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E-Marketing Of Library And Information Products And Services

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Abstract:

This paper deals with e-marketing of library and information services provide to the users. It focuses on e-marketing which is a new concept in library and information services. This paper covers marketing. E-marketing process of marketing, advantage of e-marketing disadvantage of e-marketing of libraries and services

Key words: E-marketing, marketing, library and information services, library product,

Introduction

The E-marketing to attract consumer and to increase the use of the library and information products and services. Information technology has created a new gateway for information products and services. Information products and services in a multiplicity of formats have made libraries and information centers. E-marketing resolution directly affects lifestyle of the people. Television, computer, mobile, internet, etc. have become basic need of the most of the people of the world. Electronic technology specially internet and World Wide Web have introduced new trends like e-business, e-commerce, e-banking, e-marketing, e-library, etc. In, library services have been promoted through new tools like online advertising, website, e-mail, facebook, twitter, blogs, e-conference, etc. for survival in electronic environment, libraries have to adopt new technologies and revise its principles and policies, functions, services and resources.

Definition Of E-Marketing

- E-marketing is the marketing side of e-commerce. It consists of company efforts to communication promote and sell products and services over the internet. Thus, Amazon.com ab.com and dell.com conduct e-marketing at their web site. The other side of e-marketing is e-purchasing, the buying side of e-commerce. It consists of companies parching goods, services and information from online suppliers.
- E-marketing is the process of marketing a product or service using the Internet. It not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.
- According to Dave Chaffey, E-marketing can be considered to be equivalent to internet marketing; simply defined as, "Achieving marketing objectives through applying digital technologies".
- E-marketing is the process of utilizing information technology in the conception, distribution, promotion and pricing of goods and services that satisfy individual and organizational objects

Advantages Of E-Marketing

- Exchange of library information by global area.
- 24 x 7 availability of library services/information, at anywhere.
- More users at a time can make use of library.
- Better information services can be provided with less manpower.
- User's time and expenses are reduced.
- More and easy conformity can be attained with future changes.
- Two way communication channel
- Immediate impact
- Powerful and interesting campaigns
- Instant purchase facilities
- Advantage in competition and increase in service quality
- Instant access to information
- Accountability
- Wide scope
- Increase interactivity
- One to one marketing
- High return of investment etc

Disadvantages Of E-Marketing

- Lack of personal approach.
- Dependability on technology
- Maintenance costs due to constantly evolving environment
- Higher transparency of pricing and increased price competition
- Worldwide completion through globalization
- Barrier of speed of internet connection
- Many internet products are outright scams or promoted with deception make it difficult for purchase decision
- The quality, size and color of the product may be different from its image on webpage
- Poor after-sale services
- Security privacy issues etc

E-Marketing In Library Information Products & Services

The nature of 'Library' is changing rapidly. In the earlier era, the books were preserved, but not the concepts 'Library' has changed entirely and converted into information centers. The needs of users are also increased. The users need relevant information quickly, easily and readymade. So the marketing has emerged in libraries and information centers. Marketing of information products and services is an integral part of library administration, especially as a means form improving user satisfaction and promoting the use of service factors, namely the information explosion, the technology revolution and escalating library cost are responsible for encouraging the library profession to develop a marketing approach in its operation and services.

The Clients

- Student
- Professionals
- Institutional staff or not teaching staff
- Scientist and research Scholars etc

Using Ict For E-Marketing

• Internet

Internet is an advanced form of new technology which removes the limitations of remoteness through modern technology tools and becomes helpful in timely e-Marketing of library products and services to the users. It can be done as shown below.

• E-Mail

Electronic Mail is becoming most useful way of communication. This service can be used to sent and service massager easily and speedily

• E- Journal

In the modern technology library can provide recant information within a short provider of time or it is easier to update the issue of a journal on the Internet as soon or it is published.

• Electronic collection

Library every change is accepted only when there are advantage and benefits. Physical medium user for information storage has also changed in the form of films and disc. ITB found that the electronic storage media are more convenient end comfortable to store and relieve information therefore there is a fast that books from is the larger junk of the collection and occupier lot of space in the libraries. Digital technology is dramatically changing the print on paper library model that has been the main stay of higher education.

• Resources sharing

The lot of increasing cost of the documents and non-availability of enough founds the libraries are not to provide each and every Material to the users. But ICT library solved this problem very easily. The user can be search OPAC of other library or May asks the librarian to provide the desired document. One of the able to search it, then they can request that library to give the document on inter-library loan.

• Periodical control

The periodical controls list of serials can be maintained as a database renewal complaint against non- receipt of periodicals to cheek availability of back volume's and Journals.

• Collection Development

The ICT has made it possible to acquire information source; from books, journals; News papers. Etc. These are very easily and rapidly most of published in their websites on the Internet also theirs catalogues can be searched from the library for new publication. The acquisition in charge can place from their orders on online and clarity debits it any though-email. Some of them published can lee provided very easily and live access of publication.

• Technology processing

From it number of libraries is having their catalogue online. In the library staff can cheek the bibliographic details of the newly acquired document and can use it is technical

processing of their document. Library can also provide access to its catalogue with others libraries from OPAC.

- **The Audio/ video cassettes**

In the library Audio video cassettes has been give real presentation of the users. The Audio/video cassettes are considered to be more effective medium than the television broadcast. The video cassettes are more flexible and convenient in their use. Prominently the pre recorded video program are most effective able in continuing education system.

- **Teletext**

Teletext is one of the most advanced communication technology with a tremendous potential for the education. Teletext is a generic term for transmission of page of information as digitized signals through the television medium. It makes the common television receiver function like a computer terminal for retrieval of textual of information source.

- **Video Text**

The video text is a two way interactive communication, where student and others users, it can be transmit the request to a central database. A large master computer the simultaneously fulfils the needs of users. The library content, it should lee provided information relayed to the user through telephone, radio or television signals.

- **Consortia**

This program gives from U.G.C by used to communication for library group. It facilitate spread If quality education all ever the country and a means of distributed access to educational materials journals and electronic resource available on the internet other consortia operational in India to share electronic access to journal literature include INDEST, ICICI knowledge part etc.

- **Social networking**

More users can connect with each others by making a use of social networking in library and can get necessary information with the help of social networking. Facebook, Twitter, MySpace etc are extensively used in the social networking. For sharing the information with the help of social networking, a library page can be made in Facebook; Twitter's 'additional feature' can be used to making a group and share the information.

Evaluation Of Customer Satisfaction

- Customer's top priority
- Customer expectations
- Individuality
- Responsiveness
- Relationship
- Quality services
- Relationship with users
- Professional skills and competencies
- Value added services
- Distributors skills and competencies
- Updated and accurate information

- Users satisfaction
- Timeliness

The library has many product and services that it can be used for marketing. The library uses its collection for marketing. In particular, the availability of new acquisition like a new online databases or a set acquisition like a communicated to client who need them. The users need information as assignment, e-books, e-journals print books and print journals. Marketing is not just about developing and promoting new services and product but about brining awareness to users of existing series and products and determining their appropriateness. Marketing plans need to be developed and implemented with ongoing. Enhancement of the services and product should follow. Now uses are in hurry and they want everything now. The librarians have to make a strategic planning. The information products are prepared and put for selling and advertise over the internet. The users have to pay for it. The web becomes an essential medium for marketing and promoting services and resources. To reach all users it is important to adopt several different, new and old, marketing techniques. The print and online, email and personal letters are good medium.

The Concept E-Marketing And Traditional Marketing Libraries

A blend of both the E-marketing and Traditional marketing should be undertaken to promote information product and services of the library. There are pros and cons for each of the two marketing methodologies, but the basic principles of marketing remain the same. In both methodologies, there are attempts of achieving customer satisfaction tonsure regular patronage by customers, attract new customers, retain present customers and win over lost customers. Using media of both marketing methodologies in campaign, library can engage customers to its products and services. Many libraries realized that they need to create bridge between these two methods of marketing to achieve libraries' objectives. They have created website to provide their library information and simultaneously they advertise location of the website, information with e-mail address and contact numbers in traditional media like in magazines, news papers, etc. Google is a perfect example of integrating E-marketing with Traditional marketing as it offers conventional print, radio and TV advertisements via Ad Words.

Conclusion

Libraries are considered as a non profit organization. But when the marketing is emerged in libraries and information centers. It also sells the information products and services to the uses. E-marketing is a new concept. The uses needs are increasing the more and more. The library and information services provides to the users with using information communication technology. The users have to pay for getting this relevant, up to date information. Hence they get the qualitative and up-to-date information very fast and at affordable prices.

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