



MARKETING OF INFORMATION IN PUBLIC LIBRARIES

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Abstract

Marketing of information are providing information to the public, Discusses the need for information, Marketing of public library services, various skills of marketing, Methods of information marketing, Forms of information marketing, Digital marketing.

Key Words: Digital Marketing, Information Marketing, Public Libraries

❖ INTRODUCTION

The new scenario of public libraries have been slowly changing from the traditional and conventional status to modern sophisticated status. Due to this factor the use of information marketing is fairly a new concept. As a result of the complex and multidimensional activities of the society, the demand for information products and services is steadily expanding. In addition, the factors such as rising cost, change in information demand, increasing threat from the emerging information industry etc. necessitate the use of marketing techniques in public libraries. To survive in the modern competitive world, libraries must rise up to the situation to provide the right information to the right user at right time and in required manner. Thus the libraries have to use modern techniques which one used in other business organization.

❖ DEFINITION

According to American marketing association defines marketing as “The systematic gathering, recording and analysis of data about problems relating to the marketing of goods and services.” According to Coore, H and Batcheler, B According to Peter Drucker “Marketing is the whole business seen from the point of view of his final result, that is, from the customers point of view”.

❖ **NEED FOR INFORMATION MARKETING IN PUBLIC LIBRARIES**

Public libraries are Non - Profit, service industries and information is their key product. Marketing of information means transference of information is potential inevitable, due to limited budget in all public libraries irrespective of size and region. Marketing of information offers a great potential to survive and develop their services. The core of marketing concept is user oriented. Therefore, marketing and its techniques to be applied in library can help in fulfilling the expected needs of information seekers. The library and information centers try to disseminate their services to satisfy user needs through pre determined and well defined co-ordinated plan and activities. Information Marketing helps in increasing user awareness about resources of the library.

❖ **MARKETING OF PUBLIC LIBRARY SERVICES**

The purpose of all kinds of libraries are to promote learning and to help the users to extend the boundaries of their knowledge. An public library is a power house of knowledge and provide services to students teachers and research scholars politicians public etc. Modern world is the world of mechanization and computerization. Due to various technological developments, the library profession has dramatically changed. Today, libraries are concentrating on speedy access of information the information society predicts a paperless society and an electronic future for the libraries. The information super high way enables access to information form any place and at anytime, at the touch of a finger. There has been an increasing demand for information on electronic form rather than print.

All these factors are forcing the professionals to rethink and modify the information storage and retrieval techniques. In the age of limiting factors like space, money, man power and materials, and continuous, infinite growth of information, the mutual exchange of information and resource sharing should be the motto of library professionals. Marketing of information implies transfer of information to the perspective or potential user for a consideration. Marketing of information is a set of activities by which information sources and services are channeled to the potential users, there by maximizing the utilization of existing sources and information and also user satisfaction. Marketing brings in an element of competition, which will result in providing better services.

❖ **SKILLS FOR MARKETING**

The competitive marketing demands cultivation of some skills among the library professionals. Analytical skills. The library professionals must have two basic analytical skills namely market analysis and product analysis. Market analysis is what the user wants and product analysis is what libraries are providing.

❖ **PLANNING SKILLS**

❖ The library professionals must develop skills in planning, product development, distribution, promotion etc. The library professionals should try to provide best services with minimum time and cost.

❖ **ORGANIZATION SKILLS**

The staff for marketing should be properly trained. The whole organization of which the library is a part, needs to be motivated for marketing activities.

❖ **CONTROL SKILLS**

Control skills are required to control the market. The public library professional should keep themselves informed of the behavioural responses. This will help to gear the services to the ever - changing demands of the users.

❖ **METHODS OF INFORMATION MARKETING**

Some of the methods have been discussed below:-New Arrivals

Compiling the newly added titles and circulating them among the library readers. This will draw the attention of the readers.

❖ **World - of - mouth Marketing**

As the name suggests it is speaking about something. If, the librarians are information agents involves conversation with the reader about the popularity of book, there are high chances that the reader pay attention to the resources and if he is satisfied, in turn refers others to go through. This is one channel of marketing resources.

❖ **Paper clipings**

Putting the book review and new arrivals list in the display board to bring the attention of the readers.

❖ **Display Jackets**

Displaying the Jackets and pamphlets of books to attract the readers attention.

❖ **Exhibitions/Seminars**

Conducting books exhibition on special occasions

❖ **FORMS OF INFORMATION MARKETING**

The changing scenario of information revolution necessitate the organizations to know their markets, attract sufficient resources, convert these resources into appropriate products, services and ideas and effectively distribute to various users. The possible products are services offered by a library or information centres may be as mentioned below,

Physical Information Product / Service

1. Books

2. Journals
3. House magazines
4. News papers

Electronic Information Product / Service

1. Disketts
2. CD-ROM etc

On - Line Information Product / Service

1. Internet
2. E-Mail etc DIGITAL MARKETING

In the digital marketing environment, the organization can design their products and services according to the customers needs and get fair feedback form the clients instantly. Digital marketing create a personal care environment of the clients. The digital marketing offers most cost-effective route for direct marketing and improve the service performance.

❖ SUGGESTION AND CONCLUSION

Today information is the basic resource and link between variety of intellectual and materialistic activities. The librarian should apply latest technologies for information storage, process and retrieval. The new millennium demands that the librarian have to serve as an information officer, who can act as an information consultant and can handle information marketing though electronic transmission, computer technology and telecommunication, etc.,

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