

# “Incredible Utility and Marketing of Library Services by Library Professionals and Some Components of marketing Plan.”

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## Abstract

*Marketing is full of vivacious thoughts and surprise in modern Marketing institution. A Library provides services to its readers / users free of charge or negligible fee. In business, business holders require marketing to attract and impress their customers and clients toward their products and services . But in Library and Information Centre, Library Professionals require marketing to impress the Users toward them and provide all types of literature in printed and digital form. This paper is presented with the introduction, Definitions of Marketing, Programs and Activities, Components, Steps for creating the Marketing Plan, conclusion, and References .*

## Introduction :

The concept of marketing has been analyzed librarianship professional

literature from 1970's. In this age of Information and Communication Professionals for marketing of Library Services to their library users. Every School, College or University has own library. Most of the Universities have one Central Library and many Departmental Libraries. School Library serves the students and teachers. College and University Library have wide and sharp area. The clientele of College and University Library mainly consists of students, teachers, research scholars and administrative staff etc. Occasionally, the alumni and local community may also form the clientele. Public Library is separate from them. Public library serves the local community and is open to public without any distinction. Any person from the society can become member of public library after paying nominal fee and refundable security.

Marketing is a comprehensive term and it includes all resources and set of business activities necessary to direct and

facilitate the flow of goods and services from producer to consumers or users, including product planning and after sales service, in the process of distribution.

## Definitions of Marketing :

Marketing concept is not new to anyone. But it is difficult to define and conceptualize marketing concept. Two definitions are given :

1. According to management guru Philip Kotler, "Marketing is a social and managerial process by which individual and groups obtain what they need and want through creating and exchanging products and value with others.
2. According to the American Marketing Association, "Marketing consists of individual and organizational activities that facilitate and expedite satisfy exchange relationship in a dynamic environments through the creation, servicing, distribution, promotion, and pricing of goods, services, and ideas."

Efforts should be made for giving encouragement in the use of library materials. Library can be best used. By making provisions of the following activities and program me, the maximum readers can be attracted towards the libraries.

## Programs and Activities :

- Publication of introductory book :  
The libraries must have published their introductory book, in which the introduction of the library centre,

working hours, numbers and available printed and non printed material, library professionals , rules and regulations and information regarding library users. It helps the coming new readers to know everything about the library.

- Printed catalogues and Bibliographies :  
To save the time of the readers in getting their required books; journals ; and informations, the catalogue is a tool for this purpose, which helps the readers very much. The printed catalogues and bibliographies may be distributed free of charge or in low price.
- Notice board and other guidance :  
The important information regarding libraries must be pointed out the notice board. Guidance and other directions must be written at various places wherever required. so that the readers may not spend their valuable time.
- Annual reports :  
The annual report of the libraries is the best source for showing the right use of government or public grants. The users of the libraries can amazine by annual report whether the library is in sound position to give better services or not.
- Open Access System and Seating Facilities :  
Closed system in libraries creates problems against the readers in getting library materials. In open access system , the readers are frequently and freely allowed to enter the main stack room of the library and choose their own required books, journals and other required informations. This system

helps the users maximum use of library and save the time of users. The readers must be freely allowed to enter and seat in the reading room. There should be no restriction on it.

□ Resource sharing :

The meaning of resource sharing is to provide resources of the library to other libraries on demand, when they are needed. It is also called library cooperation, which is a method of doing the work cooperatively. It serves not only to effect economy in terms of time and money but also ensures much better services to the users.

□ No service fee :

The registration fee or security fee for the membership should be very less, so that high number of readers may benefitted of the library

□ Rules for issuing books :

There should be hard and fast rules while issuing of books. Rules should be very helpful to library and staff should be very cooperative users. The third law of library science directs that every books in the library must get it reader.

□ Xeroxing facilities :

The provision of reprographic services must be organized in the libraries at reasonable rates. Sometimes a reader requires/wants few pages to be Xeroxed in lieu of taking borrow of book for reading at home. Library can save reader's time and solve the purpose immediately.

□ Comfortable furniture, airy space etc.

The library furniture must be comfortable so that readers can study for long hours. There should be healthy

atmosphere. Arrangement of proper light and drinking water facilities. Library should be neat and clean and attractive.

□ Extension services:

As we already know that extension services increase the use of books and libraries, so these may also be arranged and organized in the libraries.

□ Digital services :

We are living in the age of information and communication technology. With the advent of digital publishing libraries are going from traditional to digital. At present, the demand of digital information is increasing on their desktop. Internet services are cheaper than before. Internet can great help to library professionals in marketing of library services. Any type of data, information can be sent or receive through internet services. Libraries can be members of developing library network (DELNET) and Information services for library networks (INFLIBNET) etc. After getting registered the users with any of the above or other networks, library can download the passwords of registered users from that network agency, and distribute its users. Users can use unlimited e – resources in form of e – book, e – journal or other information in digital form.

Steps for creating the marketing plan :

One of the fundamental procedures involved in any successful business operation is creating and implementing a marketing plan. A market is a particular group of buyers-or in the case of libraries, users or clients-who needs services. It is the target group from where we can attract large number of good stuff . To further write a market plan, it is essential to do the market research, i.e. to conduct various surveys, competitions and awareness camps among the targeted group. A marketing plan consists of several components, each of which is described below.

### Prepare a mission statement

The mission statement clearly and succinctly describes the nature of the tasks to be undertaken, services offered, and markets served-usually in a few sentences. Universities and professionals bodies should tie up for making mission plan.

### Describe targets and avenues

As mentioned above, it's necessary to conduct research to understand your users, their psychology and to identify their needs and requirements. At the same time, compare the avenues in other fields. This will help to achieve the goals.

### Spell out marketing and promotional strategies

Various strategies work better for different target markets and, therefore, several may be required to triumph. The key for successful marketing is understanding what makes someone wants, this Requires you to learn needs, problems, library trends, and

buzzwords. Read journals (Online and offline), attend professionals conferences to meet prospective users.

### Basic marketing strategies include the followings:

- Network either in Persian or electronically, by participating in discussion groups online where your target your users group.
- Advertise in print and electronic media.
- Every library centre must include librarian's desk on website, newsletters etc.
- Send out publicity and press releases through local newspapers , radio, and television stations.
- Organize book fairs, exhibitions shows at the local and regional level.

### Conclusion :

Now a day, marketing is an important area of study, throughout the world. Through marketing of library services library professionals can get favorable results. Much efforts should be done to improve library services. We must have aggressive marketing strategy. So, we may call the 21<sup>st</sup> century as century of marketing.

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