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## Importance of Research in the Development of India

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## Marketing Strategies in Academic Library

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### Introduction:

Change is essential in any surroundings to exist, prosper, survive & move forward. Academic Libraries are not an exception to this. Academic Libraries are the brains of college, University or other institution, which meets the needs of information & research of its students, faculty and staff. Marketing means action of promoting and selling products or services, including market research & advertising. Therefore for meeting the needs of new era academic Libraries need to do marketing by various methods to fulfil needs of users.

In the age of globalization and competitive world. Information is crucial factor to promote development of society. But also these technologies effect on the libraries and it turns into the digital libraries. Due to globalization with the help of ICT's internet users access information sources early. Marketing has wider and deeper sense which expand the organization successive activeness. We can access these digital contents early by documents, usernames and passwords.

### Academic Libraries :

Libraries are called as 'Brain' colleges and educational institutes. They are also called as the store house of knowledge and information. Libraries plays important role in the advancement and progress of society. In libraries information & knowledge is saved in the form of books. Today's books available in both printing & digital various so its easy to available. In society libraries are of various types like public, special, institutional library.

### Definition :

According for S.R. Ranganathan (1940), "A library is a public institution or establishment charged with the care of collection of books and the duty of making them accessible to those who require using them."

"An academic library is an integral part of a college, university, or other institution of post-secondary education, administered to meet the information and research needs of its students, faculty, and staff" (ODLIS, 2002)

For teaching, research, other academic studies library plays effective role, ICT



( Information & Communication Technology ) is very effective for libraries as it makes easy to available any books at any where. Due to this old traditional methods of accessing library service has been altered.

#### **Market :**

The term market is used to many ways when the term market is used to express the change of goods the American Marketing Association (AMA) suggest the following definition, The aggregate of forces of conditions within which buyers and sellers make decision result in the transfer of good and services.

#### **Marketing :**

Today in the world of technology and marketing library is also not exceptional to this. The concept of marketing is originated in 18th century. The best example of marketing in library is the oxford University press. In the oxford English dictionary meaning of marketing is revealed as "to buy or sell" Commonly marketing was applied in commercial organizations and businesses.

#### **Definition :**

Philip Kotler, the guru of marketing defines, "Marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of value with target markets for the purpose of achieving organizational objectives " (Kotler, and Mindak, 1978)

The modern way of marketing is the digital way of marketing of the product of any institutions. Social media like Whatsapp, facebook, Twitter etc.

Marketing is a planning that focused on the product places of mode of delivery, adjustment of cost price to market and promotion to specifically targeted segments of special librarians market. Marketing is a social and managerial process by which individuals and groups obtain what they need.

The college education is the first stage of higher education, Which provides a completely different environment for student spiring higher studies. Usually in colleges size of the class is very big a result, individual attention by a teacher is limited. Therefore, the college library help students to meet the challenges which they are facing at colleges. College library extends on opportunity for self-education to the deserving and enthusisastic students without any distinction. College library is the workshop of the students where students are stimulated to obtain, evaluate and recognize knowledge and to familiarise themselves with the trends of knowledge for further education and learning a new discipline.



**Need for Marketing :**

The marketing aspects is becoming indispensable with the growth of challenging events in the world both in profit marketing and non-profit marketing organization. The reform there is needed to explain the need for marketing more elaborately in college libraries. The American Economy is a market- oriented economy industry today involves the production of goods for profitable sale rather than for home consumption be the product and this immediate household as over. Thus marketing is basically a management process, which includes the following.

**Objective:**

1. Meeting the need of user
2. Giving right information to right user at right time
3. Achieving objective of academic library
4. Decreasing obstacles in the path of users and serving them.
5. Improving quality of service
6. Increasing no. of users, their selection, their expectation, their demands.
7. Promote sources
8. Attract more patrons.

**Methodology Means Effective Usages :**

1. Investigation of user's wants, needs, demands.
2. Markets should be segmented on bases of characteristics and behaviour of users.
3. Adopt and make plan & follow it.
4. Use modern techniques & strategies.
5. Avail both printed & digital version of data.
6. Focus on users needs.
7. Focus on teamwork to improve the performance.
8. Organise orientation, workshops information literacy programme for both users & staff.
9. Training of print & digital resources of libraries.
10. Conduct book exhibition, display of new arrivals.
11. Creating & updating library by website.
12. Providing reservation services, seating, translation facility.



**Information explosion :**

Due to availability of various ways of information generation, various devices for information stores, information dissemination facilities like fax, internet, email, video conferencing, networking etc. information has been exploded and selective information sources is becoming effective because of marketing information system. Hence Marketing information system is needed for effective use of information. In order to provide in time availability of information, Marketing information system is needed. the planning implementation of policies and programs is greatly dependent on information provided through marketing research which need Marketing Information System. In order to improve managerial decisions, Marketing Information system plays important role.

**Marketing Information system for Library****Internal Marketing Information :**

This information can be sought through the accounting system. This is an important component which provides information about collection, purchases and prices, expenditures on various items and financial availability as well as database system.

**Marketing Intelligence :**

It consists of a group of procedures and equipments used by managers to get daily happenings and information related to marketing about collection, purchases and prices, expenditures on various items and financial availability as well as database systems.

**Market Research :**

To focus on specific problem with the objectives and providing information regarding customer behaviour in response to a product. It should always be kept in mind that in a service organisation like that of a library the view of the users are very important while starting a service.

**Implementing an action plan & marketing desisin support system :**

This action plan provides direction and in struction to reach the goals, pointing all activities of marketing towards reaching the planned resultts. In order to take right marketing decision, marketing decision support system is essential. It helps librarians to consider right meaning of information and to implement action plan in effective way. It is helpful to develop new products, makr choice of right medium, to exercise control on information explosion.

**\* Marketing opportunities In Academic Libraries Scope :**

For notification of new published research.

For circulation of periodical data, awarenes services.



For searching literature.

For photocopying of journal articles, newspaper services, reference services, indexing services, abstracting services.

Notification about conference, seminars, workshop

Various, social media, strategies for marketing

Library website

U-tube

E-Newletters

E-mail Alerts

Blogs

Facebook, Twitter, Remote access to subscribed sources.

Knowledge portal

Rss feed

Tutorial on various Databases, pinterest, Assist in scientific endeavors, Tumblr.

#### **Conclusion :**

For the sake of users academic libraries need to do efficient & effective marketing of information products & Services. It needs various objectives, planned strategy methodology, active participation of staff & implementation of marketing process. Libraries to serve users by providing needed information through various ways. Due to globalization science and Technology have made a admirable impact on all walks of life. Libraries and information centres are also no exception libraries & information centres in considered take an excellent trend that makes the information products and services available in many varieties. The new computer and communication technology has brought about marvelous change in the forms and formats of various information sources. In this contents, the paper analyzes the various facets of marketing techniques in academic libraries, social medias, blogs and other inspirational as well as promotional materials are extensively used as marketing strategies in academic libraries.

#### **Suggestion & Recommendation :**

1. Should have plan, purpose, strategies
2. Identify user serve them.
3. Clear the obstacles in the path of users.
4. Focus on resources, funds, technologies, staff.



5. Adopt new technology, use simple & user friendly language, communicate better, get feedback.
7. Actively participate in library consortium
8. Adopt correct marketing approach, get proper guidance adapt changes.
9. Increase funds if required, re-designing curriculum if required.
10. Take constant efforts, encourage library professionals to take part in conference, seminars, workshop
11. User education for users.

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