ABSTRACT

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. It is an inherent part of library services for collection development and user-friendly service. For maximum use of electronic information resources and services, library has to take initiative in advertising the activities of the library through interactive web tools or technologies. A review of the literature provided accounts of various tools and technologies available for marketing library resources and services. Marketing of information resources through web based services helps the libraries to reach a vast audience and serve more people in an interactive mode. The growth of participatory webs like web 2.0 allows users to blend their role as writers, readers and editors of the web content. This paper provides an overview of marketing library resources by means of emerging tools and technologies in the digital era.

Key Terms: Marketing, Electronic information resources, Web 2.0, Digital era, technologies, Tools

INTRODUCTION

Today information environment face rapid change in technologies which, compel the libraries to provide various electronic information resources and developing user friendly services. Information Technology (IT) and Information Communication Technology (ICT) have given limitless opportunities for new information resources like e-journals, e-books, online databases and other portable electronic information resources. For maximum use of electronic information resources and services, library has to take initiative in advertising the activities of the library through interactive web tools or technologies. Yester years' librarians have used traditional media like newspapers, corporate newsletters, radio, and TV for advertising/marketing its resources and services. With the advent of information technology (IT) and changing communication technologies, the librarians are stepping into the world of online services and its tools and technologies for marketing library resources.

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing is useful to libraries to improve their image and to attract more users. It is essential to improve user satisfaction and promote the use of services by current and potential users. However the reasons for applying marketing strategy is not to make profit but mainly to increase user satisfaction. The end result of this could be an increase in the user base, extension of services and customer satisfaction that will lead to better financial support to the organization.

Marketing is a process and medium which focuses on the requirement of users. It facilitates interaction between individuals or organizations, technology, methods and information sources in case of the libraries. In libraries, marketing is necessary for developing relationships between the users and the library, to achieve organizations' mission, to promote maximum utilization of resources and for enhancing the net profit. Marketing should be an inherent part of library services, through which objectives of
the library can be achieved. This paper provides an overview of marketing library resources by means of emerging tools and technologies of digital communication in modern libraries. Marketing of library resources can be achieved by adopting new technologies like web 2.0 tools, library website, social networking, remote login access, book marking and slide share.

**OBJECTIVES**

- To identify tools and technologies on marketing of library resources and services
- Applying tools and technologies related to library services for disbursement of digital information resources.

**METHODOLOGY**

A literature review was conducted by gathering information regarding marketing of library resources and services by means of newer technologies and tools. The information was collected from original research articles, review articles, case reports, technical brochures and books.

**LITERATURE REVIEW**

A review of the literature provide accounts of various tools and technologies available for marketing library resources and services. The essential applications of these technologies in the library services for disbursement of digital resources have thus been identified.

American Marketing Association Board of Directors, put forward a definition for marketing, which states that ‘Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large’

The concept of marketing information products and services of the library is new but it took unprecedented momentum in the library environment. The ultimate aim of marketing is to satisfy the users. Gupta & Savard have opined in their article ‘Marketing Library and Information Services’, that marketing is very important in libraries and information centers to get the visibility and achieve its objectives. The paper dealt with the role of Associations in marketing and education for LIS in marketing library resources. The study also stressed the need of marketing in all types of libraries like academic libraries, parliament libraries, multicultural libraries, medical libraries, agriculture libraries and public libraries. Library and information managers need to recognize the importance of technologies that are useful for broadening the market and therefore to offer services and products at the global level. Weiner in his reviewed article revealed that, “six Ps” are important in marketing of resources - product, place, promotion, price, prelude (marketing audit) and postlude (evaluation)

The first “Ps” are found all over in marketing literature and last “2Ps” are specifically related to library marketing. According to Gupta marketing puts people to work and the concept of marketing has changed from selling to product development and customer focused concept. The reasons for applying marketing strategy are not for making profit but to increase user satisfaction. The study conducted by Jestin & Parameswari had given detailed account of Marketing Activities, Principles of Marketing Management, Marketing Techniques, Marketing Strategy and Creating a Market. The study also exposed the need of professional skill for librarian to adopt marketing strategy, which means selecting various techniques in proper proportion and balance in marketing information and library services. For optimal use of information, there should be proper planning and designing to render new technology related services.

Marketing of library services helps to execute all the activities of library and increased user satisfaction and value to the services. ‘A guide to using Web 2.0 in libraries’ gives a detailed account of the use of web 2.0 tools in libraries, benefits, developing services with the help of web 2.0 tools, awareness and promotion of these tools in the libraries and its legal implications. The study also revealed that blogs or micro blogs is one of the tools of web 2.0 tool which, helps the librarian to reach the users directly with new resources or services added in the library or offering current information. According to Mulatiningsih web 2.0 services are very easy to use by an individual with little technical expertise.

The growth of participatory webs like web 2.0 allows users to blend their role as writers, readers and editors of the web content. According to Jena Web 2.0 is dynamic in nature and makes information available wherever and whenever the user requires it and removes barriers to use and reuse. The paper hailed that web 2.0 is user centric in nature and acts as heart of the library. The paper also discussed diverse marketing tools like Amazon, Flickr, My space, Face book, blog and Wikipedia which engaged the library users and advertised new content to the users. In their scholarly article Dhiman & Sharma discussed the ‘Blogging and uses of blogs in libraries’. A blog may belong to a person, an institution or an organization, which contains current information on various activities/events of the particular individual or establishment. The blog entry has the option of posting an opinion and comment about the blog. Libraries and information centers could use blog as a platform for providing the current and latest information about the library, services and resources to the users. The first blog was created by Tim Berners-Lee at CERN (website: http://info.cern.ch/). According to Scott a blog is a frequently updated website which consists of dated entries, arranged in reverse chronological order. There are about 1.3 million new blog posts made each day, which is about 54,000 posts per hour. Ramos & Piper illustrated uses and limiting factors of blogs and wikis in libraries and educationist.

The paper highlighted different facets of blogs that comprise of text, images, audio and video, the latter known as vlogs. Blogs are of three types such as (i) aggregators who collected other blog postings and writings (ii) personal narratives (iii) combination of two or more blogs. According to the authors the blog and wiki provide an excellent, interactive way to communicate, provide rich content that explored with a critical eye can yield information found nowhere else and that keep users involved and incited. The specialist weblog search engines are available in the web like Google (http://blogsearch.google.com) and Technorati (http://www.technorati.com). Kaushik & Arora in their paper ‘Blogs on Marketing Library Services’ identified six blogs, that are created by libraries to market the library resources and its features, frequency, file formats, web resource categories and subjects. The article had given name and URLs of some of the active and non-active blogs in marketing library resources. Fichter in his article on the magazine of Marketing Library Services about ‘Why and How to Use Blogs to Promote Your Library’s Services’ had given examples of blogs in the Library...
According to Tripathi & Kumar web 2.0 tools include Wiki, Blog, Really Simple Syndication (RSS), instant messaging and Podcast are internet based services. The main purpose of these sites is information sharing and collaboration. Really Simple Syndication or RSS help to syndicate websites to share headlines and information from other sites. Authors have also given detailed information about Vodcast that used to deliver video streams of various activities of the library. Daniels & McDonald presented that, RSS or Rich Site Summary/ Really Simple Syndication is the family of web format used to provide information on frequently updated events and this is considered as the best tool for providing current information to the library community. Students can use RSS readers such as sharp or Google reader for catching up-dated information.

According to Nooshinfard & Ziaei a library website has multiple roles like acting as a window to the library and as a guide in the internet for the users expected more when the library owned electronic resources and website. That library website facilitates 24/7 and 365 days access with high speed and high quality of electronic information resources. Through library website libraries can support diverse needs of the users and can provide awareness of the resources at the right time? The study also revealed that marketing is useful to university libraries to improve their image and to attract more users. Through information literacy programs, libraries and information centers can be able to market their products/services and services. It is essential to improve user satisfaction and promote the use of services by current and potential users.

Redden performed a systematic study of the potential utilization of social bookmarking. Social book marking or book marking allows the users to identify and label web pages of more frequently used electronic information resources. The libraries that offer online reference services through instant messaging, chat services and pod casting can use social book marking sites to provide students with online resources. It was the first website (1996) that allowed users or organizations to save links to other sites privately and publicly. Farwell & Waters pointed out that social book marking is considered as a powerful tool among web 2.0 tools that requires an active internet connection in learning surroundings. Online technologies provided inexpensive and most often freely available alternatives to printed materials. The article also discussed Pod casting, which allows the users to listen lectures through pod cast. Apple has launched iTunes University to allow instructors to manage, distribute, and control access to educational material, such as lectures, announcements and news, and special sessions with guest speakers. A survey research conducted by Khan & Bhatti on librarians and LIS school academicians, explored the different applications of social media for marketing of library resources and services. The paper discussed about social media and the seamless opportunities such as to connect, converse, contribute, vote and share information. The study suggested that Facebook, MySpace, YouTube (video sharing), Wikis, Twitter, blogs and Instant Messaging should be used in libraries for marketing its different resources and services among social media users. The study also identified RSS and Blogs that can be used in libraries for marketing its different services among social media users of library.

Remote login access, to e-resources provides users with remote entryway to e-based licensed content extended by libraries. It offers easy access to e-resources subscribed by the library and makes the task of the user simpler to access the multiple resources through remote interface any time. This provides a simple system which allows creation of single set of web pages to gain access to licensed databases, both on-site and off-site.

Pons et. al shared their experience in introducing and use of QR code sat the UPV Libraries in Spain. QR codes are matrix codes and are readable by QR barcode readers and mobile phone cameras. QR code usage opens an easy way to improved library-user relationship, to provide additional access point to library web site and to improve the image of the library. The paper gave detail information of QR code usage in library. According to Talmale & Humbare mobile tagging is the new emerging technology that allows mobile users of the library to access electronic information resources of the library. QR barcode offers a wide variety of applications for libraries which further offers the value added library services to users. The ‘quick response’ (QR) codes help to improve the relationship between the library and its users.

The survey was conducted by Kaur & Rani to assess the attitude of users towards the marketing of information services and products of University libraries. Marketing helps the librarian to shift the product to services. The study suggested that the library should develop appropriate marketing approach for reaching the users. It also discovered that effective utilization of resources and services can be achieved only through marketing approach. Madhu sudhan discussed about the challenges faced by the libraries like budget cuts, increased user base, rapid growth of materials, rising cost, network problems and competition by database vendors forcing the library to plan marketing for increasing the usage of library resources. The main aim of marketing is to focus on users and attain the goal for user satisfaction. The study also revealed that, through marketing library resources can be sold, exchanged, contributed and transmitted. Librarians ought to know the needs of the users and then let to know that their need can be met through the libraries.

Tools/ Technologies Identified for Marketing

Tripathi & Kumar identified Web 2.0 tools like Wiki, Blog, Really Simple Syndication (RSS), Instant Messaging (IM), and Podcast which are used for marketing library resources/services. Web 2.0 tools help the library to present its resources and explore novel methods of communicating and thereby attracting users. Other tools/technologies used for marketing library resources are Vodcast, library website, social book marking, remote login access and mobile tagging via QR codes etc.

Wiki

Wiki is a web site that helps in creating and editing of web pages. Libraries can create internal wikis for communication among staff members. Libraries can use Wikis for following purposes:

- Sharing of knowledge
- Providing lists of resources
• Helping in group learning
• Collecting users feedback
• Distribution of documents
• Transferring details of special projects

Blog

The term Weblog was coined by John Barger in December 1997 and the short form 'Blog' by Peter Merholz in 1999 (Dhiman & Sharma). Blogs can be created by libraries for disseminating following services:
• Promotion of new books and providing subject guides
• To facilitate academic debate and to communicate with patrons
• Providing up-to-date information on local and national events
• Providing current awareness
• To list new acquisitions in the library
• Operating hours and holidays of library
• Links to blogs through library home pages for improved access

Thus blogs facilitate readers to respond and comment that provides a sense of community among the participants.

RSS (Really Simple Syndication)

RSS helps to syndicate the writings of millions of authors to keep track of required information. This helps the library in providing following information to the users:
• Update user with latest information
• Latest books or e-resources added to the library
• Schedules of workshops
• Conducting exhibitions
• Links to video/audio

Instant Messaging

Instant or text messaging as well as chat services can help to communicate with the users in a live mode.
• Providing current awareness
• Status of inter-library loan
• Advice about using library
• Convey helpful links and URLs

Podcast

Podcast is another medium for advertising and marketing of library services. The library can share audio programs over the internet and this is the best tool for visually challenged library users. Podcast can be used for:
• Sharing events and instructions
• Audio streams of lectures and book reading
• Offering tips for accessing resources
• Broadcast speeches and interviews

Vodcast

Vodcast can be used to deliver information through videos to explain the procedure of following library activities:
• Video streams of physical layout of the library
• Instructing users about the use of library catalogue
• Guidance for accessing library resources from off campus
• Planning of search strategy and searching of articles
• Demonstrating plagiarism checking through visual media
• Self-issuing and return of books in a digitized library

Library Website

A well designed library website is the best marketing tool. Library website helps the users to be guided through the physical facilities, information about the library overview, library services and collecting feedback from users, reflecting resource collection of the library, meeting diverse needs of users, providing appropriate links and facilitating online services. Thus, a library website helps in maximum utilization of electronic information collection of the library.

Social Book Marking

Social book marking allows the users to identifying and labeling web pages used more frequently. Book marking helps the libraries in the following ways:
• Coordinating and categorizing web pages for efficient retrieval
• Maintaining tagged pages approachable from any networked computer
• Sharing needed or wanted resources with other users
• Helps to integrate new social software tools
• Assistance to access tagged pages with RSS feeds
• Permitting librarians to follow users demand

Remote Login Access

Libraries can promote the usage of subscribed electronic information resources through remote login access software. The remote login access helps the library to market its electronic information resources to the users in the following ways.
• Provides vital information resource support to library users who are away from attending workshop/conference or any research related activities
• Helps scientific communication and discourse from distant locations

Quick Response Codes (QR Codes)

QR code gives information to smartphone users of the library. QR Codes help the library by adding more information in the news schedule and at the same time visually reduce data overload in it. With the help of QR codes library can link/disseminate following information to the users:
• Link to library schedules/timetables
• Link to the digital version of the guide
• Link to the catalogue guides
services to its patrons. Web 2.0 tools are dynamic and interactive, becoming difficult to provide current and relevant information. The study identified several tools or technologies available for marketing library resources and information services. If libraries do not keep up with new and emerging tools or technologies to reach the users with responsive services, it will become difficult to provide current and relevant information services to its patrons. Web 2.0 tools are dynamic and interactive in nature that help the libraries to collaborate, communicate and deliver information through online services. A well designed library website with appropriate links to subscribed and open access resources, library blog and remote login access helps in maximum utilization of resources. The information provided through the means of tools and technologies could quickly be updated and published instantly. To attract users and potential users, libraries need to conduct literacy programs and provide outreach services to advertise its resources. Library and information professionals have the responsibility to promote or market the resources of the library and to equip themselves with various modern technologies that are available to facilitate usage of resources. It is evident from the study that, through marketing, library resources can be used maximally, exchanged, transmitted and contributed.

**DISCUSSION**

This study reveals several aspects of marketing of resources and services with emerging technologies in modern libraries. From the review of literature it is observed that there were several studies that have been undertaken on the role of emerging tools and technologies for marketing library resources and services. It is understood that:

- Library web 2.0 tools are playing an important role in promoting library resources and services.
- Wikis websites are helpful in creating and editing of library web pages with use of a simplified markup language and are easy to maintain.
- Many studies were conducted on the usage of blogs in libraries and the libraries created blogs for communicating with users.
- Accessing of the relevant information is enhanced with the help of some type of automated system like RSS. Library can update its users with the latest information on news and events, latest books or e-resources added with this tool. It is also widely employed by the publishers and aggregators to update libraries with latest information on newly added electronic information resources.
- Instant Messaging is seen as the best medium for providing helpful links and URLs. This can be provided to users mediated through Google talk, MSN messenger or WhatsApp.
- Podcast and Vodcast are in use providing information through streams of audio and video that is important in marketing of resources.
- It is noted that libraries are increasingly using social media to communicate with its patrons.
- Study identified that emerging technologies in mobile phones like QR Code is beginning to be implemented by libraries, which was earlier use mainly by commercial industries and content providers to deliver and market their product.
- The hyper textual, link-centric nature of emerging technologies facilitates speedy exchange and distribution of information.

The study identified several tools or technologies available for marketing of library resources and information services. The technological advancements have given new challenges and workload to the modern libraries. The fast speed with which the technology is changing influenced all activities of library and information centers. Libraries should adopt the new tools and technologies to meet fresh demands from users. The librarian must have a proactive attitude towards marketing of library resources/services. Libraries cannot expect the user community to spontaneously avail the resources and services provided through the means of new and emerging technologies that are being offered. They must be actively involved in creating awareness in the users by conducting information literacy programs for using new technologies. Study of users’ behavior of accepting new technologies, persuading customers, promotion of products, organization and collection of feedback are needed to remove bottle necks to accessing information. Marketing of information resources through web based services help the libraries to reach a vast audience and serve more people in an interactive mode with the disbursement of information resources, promotion of products and services leading to realization of the objectives of the library.

**REFERENCES**


