

**COURSE
GUIDE**

**LIS 316
ADVOCACY AND MARKETING OF LIBRARY AND
INFORMATION SERVICES**

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Welcome to **LIS 316: *Advocacy and Marketing of Library and Information Services***

INTRODUCTION

LIS 316: Advocacy and Marketing Library and Information Services is a two credit unit course that will last for one semester. It is an elective course for all undergraduates in the Department of Library and Information Science. It is also suitable for anyone who wishes to acquire the basic skills to create awareness of the services and resources available for users in the library and information centres. The course examines the concept of marketing in general and information services marketing in particular, the importance of information services marketing, environment and analysis of information services and marketing (internal and external environment); marketing services in libraries and information centres, marketing mix; target market segmentation, the strategy of information services marketing and SWOT analysis (strength, weaknesses, opportunities and threats); marketing of information services and resources using the internet (E-marketing); public relations and its role in information services marketing and the problems of information services and resources marketing

COURSE AIM

This course introduces you to the general knowledge of marketing and information services marketing to information users. The course consists of five modules with seventeen units of study. In this course, you will learn marketing, information services marketing concept, and the marketing environment types. Also, you will be exposed to marketing strategy and strategy for information services marketing, marketing environment concept of the marketing mix, target market segmentation, channels of marketing library resources and services. You will also learn the concepts of internet marketing, public relations and the roles public relations plays in the information marketing in the library.

COURSE OBJECTIVES

To achieve the above aims, some course objectives were stated as a guide to explain what you are expected to learn from each unit. Each unit in this study material has its specific objectives, which will guide you in checking your learning progress while you do your study.

By the end of this course, you will be able to:

- define the concept of marketing

- explain the marketing core concepts
- discuss the importance of marketing
- understand the concept of information services marketing
- know the importance of information services marketing
- explain the concept and types of the marketing environment
- explain the concept of marketing strategy for information services marketing,
- define the concept of marketing segmentation and target market segmentation
- discuss the strengths, weaknesses, opportunities and threats (SWOT) analysis
- describe the marketing mix
- explain the concept and types of market segmentation
- discuss the marketing of services in libraries and information centres
- outline and explain channels of marketing services in libraries and apply five laws of library science in marketing
- define the concept of internet marketing in libraries and information centres
- explain the web-based library services and internet marketing in libraries
- state the advantages and disadvantages of web-based library services
- explain the various channels of the marketing of web-based library services in libraries and information centres
- analyse the concept of public relations
- discuss the concept of public relations in libraries
- enumerate the importance of public relations
- explain the public relations skills required by librarians for library advocacy
- explain the roles of public relations in the marketing of information services and resources
- illustrate the public relations tools needed for the marketing of information services programs in the libraries
- explain the benefits of marketing information services in libraries and information centres
- discuss the problems of marketing information services in libraries and information centres.

WORKING THROUGH THIS COURSE

To understand and pass this course, you have to read through the modules and units carefully, do all practical assessments, exercises and read the recommended books and other materials available to you. Computers are provided in your study centres for you to download and read your course materials. Consistently participate in the online facilitation going on through logging on to your virtual learning environment. Each unit in this course material has an introduction and the objectives you should achieve at the end of the study. Conclusion and summary are there to inform you what you should have completed in each unit of the study. Also, there is the tutor-marked assignment (TMA) to evaluate what you have learnt at the end of each unit. You can also download the courseware using your electronic device to read anywhere and anytime.

TEXTBOOKS AND REFERENCES

The relevant textbooks, journals, eBooks, e-journals, YouTube Videos, pictures, and helpful information are provided in each section when they are required to aid you in understanding this course. You are expected to copy the URL (Uniform Resource Locator) address of any of the videos to the web browser you are using to access and watch the videos to understand this course better. There are references/further reading materials listed at the end of every unit in this course material. Their web address for easy access accompanies the online information resources for further reading. So find time to read through the resources, do not depend only on the course material. Read further to widen your knowledge. Some of the recommended textbooks for further reading are listed below:

Adekunmisi, S. R. (2017). Marketing library services and information products in Nigeria. *Lagos Journal of Library and Information Science*, 6(1 & 2) April / October: 53-66.

Aderibigbe, O.A.& Farouk, B. L. (2017). Challenges on marketing of information resources and services in Federal University Libraries in North-West Zone of Nigeria. *Inter. J. Acad. Lib. Info. Sci.* 5(3): 92-96.
<https://www.academicresearchjournals.org/IJALIS/PDF/2017/May/Aderibigbe%20and%20Farouk.pdf>

American Marketing Association (2017). Definitions of Marketing. Available at <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>

- Kotler, P. & Keller, K. L (2013) *Marketing management*.(13th ed.) Pearson Education International New Jersey, 1-816.
- Cheffey, D., Ellis-Chadwick, F., Mayer, R. & Johnston, K. ((2009).*Internet marketing: Strategy, implementation and practice*. Person Education, England, 1 – 702.
- Gupta, D. K. & Savard, R. (2010).Marketing library and information services.*Encyclopaedia of Library and Information Science*. Available at www.ebsi.umontreal.ca/repertoire-ecole/.../savard-reje.. Accessed 23/02/2015
- Nwodu, L.C. (2007). *Corporate public relations management*; Enugu: Precision Publishers Limited
- Ranganathan SR (1988). *Five laws of library science*.(2nd ed.), SaradaRanganathan endowment for library science, Bangalore.
- Santos, J. H. D. A. (2019). Customer Relationship Management: Strategic Approaches in Digital Era. Society Publishing.<http://web.b.ebscohost.com/ehost/ebookviewer/ebook/bmxlYmtfXzIwMTQwNjdfX0>
- Kotler, P. & Armstrong, G. (2010). *Principles of marketing*.(13th ed.) Upper Saddle River, New Jersey: Pearson, Inc., 76.
- Kotler, P. & Keller, K. L (2013) *Marketing management*.(13th ed.) Upper Saddle River, New Jersey: Pearson, Inc., 45 and 52.
- Venugopal, P (2010). Segmentation and targeting. In: *Marketing Management: A Decision-making Approach*. 147 – 160, EBSCO Publishing: eBook Collection. <https://www.ebsco.com/terms-of-use>.
- Strauss, J., El-Ansary, A. & Frost, R. (2006).*E- Marketing*. Prentice – Hall of India Private Limited: New Delhi, 1 -456.

ASSESSMENT

There are two main forms of assessments, namely the formative and the summative. In the formative assessments at the end of every unit of study, you will be evaluated to rate your learning output. The university uses summative assessments to assess your academic performance in the courseware you have studied. The summative assessment, which is a Computer-Based Test (CBT), is made up of objectives and Pen -on – Paper questions. There are three continuous assessments of 10% each,

and final examinations are based on 70%. You are required to take all the computer-based tests and the final examination.

HOW TO GET THE MOST FROM THIS COURSE

To get the most in this course, there is an urgent need for you to acquire a personal laptop and internet facility. This will give you an ample opportunity to study anywhere and time. In this course of your study, the unit objectives will guide your self-study in this course. Always evaluate your learning outcome at the end of every unit by attempting the tutor mark assignment to find out your learning outcome in each unit. Endeavour to participate in all facilitations organised for this course for better understanding. If you run into trouble, arrange to meet your facilitator online or physically or any lecturer in the library and information science department for further clarification. To get the most from this course, endeavour to do the following:

- read the course guide thoroughly
- develop a study timetable
- always adhere to study timetables; the majority of the students fail because they do not have a study timetable
- read the introduction and the objectives of any unit you want to study before going into the contents of the unit
- at the end of the unit, review the objectives and see how many you have achieved
- attempt the tutor-marked assignment
- form a study group to discuss what you have learnt.

SUMMARY

Advocacy and Marketing of Library and Information Services course is intended to make your master how you as a librarian can showcase your profession, products, and services you provide to users. Also, learn how to position the information resources and services so that information-seeking users will be attracted to libraries whenever they need information. Then, the information seekers can value the libraries, librarians, and products and services they provide. Furthermore, as a trainee librarian, you must master the necessary public relations skills for effective service delivery in the library and information centres. At the end of the course, you will achieve the objective by following the instructions and doing what you are asked to do.

I wish you success as you adhere strictly to the instructions and study hard for this course.



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MODULE 1 MARKETING CONCEPTS, MARKETING INFORMATION SERVICE AND MARKETING ENVIRONMENT

This module will cover the definitions of marketing, core marketing concepts, information marketing, the importance of marketing and information service marketing. Also, it will explain the concept of the marketing environment and various types of the marketing environment.

- Unit 1 Concepts and Importance of Marketing
- Unit 2 Concepts and Importance of Information Services Marketing
- Unit 3 Concept and Types of Marketing Environment

UNIT 1 CONCEPTS AND IMPORTANCE OF MARKETING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Definition of Marketing
 - 3.2 Importance of Marketing
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Many of you have been buying goods and selling items to people or may have been unknowingly involved in some marketing activities. This unit will introduce you to the various definitions of marketing, items for marketing and why you should be involved in marketing. Learning the concept of marketing and the principles of marketing products will help you become a good marketer in all the fields of your endeavour.

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- define the term marketing
- understand the core marketing concepts
- discuss the importance of marketing.

3.0 MAIN CONTENT

3.1 Definition of Marketing

Marketing is defined by Kotler& Armstrong (2010) as a social and managerial process through which individuals and organisations get what they need and want by creating and exchanging value with others. While Kotler and Keller (2013: p.45) gave the social definition of the market as “a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.” In these definitions, you will notice that marketing included finding out what the user wants or needs and how to meet these needs and exchange the products and services. Many people understand marketing to be the same thing as selling. No, the two concepts are not the same. Marketing determines the needs and wants of the consumer before producing the product to satisfy the needs and wants of the consumers. In selling, emphasis is placed on the product and the seller's need as a goods production process.

Also, the American Marketing Association, as stated in Santos (2019), defined marketing as organisational functions involving many processes which are aimed at creating, communicating, and delivering value for customers', clients', partners' needs and managing customer relationships to the benefit of the organisation and its stakeholders.

In the above definition of the market by the American Marketing Association, you will notice keywords like:

“Creating”: shows that you must have goods and services produced to be marketed. It may be tangibles like shoes, bags, rice and intangibles like services rendered by librarians, hairstylists, consultants, health care and repair shops. Your offer must have value to attract users.

“Communicating”: the link between the created goods and services must be made using different communication channels convenient to the

producers and the consumers to create awareness and patronage. You must communicate with the users/customers to find out their needs.

“Delivering”: delivering here means that when you have discovered your users/customers’ needs, you take the goods and services to where they are for the utilisation of the services and goods.

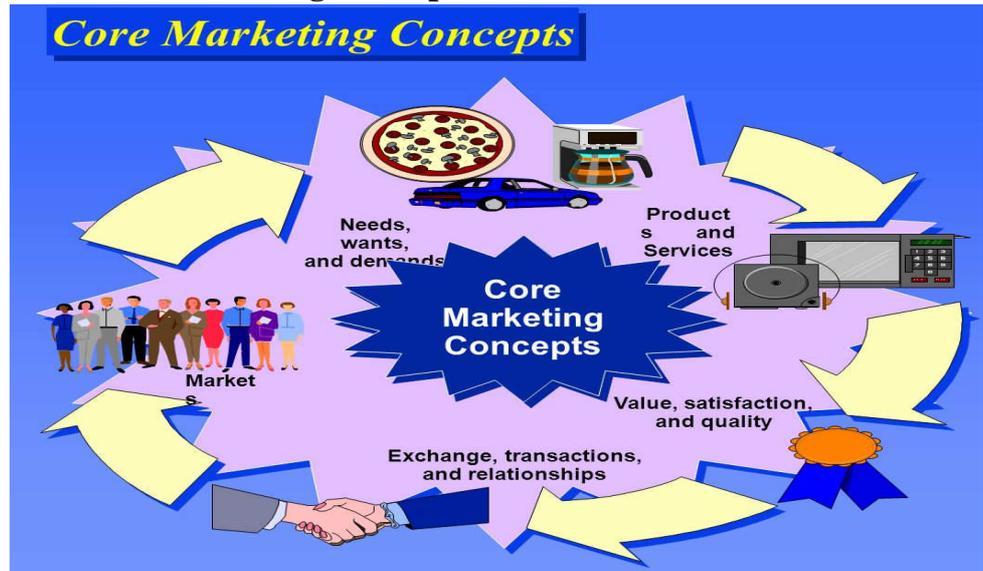
“Managing customer relationships”: for effective and continuous patronage, you must establish and maintain good customer relationships. Customers should be attended to with care and love. You should treat your end users as kings for them to continue patronising your goods and services.

You may now be asking what we are marketing in libraries. Is the library an organisation? Yes, a library is an organisation of librarians, other library staff, resources and services provided for all users. We market libraries just to inform you about the services and resources available to satisfy your information needs.

You can also understand the meaning of marketing from the definition of the UK Chartered Institute of Marketing in Bhatt (2011) as a management process that identifies consumer’s needs, anticipates and supplies customers’ requirements efficiently. This means that you have to find out what your users want and meet these needs. You as a librarian should be involved in assessing your users’ needs and devising a means of fulfilling them; by doing so, you are marketing your library resources, services, profession, and the institution where you work to the users or your community just as you visit markets when you need to buy certain things because you know that there are people who sell those products or find out if you can find the products you need. People visit the libraries or visit the library website to find information resources to satisfy their information needs. As the librarian, you should ensure that you display the information resources and give this information to the desired users wherever and whenever they need them.

From the above definition, you can understand that marketing is not developing a product or new product or services, but it emphasises creating awareness on the services and products for your customers or clients to know that the products, services both old and new, exist for their satisfaction. Marketing library information resources and services to users is the vital activity you, as a librarian, should embark on to promote or showcase the image of the library and the community it tends to serve. There is always a need to draw your community and users' attention to the library and information services available to improve their satisfaction and promote the use of services by current and potential users.

3.2 Core Marketing Concepts



Source: *Principles of Marketing by Philip Kotler and Gary Armstrong* <https://www.google.com/#>

You can notice from the definitions of marketing that all these words listed below are repeated in the definitions. The terms for the consumers are:

1. needs,
2. wants
3. demand
4. products and services
5. exchange
6. transactions and relationships; and
7. value, satisfaction and quality.

The above-listed concepts are core concepts used in marketing.

- ❖ **Needs:** they are basic things human beings require to live, such as air, food, shelter, water. Also, as a human being, you need education, entertainment etc. According to Kotler and Keller (2013), needs are grouped into five: stated needs, real needs, unstated needs, delight needs, and secret needs.
- ❖ **Wants:** our wants are insatiable; wants are when you direct your need to a specific item. For instance,if you need information on open and distance education in Nigeria, it becomes want when you say that you want information about the National Open University of Nigeria as an open and distance learning institution. You are now specific to what you desire.

- ❖ **Demands:** your want becomes a demand when you can pay for the products and services provided. You may want to do a program with NOUN, but if you cannot purchase the form and pay your school fees, it is a want, but it becomes a demand when you can pay for the forms and school fees. So demand, as defined by Kotler and Keller (2013: p.52), is “wants for specific products backed by the ability to pay”.
- ❖ **Products and services:** this refers to information resources such as books, newspapers, magazines, and audio-visual materials, electronic resources available in the libraries for academic, research and recreational use by library users. In contrast, the services can be referred to like all the library services carried out in the library, starting from the ordering services, receiving, cataloguing, classification, shelving of information resources. Also, other services carried by the library include organisation of library tours, orientation, library week, selective dissemination of information (SDI) and online reference services etc. To carry out marketing activities in the library, there must be products and services acquired and developed.
- ❖ **Exchange, transactions and relationships:** *exchange* in marketing refers to the act of obtaining a desired product or service from someone by offering something in return which may be money or other items to satisfy a need or want. **Transactions** refer to when two or more parties are involved in a business in which there is a complete agreement between the parties. One may be the producer or provider of the products, while the other parties may be the consumers or users of the product and service. **Relationship** in marketing refers to how the producers and providers of products and services develop strong interactive engagement and communication with their customers to build long-lasting friendships with them. Many manufacturers and service providers store the customers' birthday and wedding anniversaries in their database to wish them well on those particular dates. Just to let you know that they care for you. This act helps to attract and encourage producer and customer relationships for new and old customers.
- ❖ **Value, satisfaction and quality:** value, satisfaction and quality are interrelated concepts in the behaviour of customers in marketing processes. Customers see **value, quality and satisfaction** as essential factors to be considered in demanding or patronizing any product or services from manufacturers and service providers. Value is what the customer believes in getting from a service or product or

perceptions about the product or services. Satisfaction is a customer's satisfaction from a product or service after acquiring the product or patronizing a service. An example is when you are writing a term paper and need the information to write the term paper. You can search for information using search engines to get information from the internet, but you do not know how to evaluate the information from the internet. Then you preferred to use the library resources from a library database. You must pay before accessing the database because you believed that the library database has reliable resources and current information. You will decide to pay to have access because of the value you perceived to get from the library database. Then after payment, you got permission to access and use the information. If the information resources from the library database helped you write a good term paper, then satisfaction sets in because you got the perceived value. The quality is that the information accessed is current and relevant to the term paper content. Once a user is satisfied, there are more chances to patronize the library database again.

3.3 Importance of Marketing

The following emphasises the importance of marketing goods and services to consumers/customers and users:

1. marketing is aimed at identifying and satisfying the needs of customers. This can be realized by conducting marketing research on the presumed customers to identify their needs before providing goods and services.
2. marketing helps in creating awareness of existing and new goods and services to desired consumers. This can be done by using the different channels to advertise your goods and services to the desired consumers. Such channels can be television, radio, websites, posters, giveaways and word of mouth.
3. when you market your goods and services, it will help you to retain your customers. The marketing of goods and services allows an organisation to build a strong relationship with its customers. You can track their purchasing power and their preferred needs.
4. marketing your goods and services will help to listen to the new demands of your client/ customers and get feedback on existing goods and services through researching intervals to evaluate your customers' responses to the services and goods provided to them.

This will help you to improve the quality of goods and services rendered to the consumer.

5. marketing creates a communication channel to link the manufacturers/ producers/ service providers with their customers.
6. marketing is a means of showcasing or projecting the organisation's image to the general public or desired users.
7. marketing helps organisations to create and maintain long-lasting relationships with their customers through effective communication. The manufacturers and providers of services can track their customers' purchasing power and preferred products and services.
8. marketing efforts can help you to increase your production, patronage and revenue for the organisation or firm. This is because more customers will be aware of the existence of such products and services and may desire to taste or try the products or services
9. marketing plays a vital role in the development of the economy. Various functions and sub-functions of marketing like advertising, personal selling, packaging, transportation, etc., generate employment for many people and accelerate the growth of the business.
10. marketing helps the business increase its sales volume, generate revenue, and ensure its success in the long run.
11. marketing also helps the business to survive effectively in a competitive environment. It also helps create brand names for products and services for them to survive in the face of a competitive environment.
12. marketing of goods and services creates employment opportunities for skilled and unskilled labourers involved in the planning and executing of marketing processes.

4.0 CONCLUSION

In this unit, you have learned the various definitions of marketing, which states that marketing involves many processes to create, communicate, and deliver value for customers, clients, and partners' needs and manage customer relationships to benefit the organisation and its stakeholders. Recall that marketing is defined as the management process that

identifies consumers' needs and efficiently anticipates and supplies customers' requirements. We also discussed that marketing activities are aimed at meeting the needs of the customers. Also, the importance of marketing includes identifying and satisfying customers' needs, creating awareness on existing and new goods and services to desired consumers, helping to retain your customers, and creating a communication channel to link the manufacturers/ producers/ service providers with their customers. Also, it can help you to increase your production, patronage and revenue for the organisation or firm. As a student, to market yourself amongst your course-mates you have to read hard and get the highest grade people will start looking for you to tap from your wealth of knowledge.

5.0 SUMMARY

Marketing goods and services is an exciting activity that involved finding customers' needs, producing the right goods and services at the right time, and displaying them at the right place for the right persons, clients, and customers. In a nutshell, marketing is a human activity aimed at meeting users' needs using various exchange channels. It is crucial to embark on marketing because it creates awareness of the needs of the customer and the existence of the needs when available. It also generates revenue and job creation.

Self-Assessment Exercise (SAE)

Explain the terms- needs, demand, products, and services identified in the definition of marketing regarding the library users and the library.

6.0 TUTOR-MARKED ASSIGNMENT

1. What do you understand by the term marketing?
2. Why is it essential to embark on the marketing of goods and services?
3. Explain any two concepts used in the definition of marketing by the American Marketing Association?
4. Mention the core marketing concepts?
5. Explain three core marketing concepts relating to library activities?

7.0 REFERENCES/FURTHER READING

American Marketing Association (2017). Definitions of marketing. Available at <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>.

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UNIT 2 CONCEPT AND IMPORTANCE OF MARKETING INFORMATION SERVICES

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- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Definition of Information Services Marketing
 - 3.2 Importance of Information Marketing
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

To get involved in marketing activities, what exactly do you need? You need to identify what services or products you want to market. How do you go about identifying the products and services? Basically, it is by finding out from your customers' needs and wants demand and producing the right goods and services at the right time and displaying them at the right place for the right persons, clients, and customers. The question is what services your customers/ library patrons should be marketed?

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- define the term information services
- explain the concept of information services marketing
- list channels of marketing information services
- discuss the importance of information marketing.

3.0 MAIN CONTENT

3.1 Concept of Information Services

Stojanovski and Papić (2012: p85) defined information services to “encompass services through which librarians directly supply users with information but also interfaces created by librarians through which users could independently find needed information”. Also, Badrsaeed aliaghbry and Sheikh Idris Mohamed (2015: p120) defined Information

services “as a comprehensive and integrated process for all the various activities in the library, which in turn aim to facilitate user access to sources of information as soon as possible and with less effort”

As cited by Stojanovski and Papić (2012), American Library Association described the aim of information services as all the information services provided in line with the user's information needs. The above definition informs you that information services are connected to information needs. Wherever there is a need for information, there are activities that you as an information provider should carry out to meet the information needs of the user. Such activities are called information services.

You can also understand Information services to mean all the different kinds of activities carried in any library and information centres to provide information to their users. All these activities aim to give users access to information they need and the format they want it. All these activities are aimed at achieving the five laws of library science by Ranganathan (1988), which states that;

*“Books are for use, Every reader their book,
Every book its reader,
Save the time of the reader
Library is a growing organism”.*

Library Information services provided to users are divided into two, namely the technical services and information services.

The **technical services** are provided behind the curtain; users are not allowed to go into the technical section of the library is restricted to only librarian staff. The services rendered in the technical section of the library are acquisition, classification, cataloguing, abstracting, indexing, bindery and other maintenance services. Users are exposed to their end products (information resources) on the shelves, websites and catalogue cabinets or online public access catalogue (OPAC).

The **information services** are provided to users by librarians, other library staff for easy accessibility of information resources. These information services are book reservation services, reference service selective dissemination of information (SDI), literature search, consultancy service, reprographics services, translation services, inter-library loan and document delivery service and current awareness services.

The libraries and information centres can only provide these services when qualified librarians, information scientists, information resources,

information communication technology equipment, and funds are available to manage these centres effectively.

Definition of Information Services Marketing

The explosion of information in this digital era has brought an urgent need to find specific information needs of users and provide the information services to the users wherever they may be found. The efficient provision of the information resources and services ensures maximum utilisation of the numerous information and information services generated. So for you to meet the information needs of users, marketing is essential for creating awareness of the available information resources and services. You can define marketing of information services as all the activities you carry out that connect information services to users in your environment and the outside world who can use, buy, sell, or benefit from such services offered. Marketing is not just about developing and promoting new services and products, but it includes bringing awareness to clients of existing services and products, which determines their appropriateness (Sharma and Bhardwai 2009).

The information service you can market to your services includes book reservation services, reference service selective dissemination of information (SDI), literature search, consultancy service, reprographics services, translation services, inter-library loan and document delivery service and current awareness services.

You can use the following channels to marketing information services to information users:

- library orientation,
- use of posters,
- use of social media (Facebook, Twitter, blogs)
- discussion – word of mouth,
- giveaways such as calendar, t-shirts, pen, pencils and key chains with the inscription of the information services available
- sending out brochures and flyers to users,
- using library website,
- use of electronic mails (emails) and
- organising library weeks/day/hours for users

All these marketing channels will help you in creating awareness of the services available for the users.

3.2 Importance of Information Marketing

- ❖ Marketing of information services is an integral part of any administration which is aimed at improving users' satisfaction and promoting the use of services by current and potential users.
- ❖ Information service marketing helps in improving the image of a service provider and increased awareness of the services.
- ❖ Also, Kotler in Jestin and Parameswari (2002) pointed out that organisations like museums, universities, libraries, and charities need to market their services and products to gain political and social support and economic support.
- ❖ Accessing information is increasingly becoming more competitive that libraries and information centres need to make themselves visible as agents that can provide reliable and verifiable information to users. This can only be achieved through marketing, letting the users know that they are there for them.
- ❖ Marketing information services using marketing research help the information marketers quickly identify their users, their informational needs, and the people they are competing with.

4.0 SUMMARY

You have learnt about various definitions of information service, information service marketing, and channels of marketing information services and the importance of marketing information service. Recall in a nutshell that information service marketing is all the different kinds of activities carried in any library or information centres aimed at connecting information services to users wherever they may be. Remember that the marketing activities are aimed at meeting the needs of the customers. The channels for marketing information services include library orientation, posters, social media (Facebook, Twitter, and blogs), use of talks – word of mouth and library website. Also, the importance of information services is to connect users to their information needs and creating awareness of the information services available to the users.

5.0 CONCLUSION

Marketing of information services activity is an exciting act you as a librarian should love to be involved in. This will help you promote your image to the community you are serving. Marketing information services implies letting your customers (information users) know that you have their interest at heart and that you are there to satisfy their information needs through the resources and services you provide. You

can evaluate your level of understanding of this unit by attempting the TMA below.

Self – Assessment Exercise (SAE)

Enumerate the information services you think should be marketed in any library of your choice.

6.0 TUTOR-MARKED ASSIGNMENT

1. Define the term information services?
2. Explain the concept of information services marketing?
3. Discuss five channels use in marketing information services?
4. State the importance of information marketing?

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UNIT 3 CONCEPT AND TYPES OF MARKETING ENVIRONMENT

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Definition of Marketing Environment
 - 3.2 Types of Marketing Environment
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Marketing is an activity that is continuous if we live on this planet. There will always be products/goods and services to be marketed. The sole aim of marketing is to find the needs and satisfaction of the customers. In the last unit, you learnt about marketing information services and information services that need to be marketed in the library. The aims of marketing these information services are to create awareness their existence to users, satisfy library users' information needs, and increase patronage of the library products and services. The customers' needs are determined by factors like individual culture, workgroup, interest, society and family. This is why your surroundings or environment determines the type of information resources and services you consume. So, your information needs may also change as your surroundings change. Above all, the background of the clients/customers determines the marketing environment. This will introduce you to the content of this unit which is the marketing environment, and the types of the marketing environment.

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- define marketing environment
- explain the different types of marketing environments
- discuss the importance of the marketing environment.

3.0 MAIN CONTENT

3.1 Definition of Marketing Environment

The marketing environment is the surrounding forces which may be external and internal, that will influence your ability to establish a relationship with your customers and the type of services you offer them. Kotler in Pahwa (2021) identified the marketing environment to consist of all the actors and forces outside the marketing process that will affect the marketing managers' ability to develop and maintain successful relationships with the target customers. A good marketer has two functions in determining the marketing environment: conducting marketing research and marketing intelligence. Marketing research and marketing intelligence is aimed at gathering information about the marketing environment. When you conduct marketing research to find the needs, wants, and demands of your anticipated customers and competitors around your domain, you will be able to plan strategies to meet your new market environment.

3.2 Types of Marketing Environment

The marketing environment is made up of two categories, namely;

1. Micro-environment
2. Macro- environment

3.2.1 Micro- environment

These are forces close to the organisation that affect the organisation's ability to make decisions in serving its customers and performance. The micro-environment includes all the information on the behaviour of the customers, suppliers, partners, competitors and market intermediaries are actors and forces that determine the marketing processes.

- i. **Customers:** customers are kings in a business. They are the people who buy the company's products and services. Customers include individuals like you, families, students, government establishments and other private establishments.
- ii. **Supplier:** suppliers affect business strategy, price and production of goods and services. When a supplier does not supply the product on time, a delay can cause an increase in price and withdrawal of customers from such goods and services.
- iii. **Partners:** this refers to shareholders of the organisation, the board of directors, and people who work in the organisation are the major contributors to the company's success. They must

understand the company's objectives, strengths and weaknesses to move the company forward.

- iv. **Competitors:** refers to the people or other companies that an organisation competes with regarding the services and goods they present. As a marketer, you should know how to analyse your competitors and strategies to compete with them.
- v. **Market Intermediaries:** customers who are not aware of the producers of goods and services but get access to or patronize these services and goods through retailers, chain stores, online stores, and departmental stores.

3.3.2 Macro- Environment

The macro-environment is the external actors or forces that determine or affect the marketing processes. Such forces are demographic environment, economic, physical/natural, technological, cultural and political-legal. These macro-environmental forces affect micro-environments.

- i. **Demographic environment:** this refers to the human population such as size, location, race, gender, occupation, density, and age of people who make up the market.
- ii. **Economic environment:** this refers to factors or forces affecting the purchasing power of consumers like income, changes in income, inflation, and the pattern of expenditures, government funding and subsidies.
- iii. **Physical/ natural environment:** these are the natural environments that can affect or determine business operations. These are changes in climate conditions, shortage of water, increased pollution, shortage of raw materials, access to water and natural disasters. These conditions affect the marketing processes.
- iv. **Technological environment:** technology has influenced people's way of life, and it keeps on changing with time. The technological environment includes innovation like online marketing using the internet and laptop computers. You can satisfy your customers' needs without meeting them. The tiny transmitter in a shop can identify the dinner in your bag and suggest the wine or drinks which suit the meal. Also, you can type in your searching terms using any search engine. It retrieves many options for you to choose from. As researches are being carried out new development in technology occurs which constitutes opportunities and barriers to marketing processes
- v. **Social-cultural environment:** this refers to the people's views and beliefs, preferences, behaviour, lifestyle and values. The society or environment where you grow up determines to an

extent your conduct, values and belief to people, goods and services.

3.4 Importance of Marketing Environment

- a. Understanding the micro and macro environments will help you as a marketer to understand your competitors and the advantages they have over your own. This will help to plan strategies on how to outsmart them.
- b. Good knowledge of your marketing environment will help you to forecast threats and opportunities available for your business in the future.
- c. Understanding your market environment will help you know new trends in the marketing process, even available goods and services.
- d. Above understanding the marketing environment will make to know your customers, their beliefs, preferences, needs, wants and demands. This will help you in serving them better.

4.0 SUMMARY

In this unit, you learned that the marketing environment is the surrounding forces that may be external and internal, which influences your ability to establish a relationship with your customers and the type of services you offer them. Also, you learnt that there are two types of marketing environments, namely, micro and macro environments. These two types of marketing environments determine to a large extent the strength and weakness of the production and services rendered to customers and the growth of the company.

5.0 CONCLUSION

Understanding the marketing environment before embarking on the manufacturing of products and services is vital for the success of any organisation. Understanding your marketing environment will help you identify who your customers are, their preferences, and values. This will help you in satisfying their needs.

Self – Assessment Exercise (SAE)

What are the factors that can influence your ability to establish a relationship with library users and the type of services you offer them?

6.0 TUTOR-MARKED ASSIGNMENT

1. Define the concept of the marketing environment?
2. Explain the different types of the marketing environment?
3. Discuss three points of importance of marketing environment?

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MODULE 2 MARKETING STRATEGY AND MARKETING MIX

In this module, you will be taught the various marketing strategies, the concepts of the marketing mix and the SWOT analysis that deals with the measurement strength, weaknesses, opportunities and threats of an organisation. The followings are the division of the module into units of studies.

Unit 1	Marketing Strategy
Unit 2	Concept of Marketing Mix
Unit 3	SWOT Analysis

UNIT 1 MARKETING STRATEGY

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
3.1	Definition of Marketing Strategy
3.2	Types of Marketing Strategy
3.3	Factors to be considered in Developing a Marketing Strategy
3.4	Processes of Marketing Strategy
4.0	Summary
5.0	Conclusion
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

In the last unit, you learnt about the marketing environment and the need to understand the environment of your customers, which helps in determining their needs and interest. Having identified your library users' needs and marketing environment, how can you inform these information users that you have what they need bearing in mind that their information needs are not the same? A librarian should meet the needs of these users. Your suggested answers will bring us to the topic of this unit which is a marketing strategy.

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- define the term marketing strategy
- explain different types of marketing strategies
- identify factors to consider in developing a marketing strategy
- outline the processes of developing a marketing strategy.

3.0 MAIN CONTENT

3.1 Definition of Marketing Strategy

Marketing strategy can be defined as the total instrument and plans aimed at achieving the objectives of marketing services and products in an organisation. The marketing objectives inform you what you should do, but the marketing strategy provides and guides on how to do it to achieve the objectives or goals. According to Kotler and Armstrong (2010: p.48), “marketing strategy logic by which the business unit hopes to create customer value and achieve profitable customer relationships”. The marketing strategy is centred on customer’s needs and wants. As a marketer, you cannot serve or satisfy all your customers in the same way because there are individual differences in our needs and wants. So as a marketer or company, the customers should be grouped into segments according to their needs and wants.

The process of grouping your buyers or customers into groups using their different needs, behaviours, demographic, geographic factors and other characteristics to serve each separate marketing program is known as market segmentation. Marketing strategy answers two questions: which customer will be served? And how do you create value for each?

Developing a marketing strategy helps you know your customers’ needs, identify your organisational goals, advertise a method for your targeted customers, and reach them on time. According to Shaw (2021), a marketing strategy encourages you to convince customers to buy the products and services you provide. Also, Marketing strategy has been defined as an “organisation’s integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities and marketing resources in the creation, communication and/or delivery of products that offer value to customers in exchanges with the organisation and thereby enables the organisation to achieve specific objectives.” (Varadarajan 2010, p. 119)

3.2.Types of Marketing Strategy

According to Lake (2019), marketing strategy is grouped into three types, namely:

- interactive marketing strategy
- digital marketing strategy
- internet or online marketing

Interactive marketing strategy: this type of marketing strategy encourages active participation among the consumers and marketing campaigns. Here, the marketers know the customers' needs and preferences, and the customer's needs are responded to immediately by the marketer. An example is Amazon, the consumer's needs, buying behaviour, and the marketer keeps searching data.

Digital marketing strategy: involves using a digital platform to communicate to your consumers to inform them of your product and services. This can be done using text messages, creating online links through your website, podcasting, mobile marketing, and sending emails.

Internet or online marketing: as the name implies, is a marketing strategy that enables internet connectivity for interaction between the marketers and the customers. In this process, the internet is used in conducting marketing searches to find out the needs and wants of the consumers, and also, the products are sold to the desired consumers through the internet.

3.3. Factors to be Considered in Developing a Marketing Strategy

There are many factors to be considered by any marketer before embarking on the development of any marketing strategy for organisational goods and services:

Organisation goals: the organisational goal of any company affects the type of marketing strategy to be employed in drawing the marketing plan, whether for long term or short term, because it must be based on the objectives and mission of such business establishment who they want to serve and how they intend to service their consumers. The marketers do not decide the mission statement or the objectives but the shareholders of such business.

Infrastructure: the type of infrastructure used in marketing the product and services affects the marketing strategy to use in any marketing process. The marketers should consider the logistics and the cost whether the marketing should be internet or technology-driven. When it is technology-driven, what are the sources of the software, hardware, and data and how reliable they are?

Funding: this is a major factor that affects the development of the marketing plan and its implementation. The availability of money determines the budgeting plan for any product or service marketing activities. This is because the allocated and available money helps you carry about marketing research and promotional activities of the products and services to your desired consumers. The funding determines the marketing channels to use in communicating the goods and services to users.

3.3.1. Processes of Choosing Marketing Strategy

Step 1: Identify the marketing goals of your firm: defining your organisation goals, aims and missions; find out your organisational strength and weaknesses. Your corporate mission statement and goals will help you determine the marketing goals you want to achieve, how to get the finances, the type of audience you are targeting, and how you will reach them.

Step 2: Who are your intended target audience: identify the customers you want to serve, where they are, their interests, preferred choices, educational background, language, income level, needs and wants. This will help you in the manufacturing and distribution of your product and services. You cannot publish a book for higher learning intuitions and take it to primary schools for sale. Nor can you establish an academic library in primary school and expect the pupils to patronize you; no, it cannot work.

Step3: Select the right marketing strategy: choose the right approach to use in your marketing process based on your overall goals and the identified targeted customers. Identify the best to serve the identified customers bearing in mind that you have other competitors. Before selecting your marketing strategy, you must find out other competitors, both the existing and future ones.

Step 4: Evaluate your strategy: always find out if the marketing strategy you choose meets the expected results. If the result is negative, you have to change the strategy and use another approach until you achieve your goals.

4.0 SUMMARY

In this unit, you learnt that marketing strategy encourages you to convince customers to buy the products and services you provide. Also, a marketing strategy helps in grouping your buyers or customers into groups using their different needs, behaviours, demographic, geographic factors and other characteristics to serve each separate marketing program is known as market segmentation. You also learnt that there are different marketing strategies like interactive, digital and internet or online marketing. Also, the factors that should be considered in developing a marketing strategy for your business are your business goals, funds available and infrastructure. The processes or steps in developing a marketing strategy include identifying your firm's marketing goals, your intended target audience, choosing the right strategy to use, and evaluating your strategy.

5.0 CONCLUSION

Your understanding of marketing strategy and the factors that determine processes and steps to follow in establishing a marketing strategy will help your business achieve its goals and thrive in any competitive marketing environment.

Self – Assessment Exercise (SAE)

How can you develop a marketing strategy for your library?

6.0 TUTOR-MARKED ASSIGNMENT

1. Define the term marketing strategy?
2. Discuss any type of marketing strategy?
3. Explain two factors to consider in developing a marketing strategy?
4. Outline the processes of developing a marketing strategy, you know?

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UNIT 2 CONCEPT OF MARKETING MIX**CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Definition of Marketing Mix
 - 3.2 Elements of Marketing Mix
 - 3.3 Advantages of Marketing Mix
 - 3.4 Disadvantages of Marketing Mix
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

In the previous units, you have learnt that in effective marketing processes, the marketers have to identify the needs and want of their customers and supply the desired goods and services to them to increase patronage. In any business, the customers' needs determine the type of goods and services to be rendered or manufactured. Also, the prices of products and services should be affordable to the consumers and awareness of the products and services created through a different outlet. To carry out these activities, you as a marketing manager should decide how to embark on these journeys. This will lead us to the topic of this unit which is “Marketing Mix”.

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- define the term marketing mix
- explain the different elements of the marketing mix
- identify developmental stages of the marketing mix.

3.0 MAIN CONTENT

3.1 Definition of Marketing Mix

The marketing mix is all the elements that enable any organisation or business to get profit or any strategies the managers in the organisation or the business will take to bring profit to the firm. These elements or strategies, as enumerated by Borden (1942), combine marketing procedures and policies. The strategies should include a promotion, advertising management and adoption of cost in the marketing programs. Borden (1942) emphasised that advertising using branding directly influences the channels of distribution of products, packaging methods and marketing programs. Although in 1984, Borden realised that advertising could not be treated or considered separately in the marketing process without including manufacturing methods, product form, pricing, promotion, selling and distribution methods (Meagher, 2014). Therefore, Borden then developed the mixing of these elements (mixer of ingredients) in the marketing process, now called the marketing mix. Borden, in 1984, propagated 12 marketing mixes for the manufacturers, namely:

1. **Product planning:** refers to the product or goods to offer, market to sell, and product policy.
2. **Pricing:** price to be adopted for the product and price policy.
3. **Branding:** having a brand name or trademarks and brand policy.
4. **Channels of distribution:** distributing the product to consumers using wholesalers, retailers, personal selling and cooperative trade.
5. **Advertising:** this refers to the policy to be taken on the amount to be spent on placing advertisements, platform to be adopted, product imaged desired and advertising the product to consumers.
6. **Personal selling:** this refers to the policies and procedures on the burden to be placed on personal selling, methods to be employed relating to a wholesale segment of the trade and retail segment of the trade.
7. **Promotions:** refers to policies and procedures to be taken on the burden to place on special selling devices or plan for consumer promotions and trade promotions.
8. **Packaging:** refers to policies and procedures to be taken on the formulation of the package and label of the product.
9. **Display:** this is all about the manufacturers' policies and procedures on the burden involving the display of the product to effect sale and methods to be used to secure the display.
10. **Servicing:** involves policies and procedures relating to the provision of service needed.

11. **Physical handling:** this refers to all the policies and procedures on the manufacturers' warehousing, transportation, and inventories on the product.

12. **Fact-finding and Analysis:** refers to the manufacturers' policies and procedures on securing, analysis and use of facts about the marketing operations.

The marketing mix can be defined as all the policies and procedures the manufacturers use in designing and combining all these elements discussed to ensure that the aims of producing the products and the business's goals are achieved, which is profit-making.

3.3 Elements of Marketing Mix

The marketing mix, which Borden propagated in 1942, was adopted by E. Jerome McCarthy, which became popular in 1960. The Marketing Mix theory that Neil H. Borden propounded in the 1950s with 12 elements of the marketing mix discussed above was adopted and grouped into four ingredients by McCarthy, E.J 1964 as the 4Ps of marketing comprising of Products, Price Place and Promotions. The marketing mix became popularized by Philip Kotler in the 1960s..

Bernard H. Booms and Mary J. Bitner realising that for any organisation to become successful, emphasis must be placed on the quality of services rendered by their employees (staff) in the organisation, technology, and staff remuneration. This is because the attitude of your staff will always have a direct influence on the way the customers react to your products. In 1981 Bernard H. Booms and Mary J. Bitner developed the service marketing mix, which added three more elements (*people, process and physical evidence*) to the marketing mix. Presently marketing mix is now grouped into seven marketing mix models due to the inclusion of the service marketing mix.

The Seven Marketing Mix



Source:??

The Seven Marketing Mix includes the following:

1. **Products:** this refers to the object or the service the manufacturer or organisation produces. Examples of products are soap, car, banking services. In libraries, the products here refer to books and non-books materials and every other service like charging and discharging systems, literature search, Selective Dissemination of Information, library tour, users' education, and reference is one service provided by a library.
2. **Price:** this refers to the amount customers pay for buying a product or service rendered to them. The price to be paid for any product or service depends on the organisation's amount used or invested in manufacturing a product or providing the services. In the library, some pay library fees; in a public library, the taxpayers' money is used to fund the library services and acquire information resources. Also, users pay transport fare to visit the library or buy data to access information from the library database and webpage. You also spent time reading, searching and reading the information needed at a price that you are paying

because you could have used the time for other things at that particular time.

3. **Place:** refers to the location where their various customers can see the services and products. Examples are library building, virtual library environment, library website, Abuja, your study centre, and online virtual place or environment.
4. **Promotions:** include all the manufacturers' activities to create awareness and lure customers to their products and services. The manufacturers use different channels to contact their customers, such as organizing trade fairs, using television, radio, newspapers and magazines to attract customers to their products and services. Jingles on the products and services can be played repeatable through media like television, radio to draw customers' attention to the products and services. Also, in libraries, channels like posters, organizing orientation, library week, book fairs, and using take aways (T-shirts, Key holders) to draw users to the library information resources and services provided in the library.
5. **People:** this refers to all staff working in the organisation. To a greater extent, people's behaviour in any organisation affects customers' satisfaction and achievement of the organisational goals. People as an element of the service marketing mix are the only mix where customers can interact directly. The type of image customers' form from the interaction can promote or destroy the business reputation.
6. **Process:** this refers to all the methods and activities a manufacturer uses to deliver goods and services to the customer on time. These methods may be automated, using new technology to provide products and services timely and maintain service standards to the users. The customers should be informed of the existence of the services and products before delivery.
7. **Physical Evidence:** refers to physical attributes of the product from the sales of the product, which is derived from the interaction between the marketing staff and the customers. Customers form perceptual of the product from the physical outlook of the store and the planning of the service. Also, there is physical evidence of giving receipts on the product and services rendered to customers in selling. Also, allow the customers to see whatever product they are buying from physical evidence.

The various manufacturers' marketing mix helps the manufacturers to produce products and services needed by the consumers. Producing the products and services and ensuring that they create awareness of the products and services through promotion using different channels to deliver products and services on time to customers.

4.0 SUMMARY

In this unit, you learnt that marketing mix is all the elements that enable any organisation or business to get profit or any strategies the managers in the organisation or the business will take to bring profit to the firm. Also, you learnt about the elements of the marketing mix, how the marketing mix developed from twelve parts to a grouping of the twelve into four, namely product, price, place and promotion (4Ps) and later the addition of three service marketing mix “people, process and physical evidence” making the marketing mix to be called 7Ps.

5.0 CONCLUSION

As a librarian, you need to understand the concept of the marketing mix and all its elements to help provide information resources and services to your desired users. Also, to help you know how to interact with library staff and library users to develop a good friendly learning environment for both staff and users. Good knowledge of the marketing mix element will promote library resources and services to users for increased patronage. You can now answer the questions below to assess your level of understanding of this unit. Anyone you cannot answer, please go through the unit again for better understanding.

Self – Assessment Exercise (SAE)

As a librarian, how can you apply a marketing mix to satisfy your users' information needs?

6.0 TUTOR-MARKED ASSIGNMENT

1. Define the term marketing mix?
2. Explain the seven marketing mix models by Bernard H. Booms and Mary J. Bitner?
3. Explain the developmental stages of the marketing mix?

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UNIT 3 STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT) ANALYSIS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
- 3.1 Definition of Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis
 - 3.2 How to develop a SWOT Analysis
 - 3.3 Advantages of SWOT Analysis
 - 3.4 Disadvantages of SWOT Analysis
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

In any business you are embarking on, you must have aims and objectives of establishing that business. Do you just state the objectives and start producing, creating awareness and sell the products and services to customers without keeping records? If you keep records of the organisational or business activities, why are you keeping such records? The records are kept to find out whether the business is achieving the aims which is expected to achieve or not. Is there any process? If not, what is the cause? The question can only be answered by conducting or investigating the strengths, weaknesses, opportunities and threats of the business. This brings us to today's topic, strengths, weaknesses, opportunities and threats (SWOT)Analysis.

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- define the acronym SWOT
- explain how to develop a strengths, weaknesses, opportunities and threats (SWOT) analysis
- identify the advantages of SWOT analysis
- outline the advantages of SWOT analysis

3.0 MAIN CONTENT

3.1 Definition of SWOT

SWOT is an acronym that stands for strengths, weaknesses, opportunities and threats (SWOT). SWOT analysis is a model or device used by managers in evaluating the strengths, weaknesses, opportunities and threats of any organisation in which library and information centres are included. The SWOT is an acronym that stands for:

1. **Strengths:** stands for what your business doing well. This includes you own and other people's view about the business or organisation. These include the quality of your product, services rendered and cost of production.
2. **Weakness:** this stands for activities that your business is not doing well, that is the limitations of the company it may be lack of teamwork, income trends, interest rate, employment rate, inability to use new technology in marketing and not conducting marketing research before producing goods and services leading to poor patronage.
3. **Opportunities:** refers to potentials conditions that will favour your business. These are external elements of SWOT analysis include Opportunities are the external factors such as cuts in tariffs in the importation of equipment for the production of goods and services. This will bring an increase in consumption and increase sales.
4. **Threats:** this refers to all the unfavourable conditions that are affecting your operation in the business. Examples are emerging competitors, behaviour changes from customers and negative media press releases on the business

The SWOT analysis will help you to identify present problems, forecast future problems and find ways of solving these problems. Also, the analysis will help you to find out what your business can do and cannot do, future opportunities and what may be hindrances in achieving these goals. According to Ommani, A. R. (2011: p 9454) "SWOT analysis indicates a framework for helping the planners identify the strategies for achieving goals. It is a technique used to analyse the strengths, weaknesses, opportunities and threats of businesses". The SWOT analysis aims to answer questions like your business's internal strengths and weaknesses, the opportunities and threats your business is witnessing or expecting in its environment, and how to turn those weaknesses into strengths. Your business will gain from the strength and opportunities. Above all, what are the changes your business can employ to achieve the result of the SWOT analysis? SWOT analysis is vital in an organisation because it will help you manage and know how to allocate funding and improve your staff strength.

According to White (2018), A SWOT analysis identifies the strengths, weaknesses, opportunities, and threats concerning organisational growth, products and services, business objectives, and market competition. The SWOT analysis is based on two factors which are internal (strengths and weakness) and external (opportunities and threats) geared towards achieving an objective.

3.2 How to Develop SWOT Analysis

1. Establish why you can conduct the SWOT analysis by taking stock or examining your organisation's internal and external context. Examine the external and internal environment of your organisation.
2. List your business's strengths to help you to understand what you have achieved.
3. List your business's weaknesses from your observations and external comments from your consumers.
4. Generate a list of potential opportunities available for your business.
5. Also, list all the present and anticipated future potential threats to your business.
6. Establish strategies from the SWOT.
7. Use the strategies developed from the result of the SWOT to create a strategic plan for the business.
8. Keep records of the result derived from the SWOT analysis and strategies employed for the strategic plan for future use or modifications.

3.3 Advantages of SWOT Analysis

- a. Helps the better understanding the organisation by the management and shareholders.
- b. Fosters collaboration among staff and other organisation.
- c. It helps identify present and future competitors for the managers to find ways of surviving in the competitive environment.
- d. Provides information for strategic planning for the business growth.
- e. Provide confidence in the organisation when they have identified the organisational threats and how to overcome it.
- f. Provides the information on the business threats and weaknesses from the past and present for future forecast.
- g. Identifies the barriers that will hinder the business growth and achievements
- h. It is cost-effective because the problem is identified earlier to remedy the destruction or breakdown of the business. Also,

SWOT analysis does not need experts, staff can be asked to carry out the SWOT analysis, so it is capital intensive.

- i. Offers insight into the strengths and weaknesses of the organisation.
- j. SWOT analysis can be used to evaluate product brand or service and can be used in outsources of the products.
- k. The data collected helps the management in taking decisions, improve staff welfare, productivity and enhance communication between the business and the customers

3.4 Disadvantages of SWOT analysis

SWOT analysis has its disadvantages, which are listed below:

- a. The data collected can be manipulated by the individuals analyzing to be subjective to individual bias.
- b. SWOT analysis produces many results that the management may find it difficult to make the best decision on the strategies to be employed. This is because the information generated is much, and there is no clear hierarchy in the problems identified.
- c. When the data collected is manipulated or has an individual bias, the result cannot be used for meaningful decisions.
- d. Most of SWOT guidelines lack criteria, and it is standardized.
- e. The strength identified, if not sustained, can turn to become a weakness in the shortest period.
- f. Also, the steps employed in the evaluation of the SWOT analysis takes a lot of time for the organisation manager and the strategy consultants

4.0 SUMMARY

In this unit, you learnt that SWOT is an abbreviation that stands for strengths, weaknesses, opportunities and threats (SWOT). Strength stands for what your business is doing well; weaknesses refer to areas your business is not doing well; opportunities refer to the potentials conditions that will favour your business. Threats are unfavourable conditions that are affecting your business from achieving the expected goals. Also, you learnt the advantages and disadvantages of conducting the SWOT in any business.

5.0 CONCLUSION

Despite the disadvantages associated with conducting the SWOT analysis on your business, you should find out the status of your business to know when to improve, change strategy, adapt to the new

trend, and satisfy and serve your consumers better. Now you can test your level of understanding of this unit by attending the TMA below.

Self-Assessment Exercise (SAE)

As a librarian to be how can you measure strengths, weaknesses, opportunities and threats of the services provided to users in the library?

6.0 TUTOR-MARKED ASSIGNMENT

1. What does the acronym SWOT stand for?
2. Outline the steps involved in the development of SWOT analysis?
3. Discuss five advantages of SWOT analysis?
4. Explain three disadvantages of SWOT analysis?

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MODULE 3 SEGMENTATION AND TARGET MARKETING

This module will expose you to the meaning of market segmentation and its types. The concept and types of target marketing were explained. The advantages and disadvantages of marketing segmentation were also discussed on how to target the market segment.

Unit 1 Concept and Types of Market Segmentation

Unit 2 Concept of Target Marketing

UNIT 1 CONCEPT AND TYPES OF MARKET SEGMENTATION

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Concept of Marketing Segmentation
 - 3.2 Types of Market Segmentation
 - 3.3 Advantages of Marketing Segmentation
 - 3.4 Disadvantages of Marketing Segmentation
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Marketing aims to find out the needs and wants of the customers to satisfy these desires through the provision of products/ goods and services. These customers are of various kinds so as their interest and needs. The manufacturers find ways to meet their needs by formulating adequate strategies with the marketing mix you studied in the previous modules. These customers need to be divided into smaller groups to identify their needs and provide services quickly. This will introduce to this unit's topic "Market Segmentation".

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- define the concept of marketing segmentation
- discuss various types of market segmentation
- explain some of the advantages of marketing segmentation
- explain the disadvantages of marketing segmentation.

3.0 MAIN CONTENT

3.1 Concept of Marketing Segmentation

In a marketing environment, there is a need for any marketer to build a strong competitive position over its product and services. Building an intensely competitive environment can only be possible through segmenting, targeting your customers, and positioning the product. [Wendell R. Smith](#) introduced the concept of market segmentation in 1956, as a process of dividing markets into smaller groups of segments depending on their similarities of products and customers' needs, characteristics, and behaviours.

Segmentation can be defined as the tools used to find similarities and differences among various groups to allow the marketer to bring a similar market together. According to Waller in Venugopal (2010: 148), Segmentation is vital for the development and channelling of marketing communication to include various attitudinal, behavioural, and demographic and lifestyle information.

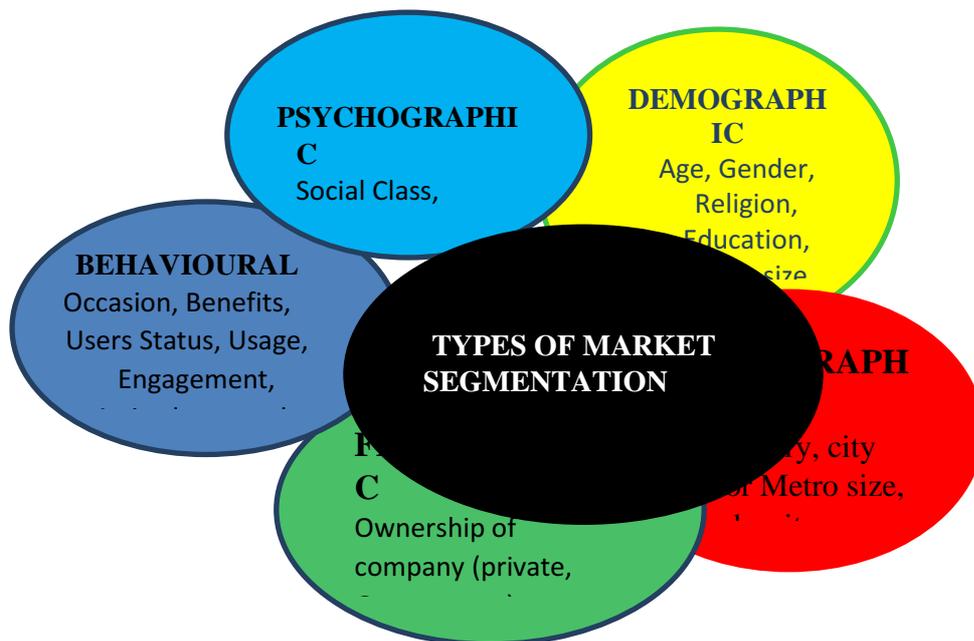
The effective grouping of the customers into segments depends on the marketer's ability to answer the following questions. Who are the customers we are serving, and what are their needs and wants? What products and services will meet their needs and wants, which will give the company a competitive advantage over others? Lastly, what are the strategies and marketing mix to be employed in meeting the provision of these products and services to the customers? When you answer all these questions, it will help you as a marketer to effectively group the customers into segments.

According to Kotler and Keller (2009: P.248), “market segment consists of a group of customers who share a similar set of needs and wants, rather than creating the segments, the marketer’s task is to identify them and decide which one(s) to target.”

The processes of forming a segment in a marketing environment include:

1. the purpose of creating the segment
2. the purpose of creating the segments
3. identify and collect data on the customers' needs you want to segment for easy placement in their respective groups or segment.
4. evaluate each segment their needs and wants to help to determine which part your company can offer services and products to. Also, to find out further segments that may grow in future.
5. develop the marketing strategy to meet the segment's needs, their goal, and product status(whether they need the product always, occasionally).
6. identify the stakeholder and communicate your plans before executing the plan. After that, you can launch the products or services using your segment/group.

1.2 Types of Market Segmentation



Source?

The five types of market segmentation are as follows:

1. **Geographic segmentation:** this involves dividing a market using their geographic units such as their region, countries, nation, and neighbourhoods. The needs and wants of customers vary from one geographical area to another.

The geographical units' form what we refer to as a society, and each community has its culture and type of food or products peculiar to them. The needs of one societal group can differ from another group. In Nigeria, people in southeast Nigeria will value the product "ogiri" made from Oil beans, unlike people from the northern part of Nigeria who loves "Masa" made from rice. Also, the market can be grouped using different religions because it has its own belief, needs, and wants to bring all into one group. Religion will not favour the manufacturers because each has peculiarities towards their needs and wants.

2. **Demographic segmentation:** here, the market is divided based on such characteristics as age, gender, lifecycle, income, education, religion, race, culture and occupation. These characteristics' to a large extent, determine the customers' needs. In an area where the customers are predominately farmers, you cannot get a segment interested in buying textbooks for research but a segment on people interested in pesticides, herbicides, and farm implements. Also, your level of education and income determines your patronage and usage of a market. So the market should be segmented or grouped according to different income groups, different age and lifecycle limit groups, different levels of educational status, different religions and races to have a good preventative of segmentation. Each segment group has other interests, needs, and wants that must be satisfied in the marketing environment.
3. **Behavioural segmentation:** buyers are group together based on their attitudes and knowledge and usage of products. Some buyers are occasional buyers while others patronage a product always. For example, some customers buy dresses always, but there are occasional buyers during the Christmas season. Customers can also be divided based on the benefits they sought from the product. Customers can be grouped based on their rate of product and services usage.
4. **Psychographic segmentation:** here, marketers group buyers according to their social class, lifestyle, interest and personality traits. Social class determines the type of car, dressing and even the type of furniture to buy for use. Also, buyers' interests and personality traits suggest the type or quality of products and services they desire.
5. **Firm graphic segmentation:** this refers to the grouping of companies or firms according to their size, scale, the population of employees and the ownership of the firms, whether it is private, public and government agencies. Also, companies can be grouped according to the funding agencies to form a segment

showing similarities in their products and services provided to customers.

3.3 Advantages of Marketing Segmentation

The following are the advantages of marketing segmentation:

1. understanding marketing segmentation allows business managers to target their products and services to a specific group of customers and not produce massively without having a particular group at heart.
2. marketers have the foresight and can compare different marketing opportunities available to them based on the different groups. The marketers learn many more marketing strategies from other marketers because each segment is treated separately, increasing their promotional skills.
3. the knowledge of different segments enables the marketer in planning the marketing budget. When you know your target customers ahead, it helps you, the marketer, in the planning and development of the funding for production and marketing activities for the creation of awareness to the targeted segment for easy access and patronage of the products
4. marketers understand the needs and want of each segment and plan the best method of reaching them. When the needs of each segment are identified, the marketers will find it easy in locating where they are and how to serve them better
5. this reduces the cost of advertising for mass buyers because awareness is created on targeted customers. The cost for mass advertisements that use television, radio, and even newspapers can be substituted with the formation of WhatsApp groups and the use of emails because the marketers have identified the segment group and know where to find them.
6. the markets can easily predict for the response from every segment the products and services each group needs.
7. the marketing segmentation allows the marketers to choose the best tactics and strategies in attracting customers to their products and services to increase patronage.

3.5 Disadvantages of Marketing Segmentation

The disadvantages of using marketing segmentation in marketing processes are:

1. segmentation increases the cost of the product because the markets try to satisfy every segment, which will lead to the proliferation of goods and services.

2. manufacturers and distributors keep and maintain extensive inventories because of many segmented customers.
3. there increase in the promotion and distribution activities because each segment is treated separately. The marketer has to develop specific promotion strategies for each segment based on the products they need.
4. it is challenging to satisfy each segment because human beings do not behave alike, and so their interest and need are different based on individual.
5. the cost of products increases because it is cheaper when a product and services are massively produced.
6. when every marketer keeps products manufactured for each segment, this will create a severe problem concerning where to store these products. This will increase the working capital of the organisation.

4.0 SUMMARY

In this unit, you learned that market segmentation divides groups of customers who share similar needs and wants. You also learnt that the grouping or division of customers into segments could be based on the geographical location, behavioural pattern, social class, age, gender, lifestyle and attitude towards products and services. All these factors gave rise to geographic, behavioural, demographic, psychographic segmentation for customers and firm graphic for grouping companies or firms. You also studied the advantages, which include that it allows business managers to target their products and services to a specific group of customers and reduces the cost of advertising for mass buyers. While the disadvantages of market segmentation are manufacturers and distributors keep and maintain large inventories because of many segmented customers, and there is the proliferation of goods and services

5.0 CONCLUSION

There is a need to group buyers according to their needs and wants so that the manufacturers do not send time to produce products the customers do not need, leading to a waste of funds. Also, the grouping will help the marketers to satisfy the needs of their customers. The marketer should conduct market research to determine the actual needs of their customers before you group or dividing the customers into segments. The division should be done without bias. To evaluate your level of understanding of this unit, attempt the tutor-marked assignment below.

Self – Assessment Exercise (SAE)

What are the advantages librarians can gain in using market segmentation to provide library resources and services to their users?

6.0 TUTOR-MARKED ASSIGNMENT

1. Define the term marketing segmentation?
2. Outline the five types of market segmentation and discuss any three?
3. Explain four advantages of marketing segmentation?
4. Mention and explain three disadvantages of marketing segmentation?

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UNIT 2 CONCEPT OF TARGET MARKETING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Concept of Target Marketing
 - 3.2 Types of Target Marketing
 - 3.3 Target Marketing Process**
 - 3.4 Advantages of Target Marketing
 - 3.5 Disadvantages of Target Marketing
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

In the previous unit, you learnt about the marketing environment, which emphasised that every marketer needs to build a strong competitive position over its product and services. Building a stable competitive environment can only be possible through segmenting, targeting your customers, and positioning the products for the segmented and targeted group to see and utilise. Market Segmentation divides the market into smaller segments based on similarities of products and customers' needs, characteristics, and behaviours. The marketing segmentation creates the market into the smaller unit so that it will be easy for you as the marketer to reach them with your products and services. What do you think that this smaller group can be called? Your suggested answer will lead us to the new topic, the concept of target marketing, the processes involved, and the advantages and disadvantages of target marketing.

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- define the term target marketing
- differentiate market segmentation and target market
- explain the target marketing process
- discuss the advantages of target marketing
- list the disadvantages of target marketing.

3.0 MAIN CONTENT

3.1 Concept of Target Marketing

Here the customers are segmented into different groups based on their similar geographic, behavioural, psychological, and demographic features. Separating each group from the segmented or small groups with their peculiarities helps identify the target market. Target market refers to the group you decide to sell your product or provide services for after segmentation has been done. A target market is a set of buyers that share everyday needs which a company decides to service (Kotler and Armstrong 2010). Also, Wad (2020) defined target marketing as breaking customers into segments and the manufacturers making every effort to match their products and services to one or few segmented group needs. The marketers then concentrate on a specific group of customers in advertising, distribution, pricing of products and services delivery.

The principles associated with target marketing are that the major market segments are identified, and efforts are centred on each segment and not the market. Still, problems may arise when there are differences in the responses from a segment on the marketing mix between the groups. In this situation, the segment with the highest responses should be considered, especially when there is a high risk of dealing with the other segments. The best result is always to list all the market responses and not just one segment response to increasing sales.

To have an effective target market, the manufacturers need to identify the most profitable segment and decide how to develop products or services to satisfy each segment's needs. The introduction of the target market has made companies shift from mass marketing to specific or actual buyers.

3.2 Types of Target Marketing

The differences between the two concepts can be identified through their definitions/ meaning of the two concepts, positions each occupy in marketing strategies, their aims/ objectives and criteria for using the strategy.

1. Definition/Meaning of Concepts

Marketing segmentation is the process of grouping or dividing the whole market into smaller groups taking into consideration such features such as the behavioural pattern of the customers, demographic (age, gender, education, income, religion) attributes, psychographic (social class, lifestyle, interest and opinions), and geographical (Country, society, climate, city) features of the group. At the same time, target marketing is centred on identifying specific or appropriate market segments from the grouping and devising methods and ways promoting, creating awareness on products and services provided based on the needs of that segment to them for increased patronage and use.

2. Positions each occupy in Marketing Strategies

In the marketing strategies process, market segmentation is done before the identification and implementation of target marketing. For example, in providing information resources and services to users in an academic library, the first step is to identify that you have users who consult information resources for research and studies and are all members of the institution. Then, to group these users into segments, you can use their interests based on their faculty, namely Education, Social Science, Arts, Health Sciences and Law, using their course of study/discipline as their similarity traits, interest, and characteristics first market segmentation. Then when you now provide information resources to users/ students from the Department of Library and Information Science under the Faculty of Education by selecting Library and Information Science students, you have selected a target market from the market segments of Faculty of education.

3. Purpose/ Objectives

Market segmentation aims to divide the whole customer into smaller groups to identify their interest, needs, and characteristics to provide the group with the specific or target products they need. At the same time, the target market is aiming at giving adequate marketing strategies aimed at reaching out to the targeted/ selected segment from the various groups formed from the marketing segmentation.

Market segmentation and targeting are two concepts use in marketing strategy. Marketing segmentation involves dividing the total market into smaller customer groups regarded as segments, whereas the target market consists of determining or selecting a group or segment that the

organisation is able and want to serve their products and services and so creating awareness on the products, services offered.

3.3 Target Marketing Process

The target marketing process is divided into three stages: segmentation, targeting, and positioning, known as the STP model. This process involves the steps to be taken in selecting target marketing and how to provide products and services for the specified target market.

1. **Market segmentation:** this refers to the first process of dividing the customers into a distinct or specific group of buyers with similar needs, characteristics for the manufacturing and distribution of products and services to them. The market final result of market segmentation is the grouping of customers known as a market segment. Remember that segments are better grouped separately when they have more significant differences between them rather than within them. For example, the information needs of engineers are different from that of nursing mothers.
2. **Market targeting:** this involves the manufacturers are evaluating the second stage, where the segments created to decide which segment is the best to be selected from the segmented groups for the provision of their products and services. Targeting involves selecting the market segment that is most attractive to the producer bear mind some criteria such as accessibility of the consumers, how profitable the market will be, and whether it contributes to the growth of the firm or industry.
3. **Marketing positioning:** the last stage involves choosing the segment to serve; the marketers arrange the products and services in a distinct and desirable place to be captured or attracted by the target consumers for consumption in the mix of the competitive environment. Then develop an effective marketing strategy and marketing mix to support the marketing position. According to Strauss, El-Ansary and Frost (2006:223), a company should not only differentiate itself and its products from others but also position itself among competitors in the mind of the public to carve out its market niche." According to them, the positioning rule thumb is "Mediocrity deserves no praise." Here, the librarians and other library staff should position the information resources and services available for the library users. Whenever anybody needs information, the first place to seek the information should be from the librarians and the library.

3.4 Advantages of Target Marketing

The following are the advantages of using target marketing by manufacturers:

1. marketers identify the needs and desires of the target market, which help them provide the actual products and services they need.
2. understanding the target market helps the marketers design and apply effective marketing strategies and marketing mix to suit the target market needs.
3. allows manufacturers to conduct marketing research to determine the target market's needs before providing the goods and services.
4. manufacturers spend less money on promotion because they know where to get their actual buyers, so they direct the advertisement to them, not to all consumers.

3.5 Disadvantages of Target Marketing

1. The target market leads to high costs and prices and create a small potential market. This is because mass production of products helps reduce the cost of production and makes larger markets, and increased sales.
2. When products and services are produced for a specific segment, the excluded segments will patronage the sales of products more than the targeted market. The target market can reduce the rate of patronage goods and services.
3. In target marketing, not all the customers are willing to patronage the goods and services and pay little or no attention to the marketing strategies and channels used to promote the goods and services.
4. The marketers spend a lot of time and money identifying and selecting the target market, which is done by conducting marketing research that involves data collection and analysis to choose the best segment from the segmented groups.
5. In the target market, some customers may be overlooked because they do not fall into the selected market segmentation, and this

may cause a company to lose in selling their products and services.

4.0 SUMMARY

In this unit, you have learnt that customers are segmented into different groups based on their similar characteristics like geographic, behavioural, psychological, and demographic. When each group is identified with their peculiarities, the selected group is called the target market. You also learnt that the differences between market segmentation and target market could be identified through their definitions/meaning of the two concepts, positions each occupies in marketing strategies, their aims and objectives and criteria for using these strategies. You also studied the target marketing process, advantages and disadvantages of the target market.

5.0 CONCLUSION

Marketing segmentation and market target are essential in planning for marketing goods and services to enable the marketers to know the interest and characteristics of their customers and help them make a budget. It will help in planning the best marketing channels and methods to reach out to every group or segment of their consumers and how to serve them better to increase patronage and satisfaction on the part of their customers.

Self - Assessment Exercise (SAE)

As a librarian, do you think that target marketing is needed in the library services to users?

6.0 TUTOR-MARKED ASSIGNMENT

1. Define the term target marketing?
2. Discuss the target marketing process?
3. Differentiate market segmentation and target market?
4. Discuss three advantages of target marketing?
5. List the disadvantages of target marketing?

7.0 REFERENCES/FURTHER READING

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MODULE 4 MARKETING OF LIBRARY RESOURCES AND SERVICES AND INTERNET MARKETING (E-MARKETING)

In this module, you will learn the concept of marketing of services, internet marketing and web-based library services in libraries and information centres. You will also learn the various channels used in the marketing of library resources and services. Also, the advantages and disadvantages of web-based library services were Library Services and in Libraries and Information Centres discussed.

- Unit 1 Marketing of Services in Libraries and Information Centres
- Unit 2 Channels of Marketing Services Libraries and the Application of Five Laws of Library Science in Marketing.
- Unit 3 Concept of Internet Marketing in Libraries and Information Centres
- Unit 4 We-Based Library Services and Internet Marketing in Libraries
- Unit 5 Advantages and Disadvantages of Web-Based Library Services and Channels of the Marketing of Web-Based Library Services, Libraries and Information Centres.

UNIT 1 MARKETING OF SERVICES IN LIBRARIES AND INFORMATION CENTRES

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- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Concept of Library Services
 - 3.2 Concept of Marketing of Services in Libraries and Information Centres
 - 3.3 Steps for Marketing of Library Services to Library Users
 - 3.4 Library Services available for Marketing
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

You may have visited a National Open University Library at your study centre to study or accessed the library website to search for one information or the other. The information and the physical environment were provided for you by someone. Also, recall that you were introduced to the library's services during your orientation, including the resources available. What do you think is the reason for organizing library orientation or presenting you to the university library website? Your suggested answer will introduce you to the lesson of this unit "Marketing of services in libraries and information centres."

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- explain the concept of library services
- understand the concept of marketing of services
- state the steps for marketing of library services to library users
- discuss the library services available for marketing.

3.0 MAIN CONTENT

3.1 Concept of Library Services

Library services are all the routine valued activities that librarians and the library staff carry out to provide information to library users by facilitating their teaching, learning and research to achieve their goals without owning specific costs and risks. Such services offered in the libraries are users' education/information literacy skills training, inter-library loans, referral services, document delivery, selective dissemination of information (SDI), literature search and bibliographic compilation and translation services. Also, some of these services are online-based services such as provision and access to online public access catalogue (OPAC), virtual reference services like Ask- a - Librarian, email library services, and Computerized Circulation/ readers Services. Library services are all the services provided to library users by the librarian and other library staff to satisfy or meet the information needs of their users. Library services have enabled users to access the information they need through books and databases in the comfort of their homes. The provision of these services by libraries has helped bridge the digital divide in access to the internet, books and information databases to all library users irrespective of differences in the class or status of users. Also, these services have help users study and research many fields. But you can only use the library services when you are informed about their existence; that is why it is necessary to market

these services to create awareness and patronage by people who desire information.

3.2 Concept of Marketing of Services in Libraries and Information Centres

The need to market library services to users has increased because libraries face many competitors in this era of the computer age. Marketing of library services is a process through which librarians showcase their information resources and services to their users. Marketing of library service is the process by which the librarian creates a link between the library information resources and services and the library user—getting the library users, including you, to know that the library exists and the services the library can offer to users for the satisfaction of the user's information needs. Marketing of library services aims to reach out to users that need information, telling them where to identify, locate, and retrieve the information they need.

According to Sharma and Bhardwai (2009), marketing of services is not just developing and promoting new services and products; it includes creating awareness to clients of existing services and products and their appropriateness. So the library services provided to users should be marketed to create awareness and promote the introduction of new services and enhance utilization. The library services sold to users should include the arrival of new books, non-books materials, reference services, referral services, access to the library database, guides on how to use the library, inter-Library Loan services, selective dissemination of information, use of OPAC, indexing and abstracting services etc.

3.3. Steps for Marketing of Library Services to Library Users

1. **Market research:** know your users by carrying out marketing research on their information needs. The American Marketing Association (2021) defined marketing research as “the function that links the consumer, customer, and public to the marketer through information. This information is used to identify and define marketing opportunities and problems, generate, refine, and evaluate marketing actions, monitor marketing performances, and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues; designs the method for collecting information, manages and implements the data collection process, analyses the results, and communicates the findings and their implications”. Market research as it applies to library services denotes conducting research in the marketing of library services. This is a systematic way of gathering data from users, recording, analysing and

interpreting the data collected for making decisions on identifying opportunities, generating new services, refining and evaluating processes involved in the marketing of goods and services.

2. **Market plan based on identifying your library's objective and mission:** design a market plan based on the result realized from the market research. This plan will indicate or outline the library mission statement, goals and objectives, stating how it can be realized and how the program can be evaluated, which may be process-based, outcome-based and impact-based of the marketing program.
3. **Market objectives and strategies:** when the information needs of the library users are determined through marketing research, the next plan of action is to design the mission and goals of the library towards achieving the information needs of their users. In design the plan, the library has to consider the information resources needed, personnel, timing and the strategies required to achieve the goals and objectives.
4. **Market mix:** this is an effective tool to be employed in the marketing process to guide the librarian in developing, implementing, and evaluating the library's marketing process. The market mix includes the following;
 - **Products/services-** refer to information services and information resources based on the library users' information needs.
 - **Promotion-** refers to the communication channel to be used in the marketing process.
 - **Price-** value for services and information resources to be rendered to library users.
 - **Place-** refers to where the physical or virtual library users can access the services and information resources.
5. **Marketing channel/promotion medium:** this refers to a communication channel employed to reach library users. The choice of the channel depends on the nature and location of the user. The channels that can be used are the internet, posters, giveaways, library websites, social media, organisation of orientation and user education.
6. **Message/information:** the wording of the message is essential in reaching the clients. It should be structured or written in straightforward language to convey meaning to the target market. Do not use ambiguous words in order not to confuse the

- audience. To achieve the aim, your message should be unambiguous.
7. **Consider any existing competitors:** understand the library's environment and other agencies that offer the same services as the library. The knowledge of your competitors will help you in branding and packaging your product to compete with other agencies.
 8. **Consider the fund available for the marketing activity:** availability of funds determines to a greater extent the quality of product produced for marketing and the strategies to be employed in the marketing of library services.
 9. **Evaluation:** Evaluation of your marketing plan or activities is vital to determine if your initiatives have achieved their objectives and determine the marketing program's strengths and weaknesses. The strengths and weaknesses of the program are evaluated by assessing the level of utilization of the information resources and services(products) marketed, the efficiency of personnel used, and the policies employed. The result will help improve the marketing program. Evaluation could be process-based, outcome-based and impact based. Evaluating the marketing of library services program is to find out how far the mission and objectives of the library in satisfying the information needs of users are achieved and the areas the library needs to adjust its services.

3.4 Library Services Available for Marketing

1. Selective dissemination of information service:

As it implies, selective dissemination of information (SDI) is a service organised by the librarian to keep users informed on any current and relevant information in their field of interest. Here, the library users are notified of new publications, recently published abstracts of journals, reports, and current news on the subject they are interested in or may be interested in the contents. This service may be electronically or manually provided to any library user by the librarians. For example, if a library user loves football, the librarian sends fixtures of matches to play in any season to your email. If you are a student in the faculty of science, any innovation or discovery in science, the librarian sends you an alert on the findings; you can now go to the library to read more or access the information online through the library database. The users can be informed through posting the information on notice boards, text messaging, RSS feeds, email, and voice mail. The SDI aims to provide current information on a particular subject to specific users that need the

information. To carry out this service in your library, you have to create a profile of your library users where they indicate their field of interest. Selective Dissemination of Information creates a positive image for the library, the librarians and increases patronage of the information resources by users.

2. **Literature search/ bibliography listing**

Literature search as defined by Rau in Grewal, Kataria and Dhawan(2016), “is a systematic and well-organised search which is carried out using already published articles, journals, books and data to identify a breadth of good quality references on a specific topic. A literature search is important because it helps you form bases or provide evidence to base your research. It also guides and directs you on methods to be used in your research method and directs to formulate research questions when you read other related research in the available literature. The literature search can be exhaustive and time-consuming when you do not know the Boolean search techniques to filter information. Using keywords in your searching items is vital, whether web-based or a manual search using books and journals. You have to master the use of various search engines and techniques for search information as a librarian to carry out this service effectively for the library users. In a literature search, you have to search using the available information in your library, and other search engines like google, yahoo, yippy.com, Ask.com, DuckDuckGo, Excite, etc. match your searching items or question. The library can post on their website to advertise this service to interested people. Some librarians charge money in rendering this service to the public. So in some libraries, it is a fee-based service.

3. **Photocopying service/ reprographic service:** photocopying services can be marketed by librarians to attract funds for the library. The library offers this service to the public for making duplicate copies of their document and information resources found in the library using a photocopying machine and scanner to give copies of the documents. It is among the fee-based services offered in libraries. The library provides such services to users to reduce theft and mutilation of materials and save the researcher's time. The library can market this service to increase funding for the library expenditures.

4. **Book reservation services:** libraries can prepare avenues that enable users to send messages or call the librarian to reserve information resources. But if the book is on loan, the user making such a request is notified when the material is available for use.

This will save the time of the user because he does not come to wait or look for information that is not available.

5. **User education/information literacy:** this implies the instruction given to new library users on how to use the library resources, search for information from the library collections, use search engines to search information online, and retrieve information resources from the catalogues and shelves. User education is the instruction given to users to help them make the best use of any library. This service can be marketed through library websites, displayed on library bulletin boards.
6. **Inter-library loan and document delivery service:** this is vital to the services that are rendered to library users. Inter-library loan services are beneficial in libraries because no library can have all the information resources their users need in their collection, so every library needs to cooperate with other libraries to satisfy their users' information needs. Through this service, students and users are assisted in locating and searching materials not available in their library from other libraries. The awareness of the availability of the service in the library can be created for library users during orientation and user education. Also, the information on the service can be displayed on the library website, informing users of the list of libraries their library cooperates with.
7. **Document delivery service:** this service supplies information resources or documents to a user on-demand to any location where the user needs the information. Upon placing the request, the librarian identifies the users' location and sends the information resources. You can request any information from any of the NOUN study centre libraries through Nigeria irrespective of your study centre, the information resources will be brought to your study centre library for your use. Such services can be marketed to students and faculty in the National Open University of Nigeria to create awareness and patronage.
8. **Abstracting service and indexing services:** the librarian prepares a summary of their information needs in abstracting services. While indexing is an ordering arrangement of entries in information resources to enable a user to locate or identify the item in the document. An index is a pointer to a piece of information. The librarians render all these services to save the users' time and for the users to quickly identify the particular information he needs and where to locate them. You can market these services to users to help them have quick access to

information resources for reading and research. When the users' time is saved and satisfied, the image of the librarian and library is projected favourable to the community. This will lead to increase patronage and utilization of library resources and services.

9. **Translation services:** there is a need to create awareness of the translation services rendered in libraries. Librarians can translate information written in a foreign language to a local language for easy understanding of the information by the local community. Also, information resources written in other languages deemed essential to users are to be translated into English to enable users to access the information content of the material. Creating awareness of the service through marketing can generate funds for the library because authors can request such services and pay the Librarians that offer such services. Also, when users know that the librarians can translate information to different languages, it becomes easy for them to access information written in foreign languages.
10. **Referral services:** such services are offered to users that require information that is not available in the patron's or user's library but can be located in another library or information centre or from experts in certain fields. Then users are referred to the sources or location where the required information is available. Referral service directs library users to the sources of information they need that is not in their library. Users can be informed about such services using different marketing channels like orientation, word of Mouth, posters and giveaways.

4.0 SUMMARY

In this unit, you have learnt that library services are all the services provided to library users by the librarian and other library staff to satisfy or meet the information needs of library users. These library services aim to provide information resources to library users to facilitate teaching, learning and research. Such library services include users education/information literacy skills training, inter-library loans, referral services, document delivery, Selective Dissemination of Information(SDI), literature search and bibliographic compilation and translation services; provision and access to Online Public Access Catalogue (OPAC), virtual reference services like Ask- a - Librarian, email library services and Computerized Circulation/ readers Services Library services have enabled users to have access to information they need through book and databases at the comfort of their homes.

Also, you learnt that there is a need to market these library services to create awareness of their existence and promote their uses by the library users to satisfy their quest for information and knowledge. Hence the marketing of library service is defined as a process through which the librarian creates a link between the library information resources and services and the library user not just creating a link and promoting new services but it entails creating awareness to clients of existing services and information resources and their appropriateness. Also, the library services can be marketed to different users for identification, awareness, easy retrieval and use of these services. To market library services, you should identify the objectives and mission of your library, identify your users and where you can locate them, find out their information needs, what are the channels to be used in reaching out them, how much is available for marketing activities, periodically evaluate their information need, supervise and monitor the marketing process to know if there is an improvement or not.

5.0 CONCLUSION

In the marketing of library services to users, you as a librarian should identify the information behaviour of your users through conducting marketing research, analysing their feedbacks to take the right decisions on what to market, where to market, how to market. If it is online, how do the website, the service or product design, and the marketing strategies to attract any user searching for information on that site? Marketing of library services helps create awareness, increase satisfaction, and create links to services, products, and expertise provided for library users. Attend the tutor-marked assignment below to measure your level of understanding of the unit's topic where you cannot answer the questions satisfactorily. Would you please go back and study the unit again?

Self – Assessment Exercise (SAE)

What are the things you should consider why planning for effective marketing of library services in your library?

6.0 TUTOR-MARKED ASSIGNMENT

1. Define the concept of library services.
2. Explain the concept of marketing of services
3. Discuss the library services for marketing.

6.0 REFERENCES/FURTHER READING

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UNIT 2 CHANNELS OF MARKETING LIBRARY SERVICES AND THE APPLICATION OF THE FIVE LAWS OF LIBRARY SCIENCE IN MARKETING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Application of the Five Laws of Library Science of Ranganathan in the Marketing of Library Services
 - 3.2 Channels of Marketing Library Services
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/ Further Reading

1.0 INTRODUCTION

You have learnt the concepts of library services and the marketing of library services in the previous unit. We discussed that library services refer to all the services provided by the library to satisfy or meet users' information needs. These library services and information resources facilitate teaching, learning and research. Such library services include acquisition, cataloguing, classification, reservation, user education/information literacy training, inter-library loans, referral services, document delivery, selective dissemination of information, literature searches, bibliographic compilation and translation services, provision and access to online public access catalogue (OPAC), virtual reference services such as 'Ask-a-Librarian and email library services. Marketing library services entail creating awareness to inform users about services and information resources available for their use and how and where to get them. The question you may ask is how do you inform or market these services to library users? The right answer is to use appropriate marketing channels to communicate to these users about these services. This will introduce you to the topic of this unit, "Channels of Marketing Services Libraries and the Application of Five Laws of Library Science in Marketing."

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- enumerate the various channels used in the marketing of library services to the users

- list the five laws of S.R. Ranganathan in the marketing of library services
- discuss the application of the five laws of library science by S.R. Ranganathan in the marketing of library services.

3.0 MAIN CONTENT

3.1 Application of Five Laws of Library Science in Marketing of Library Services through the Five Laws of Library Science by S.R. Ranganathan (1931)

S.R. Ranganathan is the father of library and information science, a philosopher, mathematician who propounded five laws of library science that promote the marketing of library services and information resources. The five laws of library science by S. R. Ranganathan are:

1. Books are for use.
2. Every Reader his book
3. Every book its reader
4. Save the time of a reader
5. Library is a growing organism

Books are for use: this first law of Ranganathan implies that books and any information resources in the library should be read and used for research. This means that each book available in the library should be used by users and should not be kept in cartons and shelves. Users should come to the library and use the available books freely. To achieve this, librarians and Library staff should promote these books to attract their users to read them. Librarian and library staff should employ marketing strategies like segmentation, target market and positioning of the products (books) to attract the users. Also, an effective channel of communication should be used to reach out to the users based on their information needs

Every reader his book: this second law implies that every reader's information needs should be used in identifying the information resources that will meet the user/ reader needs. The information needs of every user and the user's satisfaction should be the focus of any librarian and other library staff. This will be achieved when you as a librarian applies the interactive marketing, digital marketing strategy and internet or online marketing strategies as studied in module:2 to reach out to every user—informing every user, the type of information resources and services available for them in the library.

Every book its reader: Ranganathan stressed that every book in the library has a reader, and the reader should be connected to that book or

information resources met for the reader in the library. The librarians should endeavour to carry out market segmentation to target the readers and their specific information needs and satisfy them.

Save the time of a reader: the information resources and services are organised in the library for easy access and retrieval by each user. The arrangement or organisation of information in the library is aimed at saving the time of the users. The time of the user is saved in the library through the provision of call number for every book, provision card catalogue and online public access catalogue (OPAC), selective dissemination of information (SDI) services, abstracting and indexing services and literature search/ bibliographic services provided for library users. The reader should be aware of these services through the marketing of the library services.

Library is a growing organism: this fifth law implies that the library is not static. It is growing through adapting to innovations and changes in the society or environment. Now information communication technology (ICT) is applied in the provision of library resources and services. The librarians and other library staff are acquiring ICT skills to meet up with the new trends. Users can now access information from the library from any location and anytime with internet-connected ICT devices; librarians can directly communicate with their use online to get instant responses. EBooks, e-journals, online newspapers are now becoming more popular to information users. However, the librarian should ensure that the library collections grow with the new trend. Book vendors market their information, and the librarians pay for these resources online with credit cards. Also, more libraries should market the library database and services available to users online to attract patronage. Also, the librarians should be innovative by introducing new library services to users

3.2 Channels Marketing Use for the Marketing of Library Services in Libraries and Information Centres

Many channels can be used to market library services to library users in libraries and information centres to ensure that anyone who needs information from the library and information centres gets the required information and services precisely. Libraries should be in the business of helping information users get the information “they want” when they want it, irrespective of the user’s location. Libraries market their services and information resources using different channels of communication, as discussed below

1. **Direct selling/word of mouth:** is a vital tool used to market library services and information resources to users. The librarian and library staff informs users, students, community members of the society that libraries exist in their environment. This is carried out during educational and social gatherings that bring people together, where they are encouraged to visit the library or the library website for information. Bhattachryya (2010) stressed that word of mouth as a marketing strategy is the most powerful tool for marketing activity.
2. **Use of brochures:** in the marketing of library services to potential users, brochures are one of the most vital tools to inform the users that your library has a collection of information resources and services that can meet their information needs.

Samples of Brochures

Source:



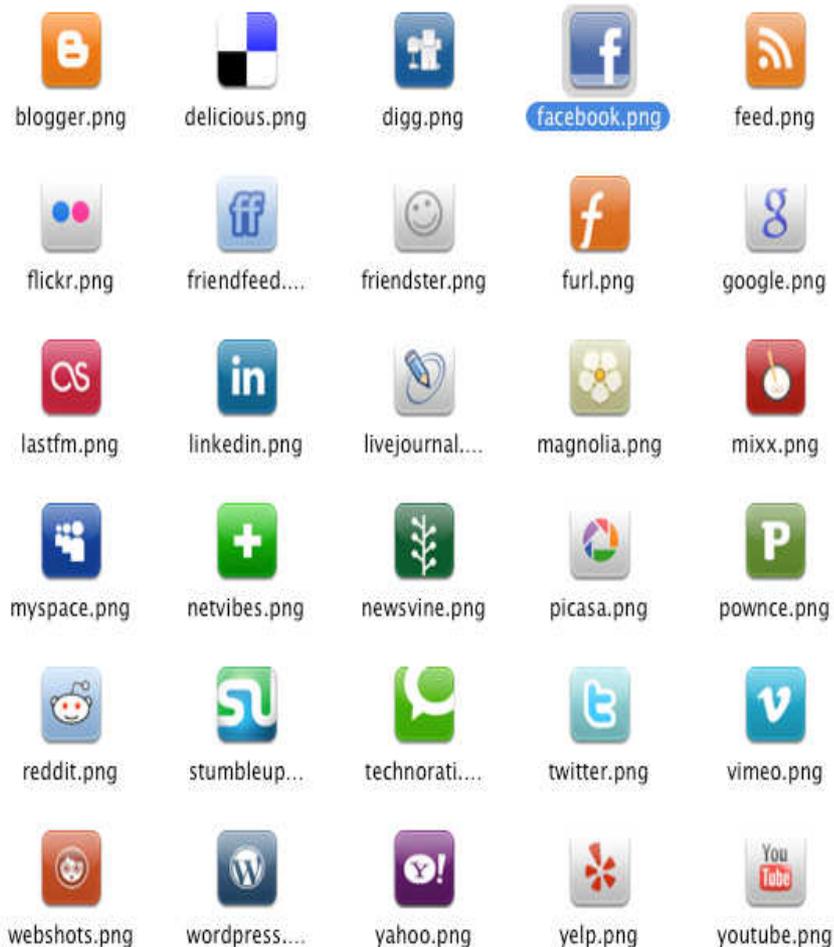
<https://www.besttemplates.com/design/2544/library-brochure>.

The use of brochures in marketing library resources and services aims to inform customers of the existing and new services and products the library and information centres can offer. Brochures in marketing are still cost-effective and easy to produce and distribute to the target audience. With the advent of internet marketing and social media, some librarians thought that brochures in marketing library services are obsolete. The thought is not correct because the brochure brings direct/physical contact with the intended users. Flyers showing all the services provided in the library can be distributed to new students during orientation, students' week, library week, seminars and conferences even when the library is not organising the programs. Public libraries can share brochures of the library activities in the market to encourage parents and children to come and use the library, shared in churches, mosques, and traditional festivals where people gather together to watch and listen to events. Appearance and the choice of words or wording in the brochures are critical. The message on the brochure should be straight to the point, and the appearance should be colourful. Therefore, your brochure should be attractive to draw the attention of your audience.

3. **Use of Learning Management System (LMS) through student's portal:** the library can market information resources and services by posting the students' individual portals and creating links to access the resources.
4. **Library website:** a website is a starting point for any visitor or library user to access the library services and resources online. The library website helps promote the library services and gives access to Online Public Access Catalogue and other e-resources available for the library users. The information visitors or users get from the library web page from library website will help any user who desires information decide whether to visit the library. You should make sure that the information you post on the library web page is concise and straight to the point, not confusing the library users. The home page of the library website must show a link or procedures on how to access eBooks, journal search for any information from the library collections. Above all, there must be a login window for members to create an account to log in using their user name and password.
5. **Use of social media:** the social media channels used in the marketing of library services to users are Facebook, [telegram](#), Twitter, Myspace, blogs, podcasts, photos, video, Flickr, wikis. The internet, computers and mobile phones are avenues you can deploy to communicate library services. You can help library users to conduct a literature search on any given topic the user

sent to you; the result and bibliographic data of information resources the user's needs will be communicated to the user to any location where the user is. The use of social media in libraries' marketing is ant trend in advertising library services and librarians.

ICONS of Different Social Media for Marketing of Library Services



Source: http://www.newdesignfile.com/postpic/2011/06/social-media-website-icons_204495.png

- 6. Organizing library tour:** library tours are part of the orientation programs lined up for new library users and new students in institutions of higher learning. The librarians and library staff should organise library tours to remove library anxiety from users and create awareness on the new library users on the various sections/units in the library and the various activities carried out in the sections/ units. The library tours can be virtual or physical visits to the library. In the library, tour users are exposed to how to retrieve information from the library catalogue, ask questions from reference librarians and see

information resources for answering reference questions. This activity is to market the library services to the new intended users interested and attracted to come back and use the library services and resources. Copy each of these links on your web browser to watch how you can create your library tour.

<https://www.youtube.com/watch?v=vuGV6wk8J6g>.

<https://www.youtube.com/watch?v=W6QdRflYi2o>.

<https://www.slideshare.net/johnbclibrary/library-tour-powerpoint2>.

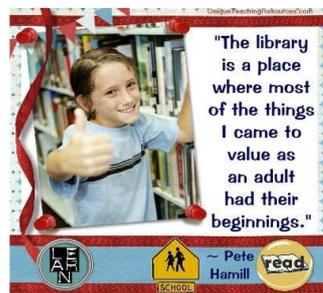
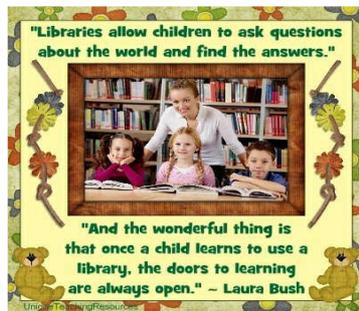
7. Organizing library orientation/ users orientation: the aim of the Library Orientation/ users orientation is to let intended users of the library be aware of the services provided in the library and the information resources available to the users for their study, research, recreation, and learning. User orientation is referred to as the teaching or instruction given to the library users or newly admitted students, faculty, research scholar on how to search for information from the library collections. Kantharaj, Kumar and Vasanthakumar, (2013) explained library orientation as a process of familiarizing the library to library users enabling library users to master the skills needed to retrieve information from the library collections and make use of other library services and facilities effectively. The library orientation/ users orientation is vital for creating awareness and selling library products and services.

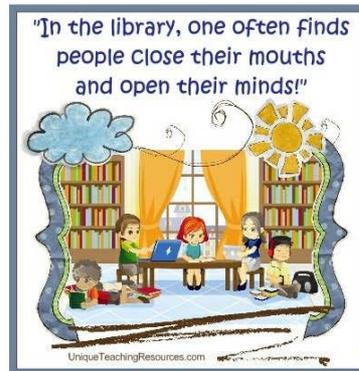
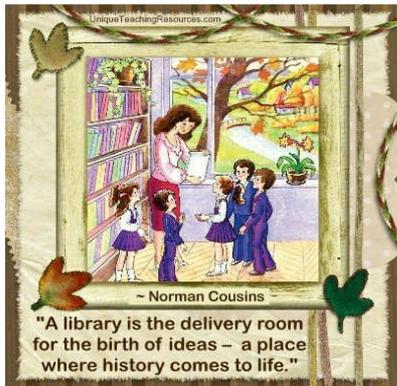
8. Use of mass media: you can use mass media like television, newspapers, and radio to market library services to the public to attract users to the library. You can create awareness on your library, services and resources to your intended users using jingles to inform the people that you are they to meet their information needs with the services you as a librarian can render to them. This channel of communication reaches out to a wider audience, but it is expensive to embark on. Library programmes like orientation, library week and seminars can be announced to create awareness, thereby marketing the library and its services to the public.

9. Use of user education / information literacy skills: user Education is an effect you can use to market the services, information resources and other activities provided in the library. User education is a compulsory course for any student admitted into a higher school of learning in Nigeria. The aim is to teach students all the skills they need in identifying information resources, accessing and retrieving the information they required from the vast knowledge of collections in the library. The acquisition

of this knowledge will help the students to improve their academic performances in school. User education help librarians to create awareness of the services and information resources in the library to enable users to make effective, efficient, and independent use of library services and resources

10. **Use of posters:** posters are another channel of marketing library and information services to the public to attract them to use the services available to them. It is cost-effective in spreading information and creating awareness to a broader audience, unlike television and radio houses. You can use posters to build brand awareness for your library and its activities through promoting new arrivals (information resources) and services introduced in the library. You can paste your library poster in a strategic position where you are legally permitted so that anyone walking across will be attracted to read them. The wordings in the posters should be straight to the point. Too many words are not required in posters. Posters can be distributed in the markets, schools, gatherings, community events to create awareness of the services and information resources available in the libraries. When preparing a poster for the marketing of library services for your library, make sure that the pictures, logo, illustration, text can be read from a distance.





Different Posters for Marketing Library Functions

Source: www.uniqueteachingresources.com/image-files/

11. **Use of giveaways with inscriptions on them:** giveaway is a promotional tool you can use to attract new and old library users to the library to enjoy the services and resources available for recreation, study, teaching and research. By producing and sharing the library's giveaways, the library and librarians' image is being promoted to the general public. Giveaways are used to increase awareness of services and products to consumers to increase the number of customers and increase the utilization of the products. The library can use giveaways like keyholders, T-shirts and decorate the library logo, Library website, library services, library quotes to create awareness of the library's existence. These giveaways can be shared during orientation, seminars and conferences organised in a given library community or environment. The pictures below are examples of giveaways you can use to market your library, librarian, and library functions.





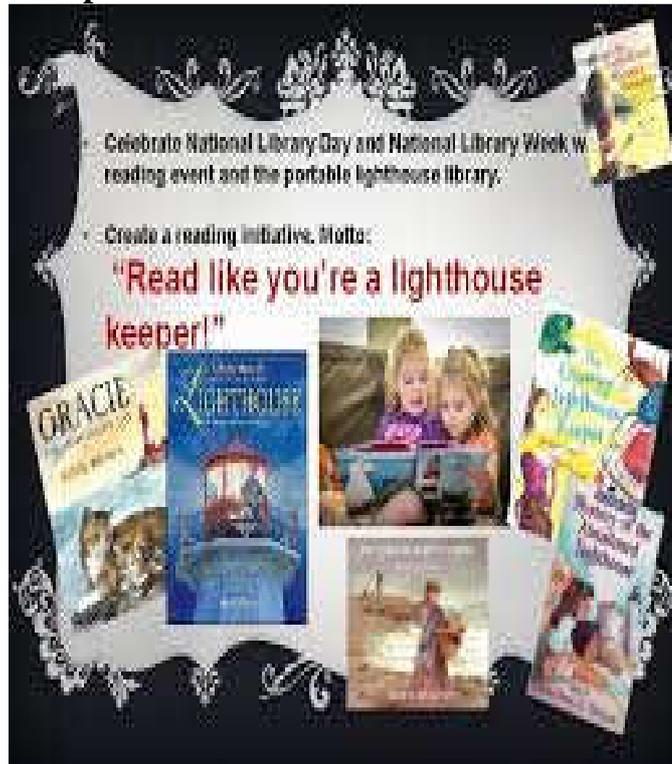
https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.pinterest.com%2Famy_dz%2Flibrary-shirts%2F&psig=AOvVaw2T7n2CrsTs6Ifuu2r95jhm&ust=1623191605387000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCPDC8eXNhvECFQAAAAAdAAAAABAD.



<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.amazon.com%2F12-PackMotivationalKeychainsInspirationalQuotes%2Fdp%2FB082HRH23Z&psig=AOvVaw3R1WeUw5RlmDvEiABk54Zz&ust=1623190204225000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCOj06IfFhvECFQAAAAAdAAAAABAS>

12. **Organizing seminars and library week:** you can promote the library's services and the information resources available to the public during seminars and library week. Posters and flyers bearing the library services and resources can be shared strengths, weaknesses, opportunities and threats with people during seminars organised by the library and other agencies to let them know that libraries exist in the community and the services they can access from the libraries. Libraries can organise library week for students. This is similar to what the public libraries do during library week. They move around the community and environs to invite members to the library week using posters, brochures, and other advocacy means. This allows the librarians to encourage every participant to visit the library.

Samples of Posters for Library Week



https://slidetodoc.com/presentation_image_h/c529c6efe1249a38d399fee63299b08/image-16.jpg.

<https://encryptedtbn0.gstatic.com/images?q=tbn:ANd9GcQL54sFP5FyUxU4zECtidFNZJOocCW8PXWt8n51LOpt3bnQj8afPY3h2wsMHCSbyCAoOws&usqp=CAU>

4.0 SUMMARY

In this unit, you have learnt the five laws of library science propounded by S.R. Ranganathan in 1933. The first law is “Books are for use”, meaning that a library patron should read and use the books in the library collection. The books should not be left on the shelves without use. This second law is “Every Reader his book”, shows that every reader’s information needs should be used in identifying the particular information resources that will meet them. This will be achieved when you, as a librarian, conduct marketing research to find out your users' information need to match each reader with his book. The third law, which is “Every book its reader”, stressed that every book in the library has a reader, and the reader should be connected to that book or information resources met for the reader in the library. As a librarian, you can achieve this by carrying out market segmentation to target the readers and their specific information needs and satisfy them. The fourth law is “Save the time of a reader”. You as a librarian should ensure that information resources should be arranged or organised for easy retrieval of information in the library to save the users' time. The fifth law is “Library is a growing organism” library is not static; it is growing through adapting to innovations and changes in the society or environment. You as a library should acquire a new trend in librarianship to serve your users better. Also, you learnt the various channels you can use of marketed the library services to the new and old library services. The channels are direct selling/word of mouth, brochures, Learning Management System (LMS), social media, user education/information literacy skills, library website, library orientation, posters, giveaways and mass media.

5.0 CONCLUSION

One thing you should realise as a librarian is that it is one thing to provide library services and information resources in a library for users with the utilization is not worthwhile. Also, designing a good library website with a database containing all the library's resources without marketing these services to users create awareness to the desired users your effort will be fruitless. So for effective utilization and application of the law of library science to information access and use, the libraries should employ many channels to market the library, services, resources and the library profession to all information users.

Self – Assessment Exercise (SAE)

Discuss the suitable channels you can use to market information resources and services to distance learners?

6.0 TUTOR-MARKED ASSIGNMENT

1. Discuss the various channels used in the marketing of library services to library users?.
2. List the five laws of library science by S.R. Ranganathan?
3. Discuss the application of five laws of library science by S.R. Ranganathan in the marketing of library services?

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UNIT 3 CONCEPT OF INTERNET MARKETING IN LIBRARIES AND INFORMATION CENTRES

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Concept of Internet
 - 3.2 Concept Internet Marketing (E-Marketing)
 - 3.3 Types of E-Business Marketing
 - 3.4 Steps for the Planning an Internet Marketing
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/ Further Reading

1.0 INTRODUCTION

You have learned about computers and their devices and what you can use them, especially in information access and storage online. Also, you have been sharing information with your friends using social media. These activities were possible because you have internet connectivity on your device. If your phones and computer are not connected to the internet, you cannot share download information from the web page and your friends. Also, you can use this internet as a librarian to inform your friends, the general public and people in your library community about the library services and information resources available to them. This will bring us to the topic for this unit, “The Concept of Internet Marketing in Libraries and Information Centres.”

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- define the concept internet
- explain the concept of Internet marketing (E-Marketing)
- outline the advantages of embarking on Internet marketing.
- discuss the various types of E-Business Marketing
- understand the various steps for planning an Internet Marketing

3.0 MAIN CONTENT

3.1 Concept of Internet

The Internet is the largest computer network used in the world for communication, buying and selling and surfing for information. Anyone can publish information on the internet. The Internet can be defined as a pathway that allows many computers to communicate using different operating systems. The communication between the computers is through network protocols.

The Internet has provided us with opportunities to widen our business and promote interaction and relation-building with friends, companies, and communities. The Internet has provided a virtual space for establishing personal contact with the target segment to express or transfer information. The internet has enabled the single-sender-one recipient communication model, which is a vital tool in communicating with the target market on the services and products you have for them. Also, the Internet has allowed mass advertisement using the many-senders-many recipients model. The use of the internet in marketing library services has helped libraries provide opportunities for their users to access information that interest them through browsing through library websites.

The Internet is connectivity that interlinks computers worldwide, which operates on a standard protocol (Norzalita&NorAsiah2013). Libraries need to keep up with the competition, and facilitate speed in information access and communications between users, establishing better relationships with library users and reducing library expenditure and cost for information access. This is because, in this technology environment, currency, accuracy and timeliness of information and speed of response are essential to successful library patronage. The Internet facilitates and supports these services by allowing libraries to communicate, exchange data, purchase information resources, provide services, teach how to conduct information searches, manage and monitor library services, subscribe to services, and subscribe to by other information centres private users.

3.2 Concept of Internet Marketing (E-Marketing)

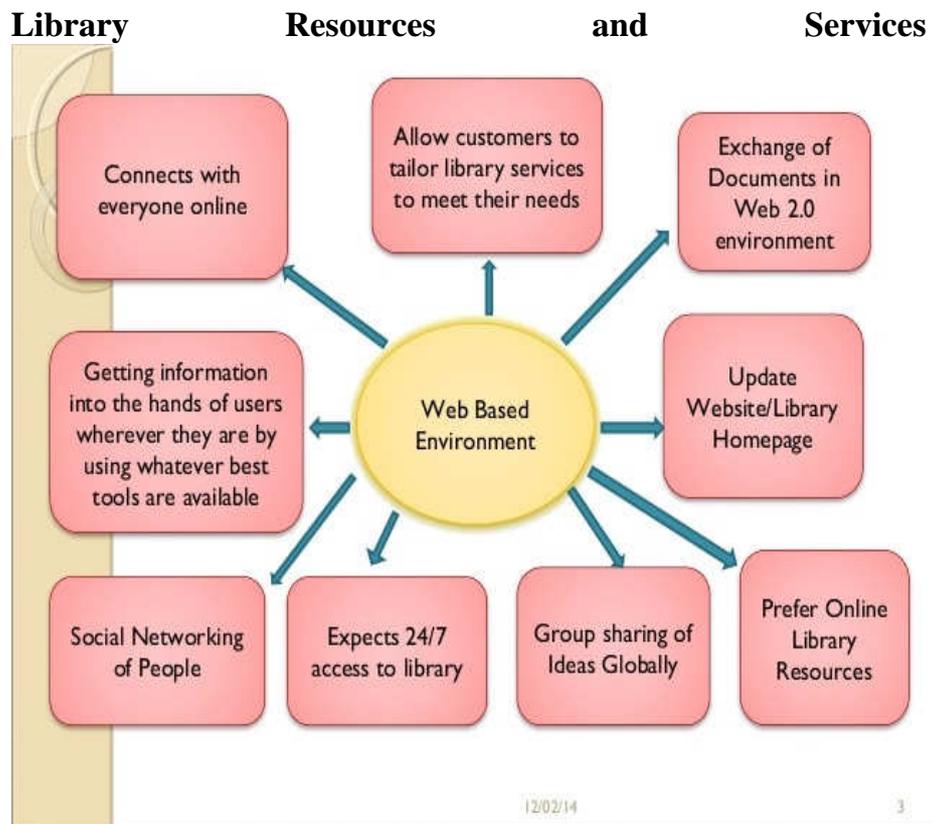
As the name implies, electronic marketing is marketing products, goods, and services to consumers using the Internet. It involves using marketing elements and technologies in connecting organisational or business products and services to their respective customers. According to Strauss, El-Ansary and Frost (2006), information communication technology is applied in creating, communicating, and delivering value

to customers and managing customer's relationships to benefit both the company or firm and its stakeholders.

Campbell in Margarita (2016: 326) explained internet marketing as being “much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so”. Internet marketing involves all the marketing activities which are carried at in the web space using web-based tools.

E-marketing can also be defined as using the internet to achieve the objectives of marketing processes. In a nutshell, it is selling goods and services online or applying information technology to traditional marketing. E-marketing has help marketers a lot in carrying marketing research to find out the needs of their customers in a brief period. It has also helped create more channels for consumers and producers to interact or communicate with each other to sell their products.

Web Environment for the Internet Marketing (E-Marketing) of



<https://image.slidesharecdn.com/slideshare1-141201232404-conversion-gate02/95/marketing-of-library-services-3-638.jpg?cb=1417476506>.

3.3 Advantages of E-Marketing

The advantages of embarking on E-marketing include the following:

1. the service providers are always available, and you can communicate with them at your convenient time. Time is no more a problem for buyers and sellers in communicating with each other because online shops are open 24/7 for buyers.
2. it helps to save the overhead cost on the products and services providers like payment of business premises and unwarranted levies by the government agencies.
3. It promotes after-sale services between the marketer and the customer.
4. it facilitates the distribution or sales of products and services through the web. E-marketing has removed the distance problem in marketing because it allows customers to chat directly with the producers, thereby removing the traditional intermediaries.
5. also, geographical location is no longer a barrier for business partners to collaborate and share experiences.
6. it is easier and faster to compare prices from different companies online than travel to various locations to search for prices.

3.4 Types of E-Business Marketing (Internet Marketing)

Three major types of internet business markets are involved in buying and selling products to each other: businesses, consumers, and government.

- I. **Business-to-business internet marketing:** this involves marketing a product to businesses, governments, and institutions for the use, resale, and production of business products. This is called Business – to – Business (**B2B**). The online **B2B** is lucrative because many companies are connected to the internet. Companies involved in B2B businesses establish and maintain extensive databases for business customers, shipping behaviour and account information. In shipping of products purchased, the customer tracks the goods through their website. The product and shipping cost can also be paid online using a credit card. For example, your library can buy books from Amazon.com, and the company ships the information resources to your library. The amazon company sends the librarian an email notifying you of

the delivery process. You can track the package using your devices like personal computers or handheld palm pilots, provided your device is connected to the internet. When the information resources arrive, your library displays the resources and students are asked to pay for library fees to enable them to access the information. Another example is that your library can pay for subscriptions to other library databases like **EBSCO-host, Hinari** to access the resources. It is B2B because establishing your library and those information databases provide information resources for research and reading.

- II. **Business to - government (B2G):** this occurs when government buy goods and services from your company or firm. When government want to buy from your company, it takes many procedures or rules like giving out a tender to be qualified as a supplier, bidding process and sometimes the payment for the goods and services delivered takes a lot of time. Examples of government markets are agencies and bodies like the armed forces, health services, education and government ministries.
- III. **Business-to-consumer (B2C):** this is the marketing of goods and services to the end-users, the customer who needs and uses the product. Many times, the E-business activity also occurs from customer to customer. This process is also referred to as internet retailing, where a consumer buys from online-based stores instead of going to the streets to purchase goods and services.

3.5 Steps for the Planning of Internet Marketing (E-Marketing)

In carrying out any project, you need to plan the processes of embarking on the project. Even when you want to embark on a journey, you need to plan by finding out the aim of your journey and what you expect to achieve at the end of the journey. An E-marketing plan is just a guide and document that helps a marketer on how to implement an online marketing process. Introducing online marketing to the library requires proper planning. The followings are the seven essential steps to follow in planning for internet marketing (E-marketing),

- 1. **Situation analysis of your firm:** here, you must evaluate or analyse your marketing and company's environment, objectives and *strengths, weaknesses, opportunities and threats (SWOT)* of your firm or organisation, which the library. You have to examine your library's internal strengths and weaknesses concerning the environment and the institutions or firms they are or may be competing with. Explain and review any existing plan

of the library or firm by finding out their objectives and strategies used in the e-business. Explore other opportunities and threats around you to help you to identify a target market and in identifying new product opportunities

2. **E-marketing research:** your research will be based on finding out market opportunities available for the firm, research on demand and supply of the product. This can be done using marketing strategies like segmentation, targeting, differentiation of your customers, and positioning your product. Also, review the strategies used for your competitors to enable you to position and differentiate your goods and services from theirs.
3. **The objective of E-Marketing:** What are the aims or goals to be realized from your firm's e-marketing or internet marketing. Consider things like what is the task to be done, how much, and the time frame?. Also, can it increase market share, sales revenue, achieve brand goals, improve supply and improve the database.
4. **E-marketing strategies:** you have to relate the objectives of the internet marketing to the marketing mix, which is what offer will it present, advertising the product on web site, online auctions sales, generate more revenue (**product**), of what value is it to your firm? does it encourage online bidding, or will it bring about dynamic pricing where first-time customers are given lower prices? (**pricing**); what are the distribution channels like selling direct to consumers or use of agents (**place**) and then the communication pattern like the use of email and web page in communication with buyers and business partners for positioning and creating awareness on new products (promotion).
5. **Implementation plan:** you have to decide on how to accomplish your goal at this stage. You have to match the marketing mix with the organisational goals of your firm before implementing your plan. Also, consider the person you will use in carrying out your objectives and application service providers.
6. **Budgeting:** this determines the expected income to be realized in the marketing process and matches it with the project's cost. Where the cost of embarking on internet marketing outweighs the revenue, it will generate. This shows that embarking on such a marketing method is not essential. In check the cost for internet marketing, you have to consider the cost of technology to be used, the cost of site design, staff salaries for development and maintenance, advertisement cost and other miscellaneous expenses.

7. **Evaluation plan:** here, you have to out the areas and methods to evaluate your performances. It is advisable to use tracking systems to measure the result of internet marketing. The essence of assessing the plan is to find out whether you have achieved the objectives. This means you check your plans to determine the implementation level and challenges to choose the way forward.

4.0 SUMMARY

In this unit, you have learned the concept of the internet and what the internet has helped us transform the way we communicate with our users, selling and buying products and services. You learnt that the Internet is a connection that allows computers to be connected, talking to each to share information throughout the world which operates on a standard protocol. Also, the internet has provided us with the opportunities to widen our business, promote interaction and build relations with friends and libraries. The internet has provided a virtual space for accessing information and marketing services to a target segment. You also learned that internet marketing uses the internet to achieve the objectives of marketing processes, which is selling goods and services online or applying information technology to traditional marketing. Furthermore, you learnt that steps to planning an internet marketing include situation analysis of your firm, e-marketing research to find out the needs of your consumers, the objectives of the e-marketing, strategies employed, implementation plan, budgeting and evaluation plan. Types of internet marketing are Business to Business (B2B), Business to Consumer (B2C) and Business to Government (B2G).

5.0 CONCLUSION

Internet marketing interactivity has enabled information users to interact or dialogue with the librarians constantly. The feedback the librarians get from them has given the librarians opportunities to improve their services and library image and increase the acquisition of information resources in line with users' information needs. But you as the librarian should be careful and modest in interacting and communicating with your users online because when your user is not satisfied, it takes little time to spoil the library's image. Take your time to attend to the tutor marketed assignment below to measure your level of understanding of this unit.

Self – Assessment Exercise (SAE)

Explain the various steps for planning internet marketing.

6.0 TUTOR-MARKED ASSIGNMENT

1. Define the concept internet
2. What do you understand by the term internet marketing (E-Marketing)?
3. Discuss five advantages of embarking on internet marketing.
4. Discuss the various types of E-Business marketing you know.

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UNIT 4 WEB-BASED LIBRARY SERVICES AND INTERNET MARKETING IN LIBRARIES

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- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Concept of Web-based Library Services
 - 3.2 Types of Web-Based Library Services
 - 3.3 Advantages of Web-based Library Services
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The availability of the internet, the World Wide Web, and computer devices has affected the rate of information seekers visiting and using the traditional library building and its collection. Many information seekers now patronize the information on the web without even knowing whether the information is correct or not. So, the Library circulation desk services/reader's services, Catalogue card cabinet, and reference desks services rendered to library users are declining. Many library patrons now browse or surf the Web to find answers to their information needs. This leads to the introduction of web-based library services to meet the library users where they are. Bring the information services from the library at their various locations anytime and anywhere. The question now is, what library services can you take to the users anywhere and anytime? The answer will introduce you to the topic for this unit, **“Web-Based Library Services and the Channels used for internet marketing in libraries and information centres”**.

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- define the concept of web-based library services
- enumerate various types of web-based library services
- explain how web-based library services are provided.

3.0 MAIN CONTENT

3.1 Concept of Web-based Library Services

Library Services are all the information services and activities the library employs in the dissemination of library information resources like books, journals, theses, research reports, Newspapers to users, providing access to audio-visual aids, reprographic services, reference services, abstracting services, indexes, cataloguing and classification service etc. to meet the users' information needs. The advent of information communication technology, which brought the internet to provide services to information users, changed the way and format in which information services are provided to library users. The use of the internet, computers and web technologies introduced web-based library services into librarianship.

Web-based library services are library are provided to users through library websites. Library users can only access these services with internet connectivity and computer devices like the desktop, laptops, handheld devices like palmtops and android phones. The internet and web technology necessitated the provision of web-based library services to library users—these services because possible with the designing of library websites, internet and electronic information resources and services. Gavit (2019) defines web-based library services as all the library services provided by a library through a website that can be accessed from the website with the internet and allows for integrate d access to multiple databases. Some examples of such library services are online current awareness bulletins, library webpage; web online public access catalogue, Bulletin board services, ask-a-librarian services, web forms, digital reference services, online document delivery, interlibrary loan, online help and information skill tutorials and e-mail-based library services.

3.2 Types of Web-based Library Services

The internet, the World Wide Web, and computer devices give rise to the establishment or introduction of library web-based services to users of information from the library. The library services include the digital library, virtual library, instant messaging services, document delivery services, virtual classrooms, a computerised catalogue that is Online Public Access Catalogue, online reference chat with librarians (ASK – A- Librarian), email reference services, Web Form or Query Form Library Service, Message Service (SMS) Alert, Computerized Circulation Service and library databases.

1. **Provision of online public access catalogue (OPAC):** it is a web-based library service provided for library users to find out what a library has in its collections. This OPAC can only be accessed with internet and computer devices like the desktop, palmtops, android phones, laptops, etc. The OPAC is a computerized catalogue of all the library holdings or resources available in any library that enables users to search for information online. With the innovation of the Internet and its application in information management and access, most libraries provide access information on the OPAC to users worldwide 24 hours daily. Registered users can now search using their library OPAC wherever and whenever they like once their device is connected to the internet.

2. **E-Mail reference services:** the librarian and library users communicate using email to send and answer queries. The librarian may reply using library e-mail, phone, fax, letter, etc. The library email address is provided on the library website. But there is quick e-mail software installed on the library website; when a user wants to submit a question, they can click the link, which launches the user's e-mail software to type in their query and send it to the librarian. This is obtainable in the National Open University of Nigeria individual student Portal for Virtual Learning Environment. The shortcomings of this web-based library service are that you may not receive an instant response; the librarian can only reply to you when they see your mail.

3. **Web form or query form library service:** this is another library service librarians render to users to discover their information needs and provide solutions/answers to the query the users filled in the web form (Online Form). On the web, forms are made available to users on the libraries websites. The form should be self-explanatory and space provided for the user to express their problems for easy understanding by the reference librarian. It is expected that librarians should always be available to respond to user's queries immediately.

4. **E-Print archives services:** in providing this type of service, the library provides research works/thesis of students, conference papers, book chapters' research in an E-Prints are electronic copies of academic research purposes. These E- print forms of these research outs are made available free online for research to use for educational purposes. Some of the printed research is digitized and made available online for information seekers to consult.

5. **Computerized circulation service:** this is another web-based library service provide to the library user. This service allows the registration of users and the issuance of unique identification numbers, usernames and passwords to access the library database. The unique identification number given to any user allows he/ her to borrow books and return books to the library. The username and password allow the user access to eBooks, e-journals, e-magazines and other e-databases the library may have subscribed to.

6. **Short message service (SMS) alert:** librarians can use SMS notifications to communicate or alert the library users on newly acquired information resources in the field of interest (Selective Dissemination of Information). You can send other vital information on upcoming events in the library through Short Message Service and even remind the library user of due dates and overdue charges.

7. **Online reference chat services/ ask-a-librarian:** ask a Librarian” is a reference service offered to library users from the library web page to create awareness and provide a link to library users on how they can get assistance from librarians. Here the reference librarian or any assigned library staff engages he/her in an online chat to provide immediate information or answers to the user’s questions. Librarians are trained on the skills needed for providing such answers to queries. This referral service can be marketed to the library during orientation, user education/ information literacy and library week.

8. **Library databases:** provision of library database is critical. Librarians provide essential services to library users and any information seekers using the library collections. These are electronic collections comprising of journal articles, books, and chapters of books, research reports, videos, images, magazines, indexes and abstracts of published works on different disciplines acquired by the library. To research for information on the library database, you have to narrow your search using keywords, title, author, subject, year of publication, and language to help narrow your search results.

Watch this video by copying this URL address on your browser.



What is a database, and how do you search it?

<https://www.youtube.com/watch?v=tnwf85Vbj5Q>

4.0 CONCLUSION

In this unit, we described web-based library services as services provided to users through library websites. Library users can only access these services with internet connectivity and computer devices like the desktop, laptops, handheld devices like palmtops and android phones. These web-based services are Online Public Access Catalogue, online reference chat with librarians (ASK – A- Librarian), email reference services Web Form or Query Form Library Service, Message Service (SMS) Alert, Computerized Circulation Service and library database. These web-based library services are provided to the library to give them quick access to information resources and services wherever and whenever the users need this information.

5.0 SUMMARY

Web-based library services have helped promote and provide remote access to information resources available in the library. The library users can access information from the library website and databases to meet their information needs without stepping foot on the traditional library building. Web-based services invariably are virtual libraries; there will be nothing like virtual libraries without web-based library services and resources. The web-based library services have helped the library users to change their beliefs and attitude toward the library, the librarians and the services they provide.

Self – Assessment Exercise (SAE)

What is the importance of web-based library services from what you learnt from this unit?

6.0 TUTOR-MARKED ASSIGNMENT

1. Defined the term web-based library service
2. List five web-based library services you know.
3. Explain how you can organise and render three different types of web-based library services to your library user?

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UNIT 5 ADVANTAGES AND DISADVANTAGES OF WEB-BASED LIBRARY SERVICES AND CHANNELS OF THE MARKETING OF WEB-BASED LIBRARY SERVICES

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- 3.0 Main Content
 - 3.1 Channels used for the Marketing of Web-based Services in Libraries and Information Centres
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/ Further Reading

1.0 INTRODUCTION

In the previous unit, you learned about web-based library services like the library services provided to users through library websites. Library users can only access these services with internet connectivity and computer devices like the desktop, laptops, handheld devices like palmtops and android phones. The web-based library services include online current awareness bulletins, library webpage, web online public access catalogue, Bulletin board services, ask-a-librarian services, web forms, digital reference services, online document delivery, interlibrary loan, online help and information skill tutorials and e-mail based library services. The question now do you need these services? Are there problems associated with their use? How can library users be informed about the existence of these services for them to access? Your answers will bring us to the topic of this unit which is “Advantages and Disadvantages of Web-Based Library Services and Channels of the Marketing of Web-Based Library Services in Libraries and Information Centres”.

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- explain the advantages of web-based library services
- discuss the disadvantages of web-based library services
- mention various channels used for the marketing of web-based services in libraries and information centres
- discuss the various channels used for the marketing of web-based services in libraries and information centres.

3.0 MAIN CONTENT

3.1 Advantages of Web-Based Library Services

Web-based library services have the librarians serve the users better and faster. The followings are the advantages gained with the introduction of web-based library services to library users:

1. the web-based services have helped save the time of library services because such library services give users quick responses and access to information.
2. many users can access the same information resources and services at a particular time or simultaneously by using the library website and the database.
3. many library users can source information using the direction on the web page without depending on the assistant of library staff to get the required information.
4. users can access information and services they require at the comfort of their homes, offices, on transit, and anywhere and anytime with their computer devices connected to the internet.
5. information services are now available in a different format; audio and visuals use emails and social networking for accessible communication and understanding.
6. the web-based library services helped the library in cutting down on its budget. The number of library personnel in a web-based library is fewer than in a traditional library setting. Also, the money used in acquiring multiple copies of particular information resources for the users have been reduced, but many users can

access a particular title at the same time and from different locations. There by reducing the cost of running the library.

7. the availability of the online public access catalogue has enabled information seekers to find out and evaluate the information resources available to them anywhere and anything, which will help them determine whether to search for the information in the library database or to visit the physical library. Information requirements instantly.
8. also, information resources stored in the library database cannot be mutilated or stolen or even miss shelved in the library.
9. the introduction of web-based library services has helped to minimize the storage space problem witnessed in the traditional library setting. Also, the lack of seats for library users to sit and do their study and research have been reduced because library users can access the library web-based services anytime and anywhere. This has reduced the number of users that visit the library physically.
10. acquisition and ordering of information resources for the users are now made online with their payment done online. There is immediate receipt of issues of online resources ordered for.

3.2 Disadvantages of Web-Based Library Services

Despite the huge success recorded with the introduction and use of web-based library services by the library staff and users, there are still some shortcomings associated with web-based library services. The following are the disadvantages related to web-based library services:

1. search for information in a web-based environment generates a massive flow of records, making it challenging to filter relevant items. Access to information and library services are sometimes restricted. The system may request your username and password to access the resources. In most cases, the request for user credentials may mean you have to subscribe to access the contents. This leads to frustration on the part of the information seeker.
2. to access a web-based library requires training on computer devices and how to operate these technological devices for information searching. The library users have to undergo some training. You must need internet connectivity before you can access any web-based library services. Where you cannot afford to buy the data to connect to your technological devices, you

cannot access the services although it is available because there is no data.

3. also, there are times when you have the data, but there will be an internet connection problem. The network may be slow due to congestion or low bandwidth, making your access to the service very slow or unrealistic.
4. when there is no power supply or electricity to charge your devices like your android phone, laptops, desktop computers, and other handheld computer devices, you cannot access the web-based library services.
5. also, web base library services using email may take a longer time for you to receive a response from the librarian.

3.3 Channels to Use for Marketing of Web-based Library Services in the Libraries and Information Centres

Internet, according to Kotler and Armstrong (2010: 504), is “a vast of computer networks that connect users of all types all round the world and to a vast “information repository”. Also, internet marketing is applying the internet and other Information Communication Technologies appliances with other traditional communication methods to achieve the objectives and purpose of marketing activities. The internet's use in marketing activities has changed the format of information resources to be promoted to our library uses and to suit the new trend. The following are the channels you can employ in marketing library services to your old, new and intended library users.

1. The Use of Social Media/ Social Networking Sites:



<https://encryptedtbn0.gstatic.com/images?q=tbn:ANd9GcQGhSN U6prn00gs6OwlwQeGKKDmQhEogSG5N0gVIBlj6E9oLQrv5oQ sQH9pi4J37c-TM4s&usqp=CAU>.

Social Networking Sites as channels for marketing library services and resources allow users to create, connect, interact, contribute, vote, access and share information online. Social networking sites as web-based services allow library users and librarians to form profiles within the system and list all individuals or groups with whom they want to share information. These social networking sites are WhatsApp, Skype, LinkedIn, Myspace and Facebook. Social media platforms have helped libraries to advertise different upcoming events like conferences, workshops, orientation by uploading their videos on YouTube, Flickr, Facebook, 2 Friendster, Hi5, LinkedIn, blogs, Myspace and Twitter.

- a) **Library Blog:** you can use library blog to promote the library services and resources available in the library. This you can do by explaining each resource and service's meaning and what users can use to meet their information needs. Also, your post on the library blog can help users solve or find answers to their information needs.
- b) **Facebook:** the main aim of using Facebook in libraries is for advocacy. Libraries use Facebook to market the library services and resources and publish announcements or disseminate information to library users and information seekers.

- c) **Use of LinkedIn in marketing library services:** libraries can create an academic page and post content, videos, and product offerings to reach millions of LinkedIn users. A library can create a LinkedIn page as an extension of a library website and link the content. Also, other libraries can create LinkedIn pages with similar content that contain links to your library website with information resources and services they offerings. This can be used in promoting inter-library cooperation among libraries.
2. **The use of the embedded librarians' model:** is another channel for carrying advocacy in libraries. An embedded librarian is a librarian interested in the needs of one or a target segment of users with similar information needs having a deep understanding of their needs and working toward providing the information resources and services needed by the target users.
3. **Targeted e-mail:** the library can promote the use of its resources and services by sending an e-mail to those patrons who will be most interested in the service and resources. You, as a librarian, select the users' information needs through readers' request file compiled in the library, subject interest and carrying of market search on information needs and information behaviour of the users that visit your library website.
4. **Really Simple Syndication (RSS) Feeds:** it is a web feed format that is used in publishing updated news from websites, blog entries, news headlines, upcoming events to individuals and websites to get the content of the information. RSS Feeds you the time you could have used in searching for news or information from multiple blogs. RSS Feeds is designed to solve problems because it helps you organise all your subscribed favourite sites into a folder that you do not need to visit one after the other. Libraries can use Really Simple Syndication (RSS)Feeds to provide updated news on the events happening in each library section to their library users using the individual library user's account. RSS Feeds can be used for advocacy in the library through sharing information on upcoming events in the libraries to the public and library users. The library can also pass some content or information on the library website to students in their Facebook and Twitter accounts.



Copy this link:

https://www.youtube.com/watch?v=rbqdc6b_yw..

[To your web browser to watch how you can use the RSS feeds in sending information to your users.](#)

5. **Learning Management Systems (LMS):** the use of Learning Management System can promote web-based services and resources available on the library web page. The LMS provides links to library resources in courseware to help you connect the students to online resources and services the library can provide related to their course of study. An example is your National Open University of Nigeria Virtual Learning Environment; there is a page for E-library. This E-library provides a link to all the information resources such as eBooks, Journals, YouTube and other electronic resources available for every topic in the course you are learning. Through this means, the library is marketing its services to all the students based on their course of study.

6. **Library Website:** library website is an important channel for marketing web-based library services to information users. Your library needs to have a web presence to connect and communicate with library users in this digital era. The library website links you to the online public access catalogue, which lists all the library holdings. Library users are informed to search library resources through online public access catalogue (OPAC) from anywhere and using Internet-connected devices without visiting the traditional/physical library building. You can reserve a book, suggest information resources to add to the library through an online link email, or readers request form displayed on the library web page to purchase such resources and renew books borrowed online from the library. So the Library website gives users remote access to bibliographic details of all information resources in the library. Every other online activity of the library for the library users is marketed and displayed on the library website to see and access. So, the library webpage is the best instrument for online marketing.

Research Databases			
		 Association for Computing Machinery	
			
		 BASE Bielefeld Academic Search Engine	
			
			
			

Some Examples of Information Databases accessible from Library Websites and Learning Management System (LMS)) Database

<https://www.aou.org.bh/students/LRC/Pages/Online-Databases.aspx>.

7. **Placing of Ads for online promotion of library services:** libraries can market their web-based library resources and services to the public or targeted users by placing Ads that will appear between screen changes on an organisation website, mostly when a new page is loading. Using the National Open University of Nigeria website, the library can NOUN Library can market the services and online public access catalogue link by adding Ads that will be appearing at any side of the user's screen when anybody wants to visit the university site, Individual student portal and NOUN e-courseware web pages. The library Ads pop up while the homepage is loading or appears suddenly in a new window in front of the web page you are viewing to create awareness of the existence of the library and its services

4.0 SUMMARY

You also learnt that the following are the channels you can use in marketing these web-based services, use of social media (Social networking/ web 2.0) like YouTube, Flickr, Facebook, 2 Friendster, Hi5, LinkedIn, blogs, Myspace, and Twitter. Also, you can use the target email channel, Ask – A- Librarian, Embedded Librarian Model, RSS Feeds, placing of Ads and library website. Also, these channels can help create awareness of the services provided in the library and help you chat and communicate with your library user online. Also, to aid in research and study and make the library follow the new trend as stated by Ranganathan's fifth Law of library science that library is a growing organ. You also learnt the advantages of using the web-based library, which include access to information and services anywhere and anytime; it saves the user's time and minimizes space for information storage and setting accommodation for library users. The disadvantages associated with the web-based library services include that the use of web-based library requires training on the part of the users and the library staff, more information are generated at a time leading to confusion, and there are restrictions on the access to some of the web-based library services you must register to have full access.

• 5.0. CONCLUSION

Despite the disadvantages of the web-based library services, the total aim of the library is to satisfy the information needs of their users, whether the library resources and services are web-based or give to the users in the traditional library setting. The librarians should ensure quality in the information resources and services provided to the library users bearing in mind Ranganathan's five laws of library science. The right channel should be employed to ensure that the library users get the desired information at the right time to satisfy their information needs.

Self –Assessment Exercise (SAE)

Mention various channels used for the marketing of web-based services in libraries and information centres.

6.0 TUTOR-MARKED ASSIGNMENT

1. Explain five advantages of using web-based library services
2. Discuss three disadvantages associated with the use of web-based library services.
3. Discuss the various channels used for the marketing of web-based services in libraries and information centres.

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MODULE 5 CONCEPT OF PUBLIC RELATIONS AND MARKETING INFORMATION SERVICES AND RESOURCES

This module will discuss the meaning of public relations and the public relations in the libraries how you can use public relations tools to attract users to the library. The public relations skills you need to acquire as a librarian to serve your users effectively. Also, you will study the roles public relations can play in the marketing of information resources and services. Above all, you will learn the benefits and problems associated with the marketing of Information Services and Resources in Libraries and Information Centre

- Unit 1 Concept of Public Relations and Public Relations in Libraries
- Unit 2 Public Relations in Library and Public Relations Skills Required by Librarians
- Unit 3 Role of Public Relations in Marketing of Information Services
- Units 4 Benefits and Problems associated with the Marketing of Information Services and Resources in Libraries and Information Centre

UNIT 1 CONCEPT OF PUBLIC RELATIONS AND PUBLIC RELATION IN LIBRARIES

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Concept of Public Relations
 - 3.2 Concept of Public Relations in Libraries
 - 3.3 The Importance of Public Relations
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor- Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

In the previous units, you learnt marketing of library services, web-based library services and the channels employed in the marketing of web-based library services. The channels included social media (social networking/web 2.0) such as YouTube, Flickr, Facebook, LinkedIn, blogs, Myspace and Twitter, target email channel, Ask – A- Librarian,

Embedded Librarian Model, RSS Feeds, placing of Ads and library website. Also, these channels are used to create awareness of the library resources and services to information seekers and users. But who offers these services and to whom? Is there any relationship between these people who provide the services and the people the services are being provided for? Can the relationship between the two classes of these individuals promote or market the library services and resources to other people in the community? Your answers will introduce you to the topic of this unit, **“Concept of Public Relations and Public Relations in Libraries.”**

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- define the term public relations
- know the types of public relations
- explain the importance of public relations in an organisation
- discuss public relations in libraries.

3.0 MAIN CONTENT

3.1 Concept of Public Relations

Publics can be defined as groups of individuals or people who have a common interest; the organisational goals or objectives may impact goals in an organisation or. Some examples of the public are general public library users, library staff, customers, suppliers, shareholders, and politicians, members of professional bodies, employees, financial institutions and educational institutions.

According to Ntoka in Ojohwoh (2015:74), Public relation “involves the promotion of rapport and goodwill between a person, firm or institution, special public or the community at large through the distribution of interpretative materials and the assessment of public reaction”. Also, The International Public Relation Association in Okeke, Lucky, Oghenetega & Ugulu(2014:8) declares that: “Public relation is the management function of a continuing and planned character, through which public and private organisations and instructions seek to win and retain the understanding, sympathy and support of those with whom they are or may be concerned about evaluating public opinion about themselves to correlate, as far as possible, their policies and general information, more productive cooperation and more efficient fulfilment of their common interests.

Rastog (2016:2) defined Public relations as a “variety of programmes designed to promote and protect a company’s image or its products, and it is usually unsponsored and unpaid”. Also, publicity is referred to as generating news about an organisation, its product, or person by a third-party source (Rastogi, 2016).

Above all, the International Public Relation Association (2021) defined public relations as a decision-making management practice tasked with building relationships and interests between organisations and their publics based on delivering information through trusted and ethical communication methods. According to the IPRA (2021), the definition aims to explain the what, the why and the how. What is PR? Why do we do it? And how do we do it?

1. **WHAT:** public relations is a decision-making management practice.
2. **WHY:** it is concerned with the building of interest and relationship between the organisation and their publics (customers or users)
3. **HOW:** based on the delivery of information (information on products and services).

3.2 The Importance of Public Relations

Public relation is an important tool is for promoting an exemplary environment in an organisation. It helps build a long long-lasting reputation for individuals and the organisation, firm and company, whether the company is a profit or a non-profit company. Public relations are concerned with the promotion of good communication relationships aimed at associating or interacting well with people, person, in an organisation or institutions or a given community to develop a good understanding, peacefully atmosphere, manage issues to achieve the objectives or mission of the organisation or institutions. Public relation refers to people’s attitudes, opinions, beliefs, interests, and behaviour in a given or desired direction, either positive or negative. Public relations in any organisation refer to building a reputation among the organisation, its personnel, and its customers. Public relations in any organisation depend on what you do in an organisation, what you say and what others say about you. The three results will determine the type of reputation or relationships between the organisation and their customers. Public relations aim to earn understanding, influence opinion, behaviour, and support groups of people.

Public relations help management in evaluating public opinion towards their services and products. Also, customers evaluate the management of

any organisation through the staff conduct, which may be positive or negative.

It also helps the staff of any organisation to conduct and shape their attitudes. Check their choice of words when communicating to follow staff and relating with customers. The behaviour of staff in an organisation is a powerful tool for creating advocacy and marketing of the organisation services, products and for the achievement of organisation goals.

3.3 Types of Public Relations

The following are various types of public relations:

1. **Financial public relations/ investor relations:** this refers to the type of relationship that exists between your firm and other investors, interest groups and other organisations. Like in the library, what is the relationship existing between your library and other libraries. Is there library cooperation? Do you share resources and services? Can other investors or libraries have confidence in doing business with your library, like joint acquisitions and staff training? The public relations of any organisation influence the extent to which other investors will invest their money with them.
2. **Crisis management relations:** this involves settling or preventing, and solving the problems or events that could destroy the image of the organisation or firm. The best way to manage a crisis is to anticipate the issues the firm or organisation may encounter that will affect the building of good PR for the firm. This will help your company or firm maintain a good reputation over time and avoid the behaviour of individuals, staff of the company or corporation that might harm others. The company should endeavour to have an ethical code to guide against lousy PR. There should always be disaster preparedness for any company, such as handling fire outbreaks, chemical spills, and even fighting among staff.
3. **Community relations:** this type of public relation deals with how an organisation or firm cooperates with communities where it is situated. The firm tries to maintain good relationships with the communities by organizing and establishing beneficial projects to support the well-being of the communities while marketing and selling their products and services.

4. **Government relations:** this is the public relations between an organisation or firm and the government agencies and departments. This is aimed at letting the public know the affairs of the organisation and their interest to ensure that the firm's interest is considered or recognized when taking new policies or regulations. In other words, it is an act of lobby, organisation associate with government agencies to protect their interest during policymaking.
5. **Media relations:** it is all about dealing with press releases., such as organizing a conference, seminar and interviews.
6. **Employee relations:** this involves the internal communication existing among the staff and the management of the organisation. When the internal communications in an organisation are cordial, it helps build a strong identity, unity, and understanding among the staff, which help the organisation in achieving its objectives and aims. Good public relations among employers and employees promote job efficiency, increased productivity and job satisfaction among employees. Also, staff are notified about new policies and changes in the organisation on time.
7. **Market communication relations:** this refers to all marketing activities aimed at creating awareness to customers on new and existing products for their patronage or relation where the organisation users marketing strategy to persuade consumers to patronize their products. These activities are based on supporting advocacy, creating brand awareness and positioning the products and services to beat or survive in the competitive market environment.
8. **Corporate public relations:** this is a new area that is gradually evolving now. Some celebrities or influential people in society are associated with a brand or product or service as part of their lifestyles. Then consumers are encouraged to emulate or persuaded to copy their lifestyle through patronizing the services and the products. Such adverts are placed on billboards, magazines, and newspapers and online.

4.0. SUMMARY

In this unit, you have learnt the concept of public relations, which is referred to as the promotion of rapport, good communication pattern and goodwill between a person, firm or institution, special public, or the community at large which seek to win and retain the understanding,

sympathy, and support of those with whom they are serving. This involves evaluating public opinion about the organisation on how they render their products, services and implement their policies to the public. So public relations help management in evaluating public opinion towards their services and products. Also, customers assess the management of any organisation through the staff conduct, which may be positive or negative. Types of public relations are financial public relation/ investors relations which refers to the type of relationship that is existing between your firm and other investors, interest groups and other organisations; crisis management relations involve settling, preventing and solving the problems or events that could destroy the image of the organisation or firm and community relations which deals with the ways an organisation or firm cooperates with communities where it is situated. Also, government relations exist between an organisation or firm and the government agencies and departments. The media relations deal with press releases, information from the organisation, companies and firms. Such are organizing a conference, seminar, and interviews while employee relations involve the internal communication between the staff and the organisation's management.

5.0. CONCLUSION

Public relations have become an essential tool in actualizing the marketing process and goals. The use and development of good public relations in any organisation are very vital for the successful growth of the organisation. The manager of any firm needs to identify the different types of public relations for effective functioning and mutual understanding among the staff and their customers. These are the media relations that will help you write press releases, conferences, draw audience or consumers to your products and services. Also, know how to build and maintain community relationships to understand how the community reacts to your product and services; knowledge of conflict management is also needed for crisis management to promote employee relations.

Self – Assessment Exercise (SAE)

As a librarian how can you apply public relations in serving your library users?

6.0 TUTOR-MARKED ASSIGNMENT

1. Define the term public relations?
2. Explain the importance of public relations?
3. Discuss the various types of public relations?

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UNIT 2 PUBLIC RELATIONS IN THE LIBRARY AND PUBLIC RELATIONS SKILLS OF LIBRARIANS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Concept of Public Relation in Libraries
 - 3.2 Public Relation Skills of Librarians for Library Advocacy
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

In the previous unit, according to International Public Relation Association (2021), public relations involves decision-making management practice tasked with building relationships and interests between organisations and their publics based on the delivery of information through trusted and ethical communication methods. Public relations is aimed at creating a reputation among the organisation, their personnel, and their customers. Public relations in any organisation is centred on what you do in an organisation, what you say and what others say about you. The three results will determine the type of reputation or relationships between an organisation and their customers. How can you relate the concept of public relations in the library? How can the library build its reputation among the library staff and the library? Your answers will introduce you to the topic we have in this unit which is “**Public Relations in Library and Public Relation Skills Required by Librarians.**”

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- explain the concept of public relations in libraries
- enumerate and explain the public relations skills required by librarians for library advocacy
- discuss the importance of librarian public relations skills in serving library users.

3.0 MAIN CONTENT

3.1 Concept of Public Relation in Libraries

Public relations in the library is a process by which library management ensures a hospitable environment in the library by maintaining understanding and positive behaviour among the library staff and their various users or patrons to achieve the library goals and mission. Ojohwoh (2015) defined public relations as the state of mind and an attitude of librarians and library staff toward anyone who comes in contact with the library to read or make inquiries. Coming in contact with the library may be coming to the traditional library or asking for help or information from the library online. How you respond to users' queries determines what the users say about you and your services, whether written or verbally communicated.

Good public relations in the libraries will help the librarians establish and maintain mutual communication channels, understanding, acceptance, and cooperation between libraries and their communities. Public relations in the library will help the library management solve staff and users' problems and inform the information users on changes and services in the library operations. Public relation in the library emphasises the responsibility of library management to serve the readers/ users interest, adapt to new trends in serving the library users, and communicate with users using in a friendly manner, not being rude to them.

The knowledge of public relations acquired by the librarian and other library staff will help them conduct themselves well while relating and communicating with each other and the library users. The attitude library personnel exhibit to library users and visitors who patronize the library resources and services will help determine how the library is achieving its social objections and the library mission. Next time, your interaction with library customers should be cordial and friendly to welcome them back to your services and resources. Once you respond to your customers rudely, you are killing your image, your library image, your profession and invariably driving the library users out of the library. This is because no customer will like to be insulted. An adage says that "Customers are always right and should be treated like kings and queens."

Public relations in libraries are noticed in the library services, which library staff render directly to the public who are the library users. These library users come to the library to seek information for recreation, research and other academic purposes. Users seek lending

services, library tours, abstracting, indexing, Selective Dissemination of Information (SDI), library week, reprographic services, referral services, and other reference services. Through these activities, the library interacts and impacts the lives of the users. The attitude of the library staff influences people's opinion or attitude of the library users towards the library.

When library public relations between users and library staff in a library are cordial, it creates confidence for the library resources and services provided for the users. This will help the library users appreciate the library management's efforts in satisfying their information needs and their willingness in assisting them to search for the information they need.

To evaluate the public relations in libraries, Horward (2008) suggested the following yardstick for evaluating public relations effectiveness in libraries;

1. **Staffing arrangement:** this includes the educational level of staff, staff temperament (emotional stability of the staff), assignment of duties, enumeration of staff, and number of staff.
2. **Building arrangement:** arrangement of the library into sections based on the services and resources each section houses, seating accommodation, toilet facilities and offices for staff etc.
3. **Bibliographic arrangement:** it details good classification and cataloguing of the resources and proper positioning of the resources and services for easy access and retrieval by users.
4. **Social and educational characteristics of readers:** the readers' social and educational characteristics help classify your users and their information needs. Also, it helps to a greater extent in managing their behavioural attitudes.

3.2 Public Relation Skills Required by Librarians for Library Advocacy

The public relations skills you should acquire as a librarian to help you effectively organise library advocacy include:

1. **Listening skills:** to be an excellent librarian who attends to users queries or questions, you should be a good listener. They are paying attention patiently to library users whenever they make complaints or request assistance from the library. Pay attentively to them when they are speaking. Allow the user to say out his request; do not put words into the user's mouth. Allow the user to say out their mind. Always be a good listener.

2. **Good writing skills:** as a librarian, you need to acquire good writing skills, which is one of the public relations skills you need to communicate the information resources and services available to the library users. As a librarian, you should be constructive in writing memos, messages/information that will appear on the library posters, brochures and other documents used in the library. Good choice of words is vital in building and maintaining good public relations in a library environment.
3. **Public speaking and oral communications skills:** as a librarian, you should possess the skill of public speaking. This refers to your ability to communicate with the library staff and library users effectively. Knowing the right choice of words to use when communicating with your superiors, subordinates in the library setting and the library users promote good relationships among these groups.
4. **Problem-solving and analytical skills:** the acquisition of problem-solving and analytical skills will help a librarian to evaluate situations in the library, get prepared for anticipated risks in the library environment like disasters like fire outbreaks, floods, stealing of information resources and conflict among staff and library users. You should devise methods for managing such anticipated problems coming from library users, library staff, and environmental issues before they start. This is referred to as developing critical thinking towards disaster management in the library.
5. **Strong work ethic and take initiative:** public relations officers/practitioner should know their responsibility and that of other staff and what is expected of every staff to do. He should be a leader and possess the team spirit to work with other staff to achieve organisational goals.
6. **Research and planning skills:** acquisition of technical skills needed for planning and carrying out research is increasingly showing up in institutions and company jobs and should become required skills in public relations.
7. **Interpersonal skills:** this refers to the behaviours a person exhibits or uses to interact or socialize with others. It means the ability of an employee to work well with others in an organisation. Interpersonal skills you need to mix or interact well in society include being an active listener in communication,

dependability, collaboration with others (teamwork), adaptability, leadership skills and patience.

8. **Computer skills:** acquisition of computer skills needed to access and disseminate information among the customers, company, and communities. Acquisition of computer skills such as the use of the internet in information searching, email information sharing, Microsoft word for typing and editing documents, and excel sheets for inputting data and calculations.
9. **Budgeting skills:** the librarian should be knowledgeable on the basic methods of managing the library fund. Budgeting skills involve decision making about the allocation of library funds in various units and the needs of the library users based on the library's goals so that expenditures do not exceed the income. The librarian should possess the skills needed for budget preparation, financial analysis of the library expenditures, and a plan to forecast the library's financial involvement in the future.

4.0 SUMMARY

In this unit, you have learnt that public relations in the library are the state of mind and the attitude/behaviour of librarians and library staff towards themselves and anyone who comes in contact with the library to read or make inquiries. Coming in contact with the library involves asking for help or information online and visiting the physical/traditional library. How you respond to users' queries determine what the users say about you and the services you provide, whether written or verbally communicated. Also, you learnt that public relations effectiveness in the library could be evaluated and improved upon through checking staff arrangements such as the assignment of duties, staff remunerations, building, a bibliographic arrangement that involves the organisation and proper positioning of resources and services. Furthermore, readers' social and educational characteristics should be considered when classifying users and their information needs. As a librarian, the public relations skills you should acquire to help you effectively organise library advocacy include listening, writing, budgeting, interpersonal, computer skills, public speaking, problem-solving, and analytical skills.

5.0 CONCLUSION

The acquisition of public relations skills will help librarians to improve the interpersonal relationship, communication and attitudes of librarians to other staff and library users. When the atmosphere in the library is peaceful, both the library staff and the library users will appreciate the

presence of each well, which will help the library achieve its objectives. The library's objectives are to provide information resources and services to satisfy the user's information needs. Users come to the library to seek information for recreation, research and other academic purposes. Users seek lending services, library tours, abstracting, and indexing, selective dissemination of information (SDI), library week, reprographic services, referral services, and other reference services. So the librarians need to acquire public relations skills to serve these users satisfactorily.

6.0 TUTOR-MARKED ASSIGNMENT

1. Explain the term public relations in libraries?
2. Identify the public relations skills a librarian should possess?
3. Discuss five public relations skills required by librarians for library advocacy.

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UNIT 3 THE ROLE OF PUBLIC RELATIONS IN MARKETING INFORMATION SERVICES

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The Role of Public Relations in Marketing of Information Services and Resources
 - 3.2 Public Relation Tools Needed for the Marketing of Information Services in Libraries
- 4.0 Summary
- 5.0 Conclusion
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

In the previous units, you have learnt about the definition of public relations, which is the promotion of rapport, good communication patterns and goodwill between persons in an organisation or a given community. How each member relates with one another, behavioural attitudes existing between employer, employee and their customers. Public Relations is seen in people's attitude, manner of speech, ability to accommodate and forbear another. You also learned the public relations skills a librarian must acquire to help them market the library resources and services, including listening, writing, budgeting, interpersonal, computer skills, public speaking, problem-solving, and analytical skills. How can these skills help the library in the marketing of library resources and services? This will introduce you to the topic of discussion in this unit which says **“Roles of Public Relations in Marketing of Information Resources and services.”**

2.0 OBJECTIVES

By the end of the unit, should be able to

- state the role of public relations in the marketing of information services and resources in libraries
- discuss the roles of public relations in the marketing of information services and resources in libraries
- outline and explain the public relations tools needed for the marketing of information services programs in the libraries.

3.0 MAIN CONTENT

3.1 The Role of Public Relations in Marketing of Information Services.

Public relations are part and parcel of libraries because they build a strong relationship between users and the library staff and promote library resources and services. Public relations help the library in marketing information resources and services. An adage says that if we have satisfied, you help us inform or tell others”. Good public relations assist library staff in serving the users better users. Public relations play vital roles in the marketing of library resources and services through the following functions:

1. good public relations between the library and the community where the library is situated helps speed up the library’s development. The community attends the library programs like library week, library tours, and the community invites the library management whenever there are events in the community. Through this means, the library can promote its resources and services rendered in the library to the public. This will be possible only when there is good PR between the library and the community.
2. public relations will help the librarians to create positive images of the libraries to users and the general public. Also, help in promoting the available library resources, programs, and services. Strong relations between the library users and management of the libraries can be seen as suitable promotional devices that will have a strong lasting effect on users, as this will draw readers always to the resources and services offered by the library.
3. the knowledge and application of good public relations will make library management aware of the public opinion and shape staff conducts in coping with problems relating to the users’ information needs. This is because public relations is aimed at introducing the users to the products they desire through marketing
4. marketing involves creating values for customers and devising a means of building strong relations between the organisation and the consumers to utilise the organisational products and services. In the libraries, librarians' public relations skills will help build solid connections and instil the attitude of satisfying user’s information needs.

5. marketing of library resources and services aims to create awareness on the products to increase patronage by the information seekers. A good public relation with the library users will help the library management research to find the information needs of their users because the users will be open to sharing their needs and wants when treated as queens and kings—letting them know that you are there to serve them. When desired information resources are available, selected users will surely use them in a friendlier environment than in an environment full of crisis and neglect.
6. PR skills in crisis management will help the librarian know how to handle a potentially harmful or worsening situation in the library without panicking. This is because the librarian had acquired the skills of preparing and forecasting for disaster management before it happened.
7. “It’s not how hard you get injured, but how fast you get up and deal with it”. When the library staff are happy in their working environment, they bring out new initiatives and check out any behaviour that may affect their image. When the library staff are anywhere, they will say good things about the library; verbal communication is vital for marketing library resources and services. Also, they will dismiss and fight any negative comments on the library outside their workplace because they are the eyes and ears of the library.
8. timing is among the public relations skills a librarian should possess. The librarian should provide relevant and accurate information resources and services to users when they need such information. The Law of library science emphasizes on save the time of the user.

3.2 Public Relations Tools for the Marketing of Information Services in the Libraries

The following are the tools a librarian can use to promote public relations programs in the library:

1. message/ information
2. users targeting
3. media marketing

1. **Message/ information:** in messaging, they should create consistent information in library services and resources available to users. This will help the users determine the library services the libraries provide to their users to create a consistent story around a product, person, company, or service. The information on library services and available information resources will help spur the users to decide when to use the library. The library users should be aware of these library services through various channels like OPAC, social networking tools, library Websites, brochures, posters and giveaways etc.
2. **Users targeting:** a fundamental technique of public relations in the libraries is the target users and tailoring information resources and services to appeal to them. This is because the interests and the information needs of library users vary in context and format. Some users prefer information in books, others from journals, some prefer printed form, and others are electronic resources. Several complementary information resources and services must be provided to maintain good public relations between the library and its users.
3. **Media marketing:** this involves using various channels in conveying information/messages to library users. Media marketing includes the use of electronic marketing in libraries. E-marketing uses internet tools and web technologies such as search engines, web pages, and other computer devices to promote goods and services. Web 2.0 and Web 3.0, which have presented Online social media platforms such as WhatsApp, Twitter, Telegram, Facebook and LinkedIn, have enabled libraries to get their messages directly and fast to their users. The library can use other forms of media are library websites, bulletin boards, posters, brochures, library orientation, newspapers, television programs, radio stations, and magazines. Whatever channel you decide to use to communicate to the library users, you should make sure that accurate, relevant and current information is what is sent to the library users to avoid confusion and doubts in the mind of the users

4.0 CONCLUSION

In this unit, we discussed the roles public relations play in marketing library resources and services. These include speeding up of library's development through programmes like library week, library tours, and the community invites the library management whenever there are events in the community to showcase library activities. Public relations

help create positive images of the libraries to users and the general public when users are treated friendly, and their information needs to be met. This can be an excellent promotional device that will create a strong, lasting effect on users, as this will draw readers always to the resources and services offered by the library. Also, good public relations will make library management aware of public opinion and shape staff conduct in coping with problems relating to the users' information needs. Excellent public relations between library users and library staff will help librarians conduct marketing research on their various users / intended users to find out their information needs. This is because the users will be open to sharing their needs and wants when treated as queens and kings. We also examined the public relations tools for the marketing of information resources and services. These are the use of consistent and clear message/information which informs users on available resources and services, identifying the target users and tailoring information resources and services that appeal to their interest or subject area. Media marketing as a tool describes the type of media in marketing library resources and services. Such media tools are the electronic media, e.g. television, websites, WhatsApp, Twitter, Telegram, Facebook and LinkedIn. Other media tools are newspapers, bulletin boards, posters, brochures, library orientation, and magazines. Whatever channel you decide to use in communicating to the library users, you must make sure that accurate, relevant and current information is sent out to avoid confusion and doubts in the mind of the users.

4.0 SUMMARY

Public relations help a lot in carrying out advocacy activities in the library and information centres. The good memory remains in the user's mind whenever the library user is satisfied and treated friendly by the library staff. Whenever that particular user needs information to solve problems, the library will be the first place to come into the user's mind. The user finds access to library resources and services through the library website or visits the traditional library. So public relations in libraries will help the library build a strong tie between the information resources and services provided in the library and the library user. Through this means, the library is marketing information resources and services available in their collections. Attempt the questions below to test your level of understanding of the unit's topic.

Self – Assessment Exercise (SAE)

What are the public relations tools you need to effectively market library resources and services to intended library users?

6.0 TUTOR-MARKED ASSIGNMENT

1. List six roles of public relations in the marketing of information services and resources in libraries.
2. Discuss the five roles of public relations in the marketing of information services and resources in libraries.
3. Explain three public relations tools needed for the marketing of information services programs in libraries

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UNIT 4 THE BENEFITS AND PROBLEMS OF MARKETING INFORMATION SERVICES IN LIBRARIES AND INFORMATION CENTRES

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The Benefits of Marketing Information Services in Library and Information Centres
 - 3.2 The Problems of Marketing Information Services in Library and Information Centres
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

In the previous modules and units, we looked at the concept of marketing, the need to market library resources and services to library users. These include creating awareness of the library resources and services available for users, promoting the library and library staff's image, and increasing patronage and access to information resources and services. The question is, why should the library embark on such activity of marketing library resources and services? Are the benefits and problems associated with the marketing of library resources and services to users? You will lead you to the topic of this unit, “**Benefits and Problems associated with the Marketing of Information Services in Libraries and Information Centres.**”

2.0 OBJECTIVES

By the end of this unit, you should be able to:

- mention the benefits of marketing information services in library and information centres
- discuss the benefits of marketing information services in library and information centres
- outline and discuss some of the problems associated with the marketing information services in the library and information centres.

3.0 MAIN CONTENT

3.1 Benefits of Marketing Information Services in Library and Information Centres

Marketing library resources and services in libraries and information centres create awareness or transmit information on available information resources and services to information seekers to achieve customer satisfaction. Marketing involves promoting the activities of libraries and librarians, publicizing their resources and services to convince information seekers of the value and relevance of the libraries in information provision:

1. marketing of information resources and services by librarians will enable the library to reach out to more potential users and maintain existing clientele. Marketing activities help in encouraging and promoting the use of library resources and services.
2. marketing library services to the public help in educating them on the activities of the library and the work of librarians.
3. by marketing information resources and services in the libraries, existing and potential users are exposed to the library's services such as orientation, user education, reference/ reader services, referral services, bindery and reprographic services.
4. marketing of library resources and services help to direct the users where to seek information and where to ask for assistance from the library, the staff that can help or attend to their queries.
5. e-marketing has promoted user empowerment for increased access to library services and resources by creating awareness on the extension of library opening hours, email services, online reference services, library tours, library orientation programmes and other library websites.
6. the need to take library resources and services to the faculties, staff, students and other users makes it imperative for librarians to acquire necessary marketing skills. This will facilitate better service and nudge the library to thrive in the face of knowledge explosion and new trends in the application of technology in information service delivery.
7. marketing library resources and services has helped the libraries showcase their services to information users, making them more relevant in the increasingly competitive field of information provision.
8. marketing of library resources and services has enabled users of information products and library services to know the available information resources and services in the library without

requiring them to physically travel to the library to access the library catalogue physically. The holdings of the library can be marketed through the Online Public Access Catalogue of the library. Library users can access information resources and services unaffected by the geographical limits of the market location through E-Marketing.

9. e-marketing also has enabled librarians (marketers) to have easy access to the profile of the library user, their preferred information resources and services. This information will help the librarian track the information needs of the library clientele, which will aid in information acquisition and provision of personalised library services to users to ensure Selective dissemination of information services in the library.
10. the direct interactions between the librarian and library users through e-marketing have enabled librarians to speed up the information delivery to users, track users' requests, and respond timely for better satisfaction.

3.2. The Problems of Marketing Information Services in Library and Information centres

The biggest challenge the librarians encounter is finding out the library users may need, their information-seeking behaviour, access issues, understanding the unique nature of every information user, and segmentation of the information users into the target market. In the marketing of library resources and services in libraries and information centres, librarians are faced with a myriad of problems discussed below:

1. **Information packaging and repackaging:** marketing library resources and services to information users requires the librarian's knowledge of how to package and repackage some of the services provided in the library and information centres to make these resources and services marketable.
2. **Inadequate funding of libraries and information centres:** the poor economic situation of many countries has affected the funding of education, which has transcended the funding of libraries in higher institutions of learning, public libraries, school libraries, and even special libraries. No matter how well a librarian is marketing strategies and planning, your efforts will be frustrated and fruitless in the marketing process without proper funding. Even some libraries do not map funds for the marketing of library resources and services. Some librarians believe that anyone who needs information must come to the library to seek information, not knowing that the library faces any competitors in the information resources and services. So the library and

information centres should market their resources and services to maintain their relevance and existence in the mind of information seekers.

3. **Poor public relations:** this is another factor that affects the marketing of library resources and services; even when you draw these users to the library resources and services, the attitudes of some library staff drive these away from the library. Some of the librarians and library staff make the library environment unfriendly and hostile to users. Some staff are unwilling to help users in information searching and retrieval. Many users leave the library unsatisfied, thereby affecting the marketing process and the objectives of marketing library resources and services.
4. **Lack of marketing plans and policies:** is a major challenge in marketing library resources and services to users. Some libraries embark on marketing activities without defined policies and strategies for doing what, how and when to carry out the process. Some do not even have a marketing committee and marketing plan before embarking on the marketing process.
5. **Lack of staff trained in marketing techniques:** some libraries lack personnel knowledgeable in marketing principles and practices. Some librarians do not have marketing training. In some libraries, people who read computers are employed to help in marketing library resources and services online because they are experts in computer science, forgetting that every discipline has its jargon or terminologies.
6. **Resistance to change by the poor attitude of librarians and library staff:** some librarians and library staff are resistant, and they see the marketing of library resources and services as a waste of funds and time. Some even see it as adding extra load on the workload of the librarians and other library staff. Engage in marketing activities adds to the problems. So they are not willing to engage the marketing activities. But they forgot that the library is a growing organ should that changes are inevitable. They believe that anyone who needs information must come asking for help from them and use library collections.
7. **Poor attitude of library users:** some users have negatively impacted the library and its services. They believe that they can get any information they need from cybercafé and use the internet without using library resources and services. Librarians and library staff often put forth great effort to make library users and community members aware of all information resources and services available for them. It is one thing to drag a horse to the

river, but it is another thing to force the house to drink the water. Although you can create awareness of the information resources and services provided, access and use is left for the information seekers to satisfy their information needs.

8. **Lack of market research:** some libraries do not carry out marketing research to find out the information needs of their users and where they can find their users before providing these information resources and services. This affects marketing strategies because when marketing research does not do, you will be assuring your users through guessing, sometimes misleading. This is why you come to a library and find books that users have not used for the past 20 years. The information resources are just there occupying the library shelves. This is not in line with the laws of library science, which states “books are for use”; “Every reader his/her book”, “Every book its reader,” “Save the time of the reader” as stated by Ranganathan in 1931.

9. **Establishing your brand name among many competitors online:** many firms online showcasing similar products and services to information seekers. Many information seekers now prefer to search engines like google, yahoo.com, ask. Com and Yippy.Com to search for information instead of visiting library websites and another information database. So there is the need for your library to establish a brand name that will be unique to identify their resources and services in the mind of their new and old customers. Every library needs to create awareness on their brand name to stand or register in the target market's mind to draw the users to their resources and services. This is done to differentiate your services from other similar products and services. To remedy this challenge by developing a unique item or using Unique Selling Point or Unique Selling Proposition (USP) to make your products and services stand out better than any other similar or the same product/services in the market. You can achieve the USP in your library by finding out your users' information needs, what they are looking for in a particular resource, and why they refer the information resources and services to others.

Also, you can ask your library users how you can improve on your services to them. You may be surprised at the answers you will be getting from your customers. This will help you to improve on your products and services. It will also help you build your promotional or advocacy activities to draw users to the library website and the traditional library. The focus is to conduct market research on users' information needs and identify the type of library clientele you are

designed to serve. And repeat the study at intervals to determine the level of satisfaction of the users. This will serve as an evaluation of the available library collection and services.

10. **Targeting the right audience:** it takes a lot of money and time to conduct market research to identify the target market from the group of market segments because the number of people using the internet is increasing daily. Hence, all of their information needs to keep on changing. To target the selected customers to market your information resources and services now becomes a difficult task for the librarians. You can remedy this by finding out the general demographic of your users, discover their online behaviour and their information searching needs. This will help predict their interest, where you reach out to them and the type of information and services they will like.

4.0 CONCLUSION

Marketing of library resources and services in libraries and information centres creates awareness or transmits information on available information resources and services to information seekers to achieve customer satisfaction. As discussed in this unit, the benefits of marketing library resources and services are that librarians' marketing of information resources and services will enable the library to reach out to more potential users and educate communities on the library's activities. Expose users to the library's services such as orientation, user education, reference/ reader services, referral services, bindery and reprographic services. Also, it directs the users where to seek information and where to ask for assistance from the library, the staff that can help or attend to their queries. Marketing library resources and services has enabled users to access the library's available information resources and services without physically visiting the library to access the library catalogue. E-marketing also has allowed librarians (marketers) to have easy access to the profile of the library user, their preferred information resources and services. Some of the problems associated with the marketing of information resources and services in library and information centres as inadequate funding, poor public relation, lack of marketing policies and plans, resistance to change by the poor attitude of librarians and library staff, lack of staff trained in marketing techniques, lack of market research and targeting the right audience.

5.0 SUMMARY

Marketing library services is vital in information management and dissemination. It encourages interactive and good relationships with library users and library staff. Marketing of information resources and

services in libraries and information centres aims to create awareness on the available library, resources and services to increase accessibility and usage of such resources and services by existing and potential information users. Effective marketing of Library resources and services promotes public relation, better users understanding and add values to services provided to users. Also, effective marketing ensures easy access to library and information resources and services. The librarians should master the new trend in marketing processes and endeavour to conduct marketing research to determine target users for adequate services and information resources to existing and intended library users.

Self- Assessment Exercise (SAE)

Are the benefits and problems associated with the marketing of library resources and services to users?

6.0 TUTOR-MARKED ASSIGNMENT

1. What are the benefits of marketing information services in libraries and information centres?
2. Outline and discuss some of the problems associated with the marketing Information Services in library and information centres?

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