



Challenges and Opportunities for Libraries in Twenty First Century

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Editor-in-Chief
Dr. Dharmaraj K. Veer

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PRESS

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in
Twenty First Century**

*(Festschrift Volume in Honour of
Dr. Madhukar Garad)*

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(Festschrift Volume in Honour of Dr. Madhukar Garad)*

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SOCIAL MEDIA & MARKETING OF LIBRARY PRODUCTS

— *Dr. B. V. Chalukya, Mr. R. B. Pagore*

Abstract

The strongest society is one that consumes and generates the most knowledge and information. Over the previous decade, the information sector has expanded tremendously in terms of services, income, and coherence. Though information service marketing is a relatively new concept, it has quickly become an essential sector for libraries and information centers. Marketing refers to the strategies that connect an organization to the people and organizations that consume, buy, sell, or influence the products and services it provides. Museums, colleges, libraries, and charities, for example, must promote their causes and products in order to garner political, social, and financial support. The dearth of business skills among librarians and information scientists is one of the biggest impediments to running a profitable information business. Marketing is a broad phrase that encompasses all of the procedures and interactions that lead to user happiness and income for the information company. Libraries and information centers have realized that marketing information products and services is an important aspect of administration, particularly as a way to improve user satisfaction and encourage current and new users to use services. Three major factors, namely the information explosion, the technological revolution, and rising library expenditures, are driving the library profession to adopt a marketing strategy in its operations and services. Some information service managers believe that marketing is incompatible with their business models. However, with growing

competition in the information age, marketing has become a need for survival. Simultaneously, there is a widespread misperception that promotional campaigns alone constitute marketing.

Keywords: Social media, Information marketing, Marketing Schemes, Marketing Plan, YouTube, Facebook, Blogs, Twitter, LIS link, Knowledge aptitude, etc.

Introduction

In an organization, information management refers to the activities of selecting, collecting, processing, controlling, and disseminating information. IM can assist a company in recognizing and using the potential of its information and technology resources. In IM, librarians play a vital role. When looking at the IM cycle, it's clear that librarians are involved in nearly every phase of the information-user matching process. Technology has flipped the script and made it possible to access a large range of library materials without ever leaving one's home. To take advantage of it, libraries are adopting and implementing all new emerging and cutting-edge technologies in order to improve connectivity with users and, as a result, marketing assistance as a necessary procedure for survival in a competitive period. The simplicity and acceptance of social media by all generations is the motto of success, and today's LIS specialists have used it to successfully satiate users' thirsts while also informing them of all the services they have to offer. [1].

Information Marketing

Marketing is the process of organizing and managing an organization's interactions with its customers. It entails researching the demands of the target market, designing appropriate products and services, and informing, motivating, and serving the market through effective pricing, communication, and distribution. Marketing is defined by the American Marketing Association as "schemes that direct the flow of commodities and services from production to consumption." [2].

The key topics that will be discussed one by one are as follows.

1. Marketing Schemes
2. Canons of Marketing Management
3. Marketing Approach
4. Marketing Plan
5. Creating a Market

Marketing Schemes

1. Market profiling is a crucial marketing activity that is carried out to collect marketing data. To design appropriate policies, it is vital to determine the market scope. User affordability, extent of use, relevance of the service to users, repeat customers, user preferences, and staffing should all be considered during market profiling. [3]
2. Product planning is a marketing activity involved with creating a customer-satisfying product. Management must make a decision. Who should be in charge of the user groups? Who should the information services/products is aimed at? What services or goods should be provided and sold to the various target groups?
3. Pricing is a marketing activity that sets a product's price based on costs as well as market factors such as distribution routes, discount structures, competition prices, customers' ability or willingness to pay, and so on. During the pricing process, you should ask the following questions: What is the price? What factors are taken into account? Is it costless? What impact would being free have on a product's value? What are the price criteria? [3]
4. Promotion is the activity that encompasses all sales aids. Demand is stimulated by promotions, which leads to a rise in sales. Promotion usually gets the goods closer to the buyers. It entails procedures that enlighten target groups about the resources, services, and products that libraries/information centers have to offer. Questions to ask about promotions

include: Who was in charge of the promotional material? What is the message? What exactly is a mechanism? Which factors are taken into account when designing a promotional package? What does a librarian's job entail? [4]

5. The marketing activity of distribution is involved with getting a product from the maker to the client, making it available and easy to buy. The principal channels of distribution are as follows: Interpersonal distribution, group personal delivery, strategic placement, internal dissemination, local depositories, mass media, broadcasting, mail and telephone, computer network, and other methods are used. [4]

Canons of Marketing Management

The following marketing canons should guide modern library services. [5]

1. The organization must take a proactive approach to the market. Customers cannot be expected to buy a product merely because it is manufactured. Management must conduct market research, persuade customers, advertise the product, and coordinate distribution.
2. Marketing should be given at least as much weight as other fundamental tasks like administration, production, and finance, and it should be "integrated." This means that all managers, not just those directly involved in sales, must consider numerous marketing concerns while making choices.

Marketing approach

Management must supervise the use of a variety of marketing skills and tactics, which are derived mostly from actual industrial experience and modern social sciences like as economics, statistics, and applied psychology. Four main groups of marketing abilities and tactics can be identified. [6]

1. Those used to collect market data
2. Those used to develop and stimulate demand

3. Those used to examine costs and other marketing aspects
4. Those used to analyze costs and other marketing elements
Other practical aptitudes and methods'

Marketing Plan

Not many businesses can afford to adopt all marketing strategies.' Moreover, different situations necessitate various approaches. The marketing manager must be able to pick and choose which tactics are appropriate for a given product in a given situation. As a result, good marketing requires the skill of determining which tactics to employ in certain scenarios. Selecting multiple tactics in right proportion and balance is also part of a marketing strategy. [7].

Designing a Market

The ability to create a market is provided by the right and active application of marketing tactics. Three instances are provided below. [7]:

1. A market can be created by increasing the current amount of sales.
2. Creating a market can imply reawakening a dormant market.
3. Developing a market can entail creating a demand that didn't previously exist.
4. As a result of an effective marketing strategy, the items are created and the market is created.

Marketing Through Social Media

Wikis

Wikis can be used by the library for a variety of purposes, including training, virtual reference, desk administration, and complementing digital content offerings - content that frequently has numerous authors and has to be updated. It can be used as a collaborative area for knowledge sharing, and the library can provide resources and information for the benefit of its users. [8].

YouTube

Libraries can simply post and share video content on video sharing platforms like Youtube and Vimeo. General Promotion/Appreciation, Orientation/ Tour, Patron-Generated, Promotion of Service/Collection, Event Documentation, News, and Instruction / Tutorial are only few of the sorts of view content that libraries create and publish.[8].

Pinterest

It is a visual social networking tool that allows users to create virtual pin boards of images from across the web, similar to how past generations might have created scrapbooks or actual bulletin boards with images cut from magazines. By inserting a brief piece of code into their browser's bookmarks bar, users can create a number of thematic boards and "pin" images from other sites and the web, as well as adding their own images. These images are clickable links to the material's original source. Users can also explore the pin boards of members they follow on the service, as well as popular pins from all users, and 'repin' items to their own boards. Pinterest is different from other photo sharing services like Flickr, which are primarily used to share custom-designed material. These pin boards can be used to promote library reading, literacy, resource ideas, collection and service marketing, and more. [8].

Facebook

Users today are diverse, and they use a variety of social networking sites to share their views, thoughts, social issues, pranks, educational, and cultural information, among other things. Facebook is one of the most popular platforms that libraries of all types may use to contact their patrons and reach out to the information untouchables. Facebook may be used for both passive and active marketing. Libraries can provide status updates for their followers to see in an active way. They can also buy advertisements and target them to specific user groups [8].

Google +

In an attempt to mimic the way genuine social networks work,

Google+ allows users to organize their contacts into “circles.” Library followers can be grouped into circles based on their affiliation with the library. Reference interviews and one-on-one interactions with library patrons can be conducted via Google+ Hangouts, a type of video conferencing [8].

Blogs

Users can submit comments and engage with the library via blogs, which are popular for exchanging ideas, thoughts, perspectives, and opinions. Many libraries throughout the world are now using blogs for better and more effective communication, with Word press and Blogger being the two most common options. Readers want to learn more about library personnel, collections, services, and new trends, schemes, and they want to share or remark with a large group of people who can help with recruitment and marketing [8].

Twitter

It’s a micro blogging platform that allows users to post 140-character tweets with their followers, including spaces. Twitter is ideal for sharing brief, factual information as well as connections to more resources. It can also be used to broadcast library content and to encourage followers to engage in conversation. [8].

LIS Links

The LIS Links is a virtual network of Indian experts in the field of library and information science (LIS). It is the domain’s first and largest social networking site, as well as a popular destination and a large gathering spot. Through the voluntary participation of its members, it delivers customized services to professionals in many sub-areas of LIS. It has gathered over 27,000+ LIS Experts and provides them with a variety of essential services via email, Facebook, Twitter, WhatsApp, and Telegram. [9]

Expert Aptitudes for Marketing

Knowledge aptitudes and elements for marketing information services are:

1. The relatively low degree of knowledge and lack of agreement on user criteria, wants, and needs.
2. Technical expertise, such as the capacity to utilize the Internet.
3. Knowledge of various marketing tactics for developing information aptitudes.
4. Most scientific and technical information products and services are used in a subsidized non-market setting.
5. The virtual-impossibility of quantifying the value that information goods and services offer to the efficiency and conduct of research and development, as well as the advancement of intellectual endeavor's
6. The widespread economic illiteracy of persons who acquire information products and services, most of whom are educated in the humanities and in a non-market-oriented library school setting.[10].

As a result, marketing is challenging due to the subjective nature of information. The value of information varies depending on the objective and is also dependent on time and space, which is why predicting the benefits of marketing information is challenging. Estimating the contribution of information to R&D activities and the growth of scholarly endeavor's is equally difficult. In addition, librarians and other information experts' aversion to marketing exacerbates the problem. [10]

Conclusion

The library is an information market, and the library user is an information consumer. For national growth, information is a critical resource. As people become more aware of the importance of information, information systems have been established to deliver a variety of information services and products. It is a necessary stage in the development, creation, and use of such services and products

in order to make the best use of data. To ensure reader happiness, library acquisition, organization, and dissemination must be based on the modern marketing philosophy. It must work to cultivate a customer service culture in order to improve its image among users.

Technology has opened the floodgates and is now catering to the users' needs. In terms of new and cutting-edge technology, the paradigm shift in outreaching users from libraries and information centers has found solace. Libraries must use and accept social media techniques and practices in order to sell their library and information science products and services, as well as to reach out to casual and potential users. By doing so, it can be shown that information hubs are truly beneficial to society; nevertheless, there is now a need to advertise and tell users about the schemes that are being implemented or that can be implemented to meet the information needs of the user community. Furthermore, these marketing tools and techniques will aid in a broader promotion and income generation to introduce a new range of services, collection development, and modification in accordance with the needs of the users. To achieve the library's objective and vision, social media is at the heart of its marketing strategy, and it's how the entire world is linked in the network of information sharing.

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Dr. Dharmaraj K. Veer has a wider range of more than 33 years professional experience in the field of Library & Information Science. Presently he is working as a Director, Knowledge Resource Centre in the Dr. Babasaheb Ambedkar Marathwada University Aurangabad; Maharashtra (India). He has more than 16 books to his credit beside about 105 research papers published in the International, National & State Level Journals & Conference Proceedings. He is also a

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