



E-Marketing in Libraries

DEPARTMENT OF LIBRARY & INFORMATION SCIENCES

The Islamia University of Bahawalpur






Marketing

According to Kotler, “Marketing is 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 objectives. It relies heavily on designing the organization’s offering in terms of target markets needs and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service the markets.”



Why Marketing ?

- Information professionals must understand that it is essential to actively market their services, in order to spread the word about their library.
- It doesn't matter, what library type, how large or small the library is - you need to draw attention to your library, your services, your worth to your community, your administration, your staff, and your users.
- It is important to understand the organization's mission to produce effective marketing material. That's why in this highly competitive industry marketing plays a very important role.



What products and services is the library marketing?

- The library has many products and services that it can market. Each library needs to identify what it wishes to market and how. Marketing is not just about developing and promoting new services and products but also about bringing awareness to clients of existing services and products and determining their appropriateness.




Steps Involved in the Marketing Process

- Internal assessments
- Market research
- Setting specific goals
- Selecting Promotional Techniques
- Creating a plan of action
- Implementation
- Evaluation



The Web Promotional Techniques



Libraries in the electronic era use methods like demonstration in offices/workplaces, populated places using portable computers, to the relevant resources. The libraries in the digital world are moving faster, rely more on technology and compete more intensely. The digital library initiatives enhance the services of the existing libraries and the promotional methods adopted for the e-resources service. “Promotion”, in this context, is the process of informing the end-users about the emerging dimension of knowledge and services.



The Web Promotional Techniques

- ☐ The Internet
- ☐ Web pages
- ☐ Direct mail
- ☐ E-mail / Voice Mail messages
- ☐ Online discussion groups and chat groups



The Web Promotional Techniques

□ The Internet

The Internet has the power to improve the library's image and to allow the library to offer enhanced services. Although it takes time to set up and maintain services on the Internet, it can reap rewards in terms of user satisfaction and recognition.

□ Web pages

Web home page serves as a promotional tool advertising in-house library services and electronic information resources on the web. The pages should include an e-mail link to the library making the librarian easy to contact.

The Web Promotional Techniques

☐ Direct mail

Mail sent directly from you to your customers can be highly customized to suit their nature and needs. You may want to build a mailing list of your current and desired customers. Collect addresses from customers by noticing addresses on their checks, asking them to fill out information cards, etc. Keep the list online and up-to-date. Mailing lists can quickly become out-of-date. Notice mailings that get returned to you.

The Web Promotional Techniques

□ E-mail / Voice Mail messages

Where a large proportion of the users are on e-mail it is an easy way of reaching them, quickly and cheaply. It can be targeted more precisely than most other methods and so is effective at reaching specific audiences. I have found that staff respond quicker to e-mails than any other medium. By maintaining up-to-date address lists different user groups can be targeted with different versions of the advertising 'message'.



The Web Promotional Techniques

☐ Online discussion groups and chat groups

As with e-mail, you can gain frequent exposure to yourself and your business by participating in online discussion groups and chat groups. When you join a group, always check with the moderator to understand what is appropriate.



Marketing, Advertising through Public Relations -- Social Networking (Online)

- ☐ **Blogging**
- ☐ **Facebook**
- ☐ **LinkedIn**
- ☐ **MySpace**
- ☐ **Twitter**
- ☐ **YouTube**



Marketing, Advertising through Public Relations -- Social Networking (Online)

□ Blogging

A blog is an online journal of information about a certain topic. The blogger, or owner of the blog, writes or publishes regular "posts," or articles, about the topic. A blog is a powerful means for the blogger to establish relationships with stakeholders by sharing opinions and expertise on a regular basis.

□ Facebook

People can join Facebook to share information about themselves or their organization. Information about themselves tends to be rather informal. Organizations increasingly use Facebook as a public relations tool, to inform the public about the organization.



Marketing, Advertising through Public Relations -- Social Networking (Online)

□ LinkedIn

LinkedIn is sometimes described as a "social networking service for adults". It's a very useful tool for quickly informing people about your professional experiences, skills and interests. You also can use LinkedIn to conveniently network with others who have similar backgrounds and interests.

□ MySpace

It is a social networking site for people to share information especially about themselves. Users of social networking often compare Facebook and MySpace and have strong feelings



Marketing, Advertising through Public Relations -- Social Networking (Online)

□ Twitter

Twitter is a social networking site that allows the author to quickly share messages, or tweets, of up to 140 characters and with huge numbers of people. While 140 characters might seem quite limiting, an increasing number of people and organizations use Twitter to share opinions and even to advertise products and services. Some news organizations use Twitter to quickly broadcast up-to-the-minute news items.



Marketing, Advertising through Public Relations -- Social Networking (Online)

□ YouTube

YouTube provides a forum in which people can show videos about a broad range of subjects, including about themselves and their organizations. The videos usually include audio/sound, so YouTube is a very quick, convenient, low-cost way to broadcast information about yourself and your organization. It's viewed by millions of people.



References:

- EzineArticles.com/195409
- managementhelp.org/marketing/advertising
- managementhelp.org/socialnetworking