Marketing Strategies for Library Resources and Services in Digital Era.

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Abstract:

This paper is to examine the marketing of Library resources and services in digital era, is needed to market their resources and services proactively to the readerswho are not familiar with the electronic environment. Librarians are needed to consider these learners' characteristics, language proficiency, learning styles and their subjects of interests. This paper also suggests users' web workflow strengthen the library visibility. Librarians can be very effective in applying their skills to the marketing process in libraries.

Keywords: Marketing, Digital, Library, Resources, Services.

1. Introduction

The information revolution triggered by personal computers and networking has been one major change, which brought about a revolution in the information profession. Libraries, as we know of as buildings with stacks of books and periodicals and signs of 'silence' all around, may become extinct in the coming decades. One may not run to the library or a librarian for information, but to one's own computer. The information would be at finger tips rather than in stacks. As the boundaries and utility of information and the speed and quantity of handling it expands, the initial costs of hardware and software will increase dramatically. New economies of scale would have to be discovered to make this investment economical. The concepts of marketing being applied to libraries add a new dimension to the profession. The topic of marketing strategy for library resources and services is much more relevant to the when the area of marketing itself is being redesigned to create and sustain more customers through creative, anticipate and response style of marketing. Libraries are cable of offering their resources and services in a way that more users are able to access them with much ease and flexibility.Kotler definesMarketing Managementas'the process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges with target groups that satisfythecustomerand organizational objectives.'

2. Why Marketing Strategies:

Information professionals must understand that it is essential to actively market their resources and services. Library marketing is critical for any information professional in order to spread the word about their libraryIt is important to understand the organization'smission to produce effective marketing resources and services thatbuildthe library brand and image, drives traffic to your web site and differentiates your library from its competitor onceusers'needs future trends and resources available have been established the librarian is in a position to plan the marketing objectives.

- ❖ Increasein clientele, their variety, their demands, and their expectations.
- ❖ Increase in the initial or capital cost of information and informationtechnology, and the need to leverage the technology and find new levels of economies of scale to serve the increasing potential clientele.
- ❖ Drying up of the public sponsorship and subsidy and the need to find alternate sources of revenue.
- ❖ Complexity in ways of identifying clients and their requirements, and servicingthem.

3. Need for Marketing Library Resources and Services

- ❖ Customers' requirements
- ❖ Scarcity ofresources
- ❖ Maintaining relevance
- ❖ Visibility
- ❖ Valuable community resource
- ❖ Rising expectations
- ❖ Survival
- ❖ Beneficial to library image

4. Marketing Strategies in Digital Era:

In today's complex marketing world, defining digital marketing is a bit difficult. On the contrary I will put it like this – in today's complex digital marketing era defining marketing strategies is no longer a simple job. Digital marketing is the promotion of products and services using one or more forms of electronic media. Thus, digital marketing is promotion of brands on electronic media. It is different than traditional marketing which involves the use of channels and methods that enable an organization to analyse marketing campaigns and understand what is working and what isn't.

Digital marketers help in promoting and building awareness, providing research to prospects, and driving qualified prospects to conversions. Their job is not all that easy because there are too many newer platforms emerging and each one comes with its complexities. It involves huge volume of data and streaming process of the data which contains diversified buyers, diversified marketers and a range of marketing

channels. Sending the right message to the right buyer at the right time is a big responsibility. And let's not forget the customer has exposure to more than data he can chew.

Digital media is so invasive that consumers have access to information any time and any place they want it. It is therefore a tricky thing to use segmenting, targeting and positioning. The marketers cannot promote only what they want their customers to know. Digital media is an ever-growing resource of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what the company wants to say about their brand, but what the media, rivals, friends, family, peers, etc., are saying as well. And they are more likely to believe them than the marketer. People want brands they can trust, companies that they know of, communications that are personalized and relevant and which is offered in tailored formats to their needs and preferences.

Using digital marketing without a strategic approach is still customary. Many of the companies use digital media in a good way by using email or social media marketing on their own. But larger organizations need better governance and strategies while using social media; smaller companies can manage on their own.

The larger companies need creation of digital plans in two stages. Initially a separate digital marketing plan needs to be created. This is useful to get conformity and buy-ins by showing the opportunities and problems and map out a path through setting goals and specific strategies for digital including how they would incorporate digital marketing into other business activities. At a later stage, digital becomes integrated into the firm's marketing strategy which is a core activity – a usual business process that does not warrant separate planning, except for the strategy.

5. Significance ofMarketing strategies:

It has found from the experience there is great demandfor resources available in the library from the user community. Most of the customers can search information throughtheinternetfor e learning. The marketing of resources can through online methods effective way reach all users.At present most high tech level of providing facilities and services such automation, air condition, web OPAC, RFID etc.

- ❖ Increasethenumberof users to establish
- ❖ Increase number ofnew marketing branches
- ❖ Technology development in technical education may adopt electronic environment.
- ❖ Library professional and head of self-financing college for support in organizing

6. Barriers and Influencing Marketing of Library Resources:

- ❖ Network Effect:Some monopolistic effect: Withthedevelopmentof internet and the rise of digitations, more technical information resources are available on the web pages and libraries are no longer the main providers of information resources. Engineering students spend more and more times on the web Speed effect search Engine: When selecting information sources more students still rate search engine higher than they do libraries.

- ❖ Inadequacyin Information Awareness and Ability

- ❖ Deviation of awareness of libraryresources and services: Engineering students are not clear about the information resources and services provided by their libraries.

- ❖ Incapability of Information Retrieval and Estimation:The interface of library database ismore complicated than the simple interface provided by search engines

- ❖ Limitationof Library Database Systems

- ❖ Isolation and Independency between database and systems: Different types of database such asabibliographic database, periodical database, multimedia database etc. are independent and most of them don't provide cross searching function.

- ❖ Inadequacy of Information Descriptionin bibliographic database:The contents of bibliographic records are quite rich in online book search.

- ❖ Difficultyin Grapping the Controlled Languages used in Indexing:We Knowindexing tools adopted are subject classification andthesaurus when indexing the document information with classification numbersand terms. Common men candifficulty to grasping controlled languages.

7. Conclusion:

Marketing is essential in making the proper planning,designing and use such services and resources for the better and optimal use of information. The libraryshould give priority to provide excellentuser services enhancing its images an information era.Therefore, marketing is not merely a tool to achieve economic results but to achieve total information results. Information professionals have been accustomed to utilizing user studies. The five laws of library science inculcate the customerperspective. Now, only a jump is needed for the librarians and information managers to use marketing effectively so as to meet the challenges facing them.Engineering students are mostly site in front of computer world in that situation marketing of library resources and services can through only possible way online alerts services. Most of the engineering resources are published in electronic format such as e journal, e books, database etc.

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