



# EFFECTIVE TECHNIQUES USED FOR THE PROMOTION OF LIBRARY SERVICES AND RESOURCES: A SYSTEMATIC LITERATURE REVIEW

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## ***Abstract***

**Purpose** - This paper main aims to provide a systematic review of effective techniques used for the promotion of library services and resources in the past years. It aims to identify the literature published on effective techniques used for the promotion of library services and resources by libraries and library professionals.

**Methodology/ Design** - A systematic review method has been adopted in this study. Since 1998, the literature has been searched on various LIS and other databases. Total 33 papers were selected on the bases of exclusion criteria and specific inclusion. The study led to the discovery of published literature on the effective techniques used for promotion of library services and resources. There are four major points analyzed related to effective techniques use for promotion of library resources and services; Promotion techniques used by libraries; Marketing of library services and resources; Social media use for promotion of library services and resources; Promotion of electronic resources.

**Findings** – In this study, the published literature was reviewed regarding effective techniques used for promotion of library services and resources. Researchers studying promotion techniques will find this study useful in their research as well as to highlight on the published literature on the subject and the important points in that literature. This study will help in further research on this topic.

**Research limitations** - Papers published in indexing journals and peer-reviewed journals since 1998 were used for this systematic review. This information focuses on promotion techniques used for library services and resources.

**Originality/value** - The review of this paper is to know the literature published on effective techniques used for promotion of library services and resources. In this systematic literature review paper provides an insight of future direction knowing the efforts made to search literature on promotion of library services and resources.

**Index Terms** - Promotion, Library services and resources, Systematic literature review, Marketing, Social media.

**Paper type** - Literature review

## 1. INTRODUCTION

Effective techniques used for the promotion of library services and resources are one of the most important factors for more use of libraries and the efforts made to increase libraries services and resources. For all research-disciplines and all research projects it is necessary to consider the previous, relevant literature. When reading an article, the author begins by describing the previous re-discovery to rely on discipline, to motivate the author's educational purpose and to justify the research question and assumptions, to map and evaluate the research area. This is commonly referred to as a "literature review," a "theoretical framework," or a "redesign background" (Snyder, 2019). Product, Place, Price and Promotion these four Ps is main elements in marketing mix. (Kotler, Keller, Koshy, & Jha, 2009) Promotion is process of marketing communication involving information, persuasion and influence." (Sherlekar, 2012) Promotion is an integral part of our social and economic systems. In our complex society, advertising has evolved into a vital communications system for both consumer and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations. (Belch, Belch & Purani, 2015) Promotion is one of the major aspects of marketing "Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders" (Kotler & Keller, 2017).

This paper is structured according to the following sections: the approach to the methodology undertaken for systematic review; To know the effective techniques used for the promotion of library services and resources and knowing the suggestions made for promotion techniques through literature review; The main findings are discussed and the results and recommendations for research are identified and future work is proposed.

## 2. METHODOLOGY

In this study a systematic review method has been adopted. Systematic literature review (SLR) is "a means of evaluating and interpreting all available research relevant to a particular research question or topic area or phenomenon of interest." (Sahar et al., 2005 ; Dyba et al., 2005) In this study literature were searched from

different databases and various research journals in the field of library and information science on effective techniques used for promotion of library services and resources by libraries and library professionals. The literature was discovered on research gate, Elsevier journals and various databases through online mode also search the data offline journals and books. The searches of the literature were limited to peer-reviewed journals and conference publications.

### 3. FINDINGS / THEMES

This systematic literature review of effective techniques used to promote library services and resources is based on various research studies. This review examines in depth the role of Promotion Techniques Used by Libraries, Marketing of Library Services and Resources, social media marketing, promotion of e-resources. The aim of this literature review is to analyze the findings from various studies to identify the effectiveness of library promotion techniques, highlight common trends and challenges, and suggest directions for future improvements and policies.

#### 3.1 PROMOTION TECHNIQUES USED BY LIBRARIES

The main objective of **(Nicholas, 1998)** study was to guide librarians in effectively marketing and promoting library services. The study suggested practical solutions on how to implement a marketing strategy and explained the relationship between promoting library services and raising the profile of libraries. It also highlighted the importance of gathering demand information through market research and making sound marketing decisions based on it, and stated that a well-structured marketing plan is necessary for this. **(Chakravarty & Mahajan, 2006)** defined academic libraries in Indian higher education and highlighted the importance of marketing and promotion processes as a solution to their problems. Panjab University Library is cited as a representative example of academic libraries in India and developing countries. **(Schmidt, 2007)** provided guidance on how to effectively market library services in the changing information environment. He focused on user perceptions, product and service offerings, distribution channels, pricing strategies, and effective promotional measures. **(Tikam, 2007)** studied the possibilities and barriers for the promotion of library services in various colleges in Mumbai. The findings showed that collection and physical environment have the greatest impact on library usage, while services and facilities are considered relatively less important. According to a study by **Yi, (2016)**, demographic factors, human capital, and institutional support are important for effective promotion. He suggested that data-based planning, user needs analysis, and effective use of technology can increase the efficiency, visibility, and use of library services. **(Nooshia, Tajfarib & Nokhrezik, 2017)** noted that traditional advertising (posters, leaflets) and electronic direct marketing (e-mails, online notifications) had a significant impact on increasing library usage in the eyes of customers. **(Malekani & Benard 2018)** studied the promotion of library resources and services through outreach activities. Analysis using SPSS (V.16) revealed that face-to-face events, workshops, brochures, catalogues, e-mails, websites and social media were effective tools. They suggested that the combined use of multiple (traditional + online)

techniques is useful to increase user engagement. (Oyinloye, Dangwaran & Yero, 2018) found that orientation programmes, library tours and publicity were the most effective promotional tools in a case study of Kaduna State University Library. E-mails and one-to-one interactions were relatively less effective. (Ramadevi, 2018) studied the marketing of information resources and services in academic libraries in the Amhara region of Ethiopia. Most respondents showed a positive attitude towards marketing and found that advertising, publicity, orientation and extension activities were used. There was no significant difference in the perceptions of managers and employees and marketing outcomes according to the F-test. Challenges included lack of knowledge, funding and management support. Training, market surveys and the use of traditional-online mixed marketing techniques were recommended. (Acharya & Vagadal, 2023) reviewed library marketing strategies. From a study of databases such as Scopus and Web of Science, they concluded that effective marketing campaigns increase community awareness, participation, resource utilization, partnerships, and funding opportunities. It is necessary to highlight the educational and creative role of the library through social media, community programs, and targeted advertising.

### 3.2 MARKETING OF LIBRARY SERVICES AND RESOURCES

Empey and Black (2005) studied marketing initiatives at the Geoffrey R. Weller Library at the University of Northern British Columbia. The "@Your Library" public awareness campaign used posters, brochures, advertisements, etc. The conclusion was that effective and consistent marketing requires concrete goals, basic PR practices, and ongoing communication. (Veeramani & Vinayagamoorthy, 2010) studied the marketing approach for academic libraries and information centres (LICs) in Kuwait. They stated that service marketing is essential to provide "the right information to the right user at the right time". According to the study, increasing user awareness, improving real-time services, developing information retrieval skills and focusing on user needs are important. Marketing helps in understanding customer needs, obtaining funding and improving the image of the library. The findings state that rising user expectations, technology costs and lack of funding are the major challenges in the information age. (Sharma & Bhardwaj, 2009) highlighted the importance of libraries in the educational and research sectors. Emphasis was placed on understanding the needs of the customers, service planning, promotion, effective distribution and obtaining financial support. Practical solutions are suggested to implement effective marketing strategies especially for the use of electronic information resources. (Patil & Pradhan, 2014) explained the concept of promotion and marketing of library services. They stated that marketing of library products and services is essential to increase the effective utilization of the collection in use. The study suggests practical solutions on promotion tools and methods, required professional skills, implementation of marketing strategies, challenges and planning. (Yi, 2015) studied the change management strategies of academic library directors using Lee Bolman and Terrence Deal's Reframing Change Model. Out of 1,028 directors, 596 (59%) responded. The findings suggest that directors use a combination of approaches; approaches vary depending on library characteristics and circumstances. Self-

assessment, reframing, and appropriate leadership styles are essential for effective change management. **(Bhardwaj & Jain, 2016)** reviewed the literature on marketing of library products and services. They noted that although librarians have a positive attitude, libraries have not fully embraced marketing as a work culture; and research in this area is relatively scarce. It was recommended that funding agencies develop guidelines for marketing. **(Khalid, 2019)** explained the importance of marketing in academic libraries in the context of the Central Library at the University of Malaya. The conclusion was that marketing strategies are useful in attracting more users through exhibitions, publicity and public relations.

### 3.3 SOCIAL MEDIA USE FOR PROMOTION OF LIBRARY SERVICES AND RESOURCES

**Amarakoon and Amarakoon (2012)** studied the use of social media for promoting information resources and services in academic libraries in Sri Lanka. They examined the use and effectiveness of tools such as Facebook, wiki, LinkedIn, blogs, YouTube, etc. They concluded that lack of training and knowledge, privacy issues, slow internet and power problems were the major challenges. Training of users, wide adoption of social media and development of effective marketing plans were recommended. **(Amarakoon & Seneviratne, 2014)** studied the reasons for the decline in the use of Facebook and other social media tools in academic libraries in major universities in Sri Lanka. The findings showed that librarians have a positive view of Facebook and that it is a useful tool for promoting library resources and services. However, the main challenges identified were page management, privacy concerns, lack of time, and lack of staff skills. The study recommended that all university libraries incorporate social media marketing into their strategic plans and appoint dedicated staff for Facebook management. **(Phillips, 2015)** studied how librarians use social media to promote library services. Based on an online survey and 68 interviews, the majority of librarians found social media to be effective for promoting literature (88%) and services (94%). Facebook 'walls' are useful for promoting programs, materials, and services. It is considered an official responsibility of librarians to keep their library social media profiles up to date. Social media also provides opportunities to engage with young adult patrons, provide guidance and emotional support (pastoral care), and make their professional roles visible. **(Bakare & Umar, 2018)** studied the use of social media platforms to promote library services and librarianship. Data were collected through a descriptive survey method using a questionnaire. The findings revealed that blogs and WhatsApp were the most commonly used social media platforms for promoting library services. Social media facilitates two-way communication, allows direct contact with users, elicits feedback, and increases user base. The study identified the lack of computer and internet facilities, the need for free Wi-Fi, and the need for effective ICT policies as key challenges, and made recommendations for providing appropriate infrastructure and policy support. **(Buriro & et al., 2018)** examined the use of social media for promoting information resources and services in university libraries in Sindh province. Data were collected from 37 librarians through a descriptive survey. The findings showed that Facebook and blogs are the main promotion tools, and social media enables two-way communication, rapid feedback, and user growth. The study recommended fast internet access and a clear ICT

policy for university libraries. **(Jones & Harvey, 2019)** studied the use of social media (particularly Twitter) as an effective marketing tool in academic libraries. Data were collected from librarians (n=58) and students (n=498) through questionnaires. The findings revealed some inconsistencies in advice on social media use, but libraries are increasingly paying attention to their online presence. Recommendations included user needs surveys, staff training, adoption of various marketing strategies, and a student-centered approach. **(Gohel, 2021)** explained the need for university libraries to adopt a marketing approach in the digital age. Emphasis was placed on e-services, research promotion and strengthening user relationships using social media such as Facebook, Twitter, Instagram, YouTube. He mentioned the importance of using digital tools such as library websites, email reference services, RSS feeds, web blogs, etc. He also mentioned that lack of funding, lack of technical skills and poor infrastructure are the major challenges. **(Vasant Kumar, 2022)** explained the use of mobile technology in library services, its benefits and limitations. Mobile technology enables distance learning and instant access to information through devices such as smartphones, tablets, e-book readers, etc. Mobile apps have improved traditional library services by making e-books, digital resources and other services easily available to users. This facilitates convenience, mobility and timely access to information. **(Chore, 2023)** studied the use of social media to reach out to customers in academic libraries in Wardha city. Data was collected through questionnaires and interviews. According to the findings, tools like WhatsApp, Facebook, Zoom, YouTube etc. are useful for increasing library publicity, user interaction and resource utilization. 85% of students and 72.5% of faculty use social media. However, access limitations, data security and privacy concerns were found to be major challenges. Awareness, training, modernization and effective ICT policies were recommended.

### 3.4 PROMOTION OF ELECTRONIC RESOURCES

**Lamprey (2010)** examined the effective use of library resources and services at Kwame Nkrumah University of Science and Technology (KNUST). Data were collected through observation and interviews. The study reviewed issues such as collection development, user education, reference services, e-resources, institutional repository, automation, etc. The conclusion was that despite inadequate funding, the library has attempted to provide effective services. Recommendations included more funding, publication of library bulletins, dissemination of information through email, expansion of facilities, and uninterrupted power supply. **(Ramos-Eclevia, 2012)** studied the marketing activities of the University Library at the University of the Philippines Diliman. The focus of the study was the radio program LibRadio broadcast on DZUP 1602, which was an effective marketing tool for the library. Most librarians were found to have a positive attitude towards marketing. Activities such as Facebook, brochures, YouTube podcasts, etc. significantly increased e-resource usage, library orientation, reader access, and reference transactions. The radio show helped create a positive image of libraries. **(Das, 2013)** reviewed the promotion of e-resources based on the experience at SVKM's NMIMS. He highlighted the major benefits of e-resources as 24/7 access, remote use, stable URL, training

facilities and easy access to archived materials. Promotion measures such as institutional website, brochures, OPAC, newsletters, vendor presentations and expert lectures are used. (Thu & Lixin, 2018) reviewed budget allocation, ICT skills and effective techniques for marketing e-resources. According to the study, librarians need to have user surveys, feedback analysis, technical knowledge, web design and understanding of marketing strategies. The use of web tools such as blogs, RSS, podcasts, library websites, social bookmarking, QR codes, etc. is important. It is recommended that librarians should take marketing training and include marketing in their curricula, which will increase the use of e-resources and the effectiveness of the library. (Mubofu, 2019) studied the marketing strategies and challenges of e-resources at Mwalimu Nyerere Memorial Academy (50 students, 10 staff). It was found that notice boards, websites, orientations, newsletters, text messages, social networks, CAS and SDI are used for marketing. The main challenges are poor internet quality, irregular power supply, inadequate funding and lack of skills. It is recommended that the visibility of e-resources should be increased through increased funding, librarian training and improved ICT facilities. (Somveer & Kaushik, 2021) explained the concept of “Library 2.0” and its relationship with Web 2.0. Library 2.0 is a user-centric service that is based on continuous innovation, user participation, and two-way communication. Web 2.0 tools such as blogs, wikis, RSS feeds, social bookmarking, video sharing, and social networking are used in libraries for communication, collaboration, and resource promotion. According to studies, social software makes information exchange between librarians and users more effective. (Waral, Saravanan & Elpinstone, 2021) studied the online marketing of academic library services during the lockdown and its effectiveness. Out of the questionnaires sent to 124 librarians, 96 responses were analyzed. The findings showed that library website, OPAC, orientation and user educations were effective tools. Social media facilitated information creation and communication. The main challenges were lack of technical skills, low budget and increased costs. As per the recommendation, librarians should increase their digital skills and make more use of media such as YouTube, Facebook, Twitter, WhatsApp.

#### **4. DISCUSSION AND IMPLICATIONS AND**

The main aim of this study to systematic review the literature about the effective techniques used for the promotion of library services and resources over the past years. four main aspects were identified; promotion techniques used by libraries, marketing of library services, resources, social media use for promotion of library services and resources and promotion of electronic resources; A review of this literature was effective techniques used for the promotion of library services and resources; By reviewing this literature, understood the promotion techniques used by libraries to advertise library services and resources; Understood the implications on users, mainly due to the use of promotion techniques.

## 5. RECOMMENDATIONS

Promotion techniques are important to increase the use of library services and resources. Libraries and librarians need to research the progress of this field using the available literature and provide a solid evidence base for library and information studies.

## 6. CONCLUSIONS

Systematic reviews are an important tool for summarizing evidence and it is useful for librarian trying to find evidence of their study. To know the published literature of effective promotion techniques used by library services and resources, the above study was explored. Systematic literature was reviewed in this study. Through this study library promotion technique was able to highlight on the above published literature and the important aspects of that literature. This study will help in further research on the subject.

## ACKNOWLEDGEMENT

I am publishing this article as a part of my research work and I am deeply grateful to all the dignitaries who provided guidance and support for the publication in the journal. I am especially grateful to my mentor Prof. Dr. B. G. Mukhdayal for his valuable guidance and encouragement at every stage of the research. I am also indebted to poetess Bahinabai Chaudhary, North Maharashtra University, for providing the necessary educational facilities and support.

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