.

Implications

Obligations of the Reader, Obligations of the State, Obligations of the Library Authority, Obligations of Library Staff, Obligations of the Reader.

Every Book its Reader

The third rule of library science relates to the texts in the same way that the first and second rules do. The combination works well together. Every book should receive its readers in accordance with this law. Many guidelines are implemented in modern books to comply with this law, and they are described in this manner.

Implications

Open Access, Book Selection, Shelf Arrangement, Easy Accessibility, Cataloging, Reference Service, Publicity

Save the Time of the Reader

Save the Reader's Time, declares the Fourth Law. One must assume that a library user is a busy person. It is crucial to keep the reader happy, and a reader is most happy when their time is saved, or if they receive the necessary service in the shortest amount of time.

This law acknowledges that a key component of excellent library service is the ability to effectively address patron needs. Dr. S.R. Ranganathan suggested using proper business techniques to enhance library management in order to achieve this. He noted that consolidating the library's holdings in one place had several benefits

He noted that consolidating the library's holdings in one place had several benefits. He added that a top-notch team would have good technical abilities in cataloguing, cross-referencing, ordering, accessioning, and the distribution of resources in addition to strong reference capabilities.

Implications

Open Access, Location, Shelf Arrangement, Classification, and Cataloging, Issue and Return, Reference Service, Documentation Service.

The Library is a Growing Organism

Considering that libraries are social institutions, they will continue to expand like living things. The amount of books, readers, and employees in a library will increase. Growing as a child's body or growing as an adult's body are two different types of organic growth. A new library's expansion will mirror a child's development in all spheres. If a service library is growing, after it reaches the adult stage, it will continue to grow by adding new books and displacing existing users with new ones. A library should be a dynamic organization with a dynamic viewpoint. The physical library, as well as books and procedures, should be updated over time.

Implications

Choice of a Classification Scheme, Choice of a Catalog Code, Modernization, Staff, Library Building Provision for Future .

RESULT AND DISCUSSION

Segmenting Customers:

The primary target audiences for library marketing are its patrons, including students, faculty members, employees, research scholars, regular library users, and international students enrolled in a variety of programs, among others. It is challenging to develop a single marketing plan that works for all categories of segments. However, developing distinct methods for each sector group will be helpful.

Ideas for Marketing in the Library Services Sector:

In his definition of marketing, Philip Kotlar, the marketing guru, says that it is "a social and managerial process by which individuals and groups obtain what they: need and want through creating, offering and exchanging product of value and others." A team effort or a group's collective efforts are put forth in a library as a result of the aforementioned definition. The library staff must promote user collaboration and advertising of their services in order to draw more and more patrons to the library. The main goal of promotion is to instruct students and faculty members about how to use the library's resources and to maintain their expertise by giving them access to information that has been annotated in various library-available sources.

Marketing Strategies for Promoting Library Resources:

Marketing involves different activities such as marketing plan, marketing research, marketing segmentation, marketing strategy, marketing mix and evaluation of products and services. Marketing strategies help in the realization of the objectives of an organization. There are various market strategies adopted by the central library IIT Delhi to promote its products and services amongst its users. Some of them are

Library Website: Library website is the most effective tool for marketing its products and Services. All the activities carried out by the library can be described in it. It provides audio-visual and text medium to the user for proper interaction and communication. Central library IIT Delhi maintains and timely updates its website to provide information to its users. The development and execution of library marketing are receiving attention thanks to the web marketing plan. The necessary guidelines are what connect organisations for e-marketing reasons. The following approaches can be used to properly outline web marketing plan.

Library Orientation: The major goal of this programme is to help incoming students learn the various library resources, services, and rules. They will be able to use library services much more effectively as a result of this. Additionally, the library occasionally offers a variety of library programmes. Orientation to users is provided at the starting of their session. In orientation programme, a brief presentation is followed by library tour. Library also runs a PPT at its circulation counter and a video is available on the site for the purpose.

E-Resources:

An electronic resource is defined as a resource that requires computer access or any electronic product that delivers a collection of data. Full text databases, electronic journals, image collections, other multimedia products, and numerical, graphical, or time-based data are examples of electronic resources. Electronic resources are also defined as commercially available books that have been published with the intention of being marketed. They could be distributed through CD ROM, tape, Internet, etc.

Different e-resources are subscribed by the Central Library in the form of databases, standards and e-books the details of these have been given in the library website in the user-friendly manner. Being a member of e-Shodh Sindhu, the library has access to nearly 24 databases. Library also subscribes three important standards,

ASTM standards, Indian standards and IEC standards and 35 e-text books to cater the needs of specific students. For maximising their usage, library is taking usage from publishers every year have put signage board regarding their subscription in the library, made posters and also compile annual e-resources subscribed by Central Library. e-resources subscribed for IIT Delhi through e-Shodh Sindhu (www.inlibnet.ac.in/ess/).e-books subscribed by Central Library. Standards subscribed by Central Library report regarding these. Circular mails to faculties and students are sent by the library staff pertaining to any new subscription. The various e-resource categories include:

- 1 E-books,
- 2.E-journals,
- 3 Databases,
4. CDs/DVDs,
5. E-conference proceedings,
6. E-Reports,
7. E-Maps,
8. E-Pictures/Photographs,
9. E-Manuscripts,
10. E-Theses,
- 11 E-Newspaper, Internet, Newsgroups, Subject Gateways, USENET, FAQs etc. Delivered on CD-ROM / DVD, over the Internet.

They refer to information sources in electronic for providing access to e-resources is a service to help library users to find

1. e-Databases
2. e-Journals, e-Magazines
3. e-Book
4. e-Audio/
5. e-Images,
6. Data/ GIS,
7. Digital Library Projects
8. Electronic Exhibitions
9. e-Subject Guide
10. e-newsletters

11. E-conferences proceedings
12. Web search tools on a range of topic

Web OPAC:

Library holdings are searchable through Web OPAC (online public access catalogue). To enhance search facility, a good number of computers for Web OPACs have been installed in the library.

The way that library users access and engage with library resources has been revolutionised by the Online Public Access Catalogue (OPAC), a sophisticated computerised system. OPACs act as effective entryways to enormous collections of books, journals, audio-visual content, and other important resources. OPACs have evolved into vital resources for both users and librarians thanks to their intuitive user interfaces and sophisticated search capabilities. By offering thorough bibliographic data and vital details about each resource, these online catalogues enable users to look for specific items or explore broader subject areas. OPACs also frequently include a variety of functions, including the ability to place holds on items, renew items that have been checked out, and access personal library accounts. OPACs are advancing with the help of web-based and mobile applications that offer convenient access to library collections wherever you are.

Inter Library Loan Service:

When staff and students (users) need resources for teaching, learning, or research, an academic library identifies, evaluates, buys, and makes those materials available to them. Inter-library loans are the best approach to comply with legal requirements because very few libraries are able to save every journal, book, or piece of research needed to satisfy the needs of their patrons.

A practise known as interlibrary loans (ILL) involves participating libraries entering into agreements to share resources in order to improve their holdings.

Assume you are a researcher with a university in Bangalore. Your library does not have the research resources you require, but a different academic centre could be ready to lend them to your library electronically. However, after the predetermined amount of time, you won't have access to the research paper anymore. In the end, it all comes down to giving users information.

As a member of DELNET, the unavailable books and research papers for the users on inter library loan request basis are made available by searching through their union catalogue.

List of New Arrivals:

List of new arrivals is sent through circular web mails to all the library members they can view the list by clicking the link. List of New can also be viewed through new additions interface available in the Web OPAC and books are physically displayed for 15 days in the library before placing them on shelves.

Library Brochure:

The library provides printed as well as downloadable copy of its brochure comprising of different services, rules, subscribed e-resources and collections. It is downloadable from the web site.

Thesis:

Thesis are important output of any institution. To make this research accessible to all, all the theses have been digitized. Anyone can get the bibliographic detail of these through PHP-based database and the extended abstracts of the same can be downloaded from Web OPAC or from the institutional repositories.

Newspaper and Magazine Clipping Service:

Newspaper and Magazine Clipping Service is a personalised current awareness service (CAS)

Provided to very senior functionaries of the institute in digital form through daily e-mail. The purpose of this service is to make them aware about the daily happenings and coverage in media on the basis of pre-decided keywords

Marketing of library resources, services and products is the only solution. Central library IIT Delhi is offering different products and services to its users and adopting different marketing strategies to reach them. Librarians/information professionals have to analyse the mission, vision and objectives of the library and the institution for effectively implementing the marketing strategies and also need to fix/avoid bottlenecks and gaps. Commitment towards careful planning and proper execution of marketing plan will certainly make library reachable to more users and would further strengthen its products and service effective library marketing is important for engaging with patrons and promoting library resources and services. Creating an effective library marketing strategy for an institute in voices several key steps.

Here's a Comprehensive Guide to Help you Get Started: Understanding Your Audience:

Identifying and comprehending the target audience for the library is the first step in understanding your audience. Gather information about their preferences and requirements by conducting surveys and focus groups. Effective marketing messaging is facilitated by this information.

Content Creation and Curating:

Create relevant content that is of a high calibre, such as blog entries, newsletters, and social media updates. Curate content that supports the library's mission and benefits the audience.. The creation of content in digital media environments has changed significantly since the emergence of bulletin board systems in the 1970s, and we have increasingly seen a convergence between sites devoted to content creation and "social networking sites" (whose parallel history and scholarship are surveyed by boyd & Ellison, 2007).

Just as significant as the shift in platforms, however, is the changing construction of individual platforms. My Space's evolution from its identity as an early social networking service to its current tagline of "social entertainment," the changes in YouTube's strategy from building a community of video creators to creating a major commercial media platform, and even the shift in Twitter's marketing from sharing what you are doing to "finding] out what's happening

right now with the people and organizations you care about,” all mark significant shifts not only across interface design and affordances, but also across business models, user practices, and cultural norms. (<https://onlinelibrary.wiley.com/doi/full/10.1002/9781118767771.wbiedcs112>)

Utilizing Online Presence:

Within the past decade, social media use in academic libraries has gone from nearly non-existent to being an essential part of most libraries’ outreach and promotion strategies (Harrison, Burrell, Velasquez, & Schreiner, 2017, p. 248). In his book *Tell Everyone: Why We Share and Why It Matters*, Alfred Hermida (2014) writes, “People are not hooked on YouTube, Twitter or Facebook but on each other. Tools and services come and go; what is constant is our human urge to share” (2014, p. 1). Social media is an integral part of most students’ lives today – 88% of adults ages 18-29 use at least one social media site (Pew Research Center, 2018) – so it makes sense that academic libraries would eventually embrace social media as a new way to connect with their students.

Optimize the library’s website to be user- friendly, mobile-responsive, and search engine optimized. Prominently feature library resources, databases, and services on the website.

Blog Marketing:

Direct email communication with your customers is one of the best tools you have at your disposal. For many organizations, email marketing has become an essential part of internal and external communications. Used properly, it can be a powerful tool. Here are some pointers for maximizing your email marketing.

Engaging on Social Media:

Maintain an active presence on social media platforms where the audience is most active. Share engaging content, including book recommendations, research tips, and library updates.

Effective Email Marketing:

Build and segment an email list for targeted communication. Send regular newsletters highlighting library news, events, and resources.

Promoting Special Events and Programs:

Use various channels to promote library events, workshops, and special collections. Employ both online and offline methods for maximum reach.

Collaboration’s and Partnerships:

Collaborate with academic department’s student organizations, and local businesses to promote the library. Host joint events or workshops to expand the library reach.

Data Analysis for Continuous Improvement:

Monitor key performance indicators (KPIs) such as website traffic, social media engagement, email open rates, and event attendance. Analyze data to refine the marketing strategy and Allocate resources effectively.

Budget Allocations:

Information, education, and entertainment are all accessible through libraries, which are crucial community resources. However, keeping a library in good condition costs a lot of money. The significance of library finances and their distribution will be discussed in this essay. Money for staffing is also necessary for libraries. In order to provide programs, provide outstanding customer service, and keep the library working on a daily basis, librarians and support workers are crucial. Libraries may be unable to pay competitive wages or hire enough personnel without adequate funding, which would reduce the number of services they can offer. Allocate the budget wisely, focusing on marketing channels and strategies that provide the best return on investment (ROI).

Staff Training and Consistent Branding:

Invest in staff training to ensure library employees are knowledgeable about services and can assist users effectively. Maintain

CONCLUSION AND RECOMMENDATION

In order to satisfy their objectives and the needs of current and potential users, librarians and library staff are working to determine the best ways to adapt to the modern expectations of students and faculty. The value and reputation of libraries are being built by librarians. Because of the limited funding available and the introduction of new technology and its use in libraries, new opportunities for marketing library materials, goods, and services have emerged. The prospects will be seized by commercial vendors and technology experts if libraries and library professionals fail to seize them. The library services have been given more weight by NAAC when evaluating the institution or university. Therefore, academic and public libraries should carefully design their marketing strategies and policies, and then implement them according to established guidelines. Services must be offered in a manner that complies with modern trends while also recognizing and adapting to the needs of more demanding customers. Separate papers on marketing and promoting library services should be taught in-depth even in the Master's programme curriculum for the subject of library and information science. The marketing of services process, its theory, and practical implementations in areas like Web 2.0 to promote initiatives and the goal of the library are all crucial concepts that library staff members must understand and appreciate. Young people are drawn to new technologies like YouTube, blogs, and wikis, which give libraries a chance to update their offerings.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic of Developing a Comprehensive Library Marketing Strategy for Effective Outreach in order to improve this research and add insight to readers.

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