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Promotion & Marketing Of Library Products & Services

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Abstract:

The marketing & promotion of Library is essential need of today's day to day life. We should have the hunger of knowledge & for fulfill that hunger library is a great source, for familiarize with that source to the all peoples marketing & promotion is necessary i.e. Marketing of Library and information service is very important aspect in the Library domain In this paper author discussed about the importance, need of library marketing, author express own view's & suggestions according to library marketing, history of library marketing, laws of library science, 7 principles of marketing in terms of library, way's, challenges, required skills for library marketing; hopefully this information will be useful for users.

Keywords: Library, Marketing, Promotion, Services.

Introduction:

A library is a source of many things i.e. knowledge, education, learning of new skills, connecting with world by the books etc. which is organized & maintained by public body, individually or institution.. Libraries are considered as treasures of knowledge. It is also known as knowledge warehouse. All libraries in the world are fulfilled with reading material like books, journals, newspapers, magazines, etc. which has recorded by peoples, famed by authors & famed by personalities. The main task of libraries is preservation of that knowledge carefully. However, it is necessary to market those resources that libraries possess.

Origin & History of library marketing:

According to information, from 19th century the history of library started; when the public

libraries think according to users in the form of various ways like opening & closing hours, fees, facilities, services etc. & It is dependent on when librarians in the united states began establish personal relation with users. In 1896 public libraries are start marketing & in all of this, the libraries felt concerned about their management of libraries, in 1903 they get outreach of their work & after the work is expanded in 1908. According to history of library we know about the peoples in 19th century are aware about the marketing is important or necessary for growth of library.

Marketing in Library Services:

Marketing is defined by Philip A. Kotler (1975, 5) as the analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational goals. In view of the above definition, library marketing is completely based on team work. Library marketing it is not a work of 1 or 2 members, it is a team work & for achieving that goal the team should work on a systematic manner, to attract maximum users to the library & for that the analysis of library situation, according to analysis of situation make a excellent plan after that implement the plan properly & control the whole process. Marketing is the link between the librarians & users, building that link are necessary.

Importance of Marketing / Promoting library:

In current day's library & information services are look as a profit making & sellable product or services by the use of Marketing. Marketing helps to promote library & products. In todays world users or clients are think forwardly , they use information & communication technologies, where users 1st choice is "web" or search engines like Google, chrome etc. to get information about any type of subject. So we should think beyond the classical ways of marketing of libraries & we should think according to today's generation, today's world & today's technologies. so by the use of technology according to users, we should promote our library products & it is extremely important.

Objectives of Promoting Library:

The core purpose behind library promotion and marketing of library services rendered and products are in order to get elevated level customer's satisfaction, guarantee the survival of their respective institutions and make better the perceived worth of the services delivered.

Libraries can advert the use of the service and products but cannot make gain out of it because library is a social institution.

Need of Marketing & Promoting Library:

1. To attract users in the library.
2. To assist in identifying the excellence products and operation involving.
3. To provide a process ad develop a theoretical framework.
4. To find the future of Library products and services.

5. To get interact with the users of library.

Library products & services:

❖ **Books:**

1. Novels
2. Story books (adult, kids)
3. Biographical books
4. Informational books
5. Tourism related books
6. Study related books etc.

❖ **Periodicals:**

1. Newspapers- e.g. sakal, pudhari, loksatta, tarun bharat etc.
2. Magazines- weekly & monthly e.g Menka, Mazi saheli, champak, India today etc.

❖ **Documents:**

1. Dictionaries
2. Databanks
3. Directories
4. Prints
5. Electronic formats
6. Encyclopedia

❖ **Others:**

1. Reports published by others e.g government, agencies etc.
2. Patent's etc.

Five laws of Library Science - Dr. Shiyali Ranganathan:

First Law: Books are for use

The 1st law of library science, "Books are for use," constitutes the basis for library services they provide. According to user manage your library location or provide some skims to users e.g implement chain system on your library. Make sure the books & other product of library are placed on systematic format. Always maintain cleanliness in library for users use the books happily.

Second Law: Every person his or her book

The 2nd law of library science is, "every person or reader his /her book." According to 2nd law every person have their own choice for pick up the book, & for this librarian should maintain the free & happy environment in library.

Third Law: Every book its reader

The 3rd law of library science is "Every book its reader". According this law it's necessary

to available every book its own reader & for this librarians should get efforts on that direction, e.g make different sections / compartments according to book types / your library users choice, always make sure that the new books are easily user see it, publicity of new books , help users for book selection etc.

Fourth Law: save the time of the reader

The fourth law of library science is "save the time of the readers". According to this law the saving of readers time it's very essential & for this implement new ideas in library e.g open access in library, arrange the shelf according to users time saving, cataloguing, reference service, supportive library staff etc.

Fifth Law: A library is a developing organism

The fifth law is "a library is a developing organism". There are 3 types of i.e. growth in size, growth in reader & growth in staff. Growth in size means fill the library with the important & necessary products & materials. Growth in readers means get efforts on increase the reader in your library because it's a sign of very popular library. Growth in staff means with the growth of library the growth of library staff is important i.e. give increment to library staff etc.

Ways of promoting Library:

- Advertise your library by newspaper. e.g sakal, loksatta, pudhari etc.
- Make your library website. e.g www.mylibrary.com
- Mouth publicity.- e.g your user to his friend ,his friend to their neighbours & so on.
- Also focus on social media i.e. Facebook, instagram, YouTube etc.
- Organize events. e.g arrange exhibition of books etc.

The library marketing also have 7ps of marketing:

1. People
2. Promotion
3. Product
4. Price
5. Packaging
6. Place
7. Process

Challenges faced by the librarians in Marketing & Promotion of Library Product & services:

1. Lack of facilities to market library services & lack of fund.
2. Lack of media access to marketing of academic library services.
3. Poor access to technological things e.g. IT.
4. Sometimes Management does not aware with marketing policy

5. Lack of training in Marketing.
6. Irregular Manpower supply (staff)
7. Communication gap between Librarian & User.(arguments)
8. In-sufficient knowledge of users need.
9. Attitude of Library users.
10. Location of Library.

Skills Required for Marketing of library products & services:

- Perception of user's needs, knowledge of conducting user's surveys etc.
- Most important quality of taking right decision at right time.
- He must have specialized knowledge similar as use of internet, web runner design, and product design etc.
- Ability to obtain feedback from users and skill to analyse the feedback.
- He should have knowledge of various marketing strategies.

Conclusion:

The main aim of marketing & promotion of library is use for find & know about the satisfaction level & need of users. The role of libraries is develop or progress after time passes. Librarians can build the image & value of users by help of marketing techniques. Librarians should do good job in products, service, and resources of libraries in less amount of funds by the help of marketing & promotion. In now days many libraries are accept the marketing concept. The 7 PS discussed in the research paper are also useful for the marketing of library.

Thus, the public library & academic library should plan for promote their libraries for improvement of your library. Library staff must realize the significance & understanding of marketing services & process for improvement & build library brand name. Also accept new technologies such as instagram, YouTube, Facebook, blogs etc. for attract young users.

Researcher has some suggestions for Promotion & Marketing of Library Products & services:

- Make it easier for people to use your library.
- Promote Events.
- Create website of your Library.
- Create a special bond with user.
- Always carry positive attitude.

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