

# Effectiveness of Library Promotional and Marketing Techniques

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**Abstract:** *Promotion and marketing of a library like any other product become essential to attract users and raise awareness about the library. The present paper aims to determine which techniques were used by Rayat Shikshan Sanstha senior college librarian to promote their libraries and to know the effectiveness of those techniques. Data were collected by an online questionnaire sent to the respondents. Frequently distribution and descriptive statistics were used to interpret the data. Findings show that librarians used a variety of techniques to promote the library. In this online virtual world, the result shows that the books for reading are decided by the users by handling them physically and by reading their summaries. This study provides a better understanding of academic libraries' or librarians' attitudes and views towards library promotional techniques.*

**Keywords:** Library promotion, Marketing of library, Effective techniques, Library promotional techniques, Library services and resources etc

## I. INTRODUCTION

Libraries are considered a treasure of knowledge because all libraries in the world are full of various types of reading materials which are recorded by various peoples, and eminent writers. Before the invention of the internet and smartphones libraries were the only choice to search for information but in today's digital era situation is not the same. For academic purposes libraries are not only the single choice for students and faculty to search for information, they search for information on Google instead of the library and this situation is very dangerous for the existence of the library. Nowadays for libraries, it is not enough to give good services they need to promote their resources, raise awareness about the available resources and need to find various ways to attract users as effectively as possible. To create awareness among the students, promote the available resources, improve the library's image and for their survival, librarians need to acquire new skills of marketing. The present paper deals with the various marketing strategies and their effectiveness used by senior college librarians of Rayat Shikshan Sanstha, Satara (RSS, Satara)

### Objectives:

- To explore different strategies used by college librarians of RSS, Satara.
- To measure the effectiveness of different marketing techniques.
- To find out innovative techniques for library promotion if any other than the traditional techniques they have used.

## II. METHODOLOGY

There are 42 senior colleges in RSS Satara. The research respondents of this study were working as a senior college librarian in various senior colleges of RSS, Satara. For some reason except for 02 librarians, all 40 librarians were sent questionnaires online and given time to complete them and return within 10 days. To gain more responses reminders were sent them. All participation was strictly voluntary.

### **III. LITERATURE REVIEW**

Maximum research published on the marketing of library services and various techniques used to marketing of library resources and services and their effectiveness. Research reports that methods of library marketing have changed from print media to social media for example blogs, wikis, Facebook, YouTube, Telegram, instant messaging etc. can be used to promote the library. Librarians need to acquire new tools and techniques for the survival of library existence. Breeding<sup>1</sup> advised that libraries use RSS feeds to attract potential users to the library and found the application of Web 2.0 in the marketing of libraries is very challenging. David and Sagun<sup>2</sup> suggested that libraries ought to start relationship marketing strategies with the students and faculty to make library resources and services visible. Because of the influence of social media, Landis<sup>3</sup> stated that using popular social networking tools like Facebook can be useful and effective in marketing resources and events. Nkanga<sup>4</sup> found that traditional promotional techniques such as personal contact, circulars, memos, telephone calls, meetings, displays, talks, newsletters, and leaflets were widely used. Rheingald<sup>5</sup> found that the use of mobile phones in the marketing of library services and resources is economic. Further, it provides instant response and contact with users. Relationship marketing is related to service marketing because it cultivates the long-term relationship among the staff and users. Whereas Robinson<sup>6</sup> communicate that to remain relevant in this fast-changing world libraries must adopt a marketing orientation. Libraries must try and understand their users and what they do to search for information. Yi Zhixian<sup>7</sup> found that various techniques were used by librarians and the effectiveness of various techniques depended on the librarian's point of view. The literature review article suggested various ways to promote library services and resources. The present article aims to know the various strategies of marketing used by RSS senior college librarians and measure the effectiveness of the techniques.

#### **Survey design:**

Survey questions focused on basic details of librarians like qualification, experience, workshops attended on marketing, knowing the effectiveness of the promotional strategies used by them and quoting any other innovative practices they follow to promote libraries. The techniques and strategies listed include-

Print material: Library pamphlets and brochures, print advertisements, and Library newsletter.

Digital media: social media, College or Library website announcements and emails.

Events: Library orientation programme, classroom instructions, book exhibitions, library tours and face-to-face conversation, and at the last for option respondents could write about there any other strategy to promote library resources.

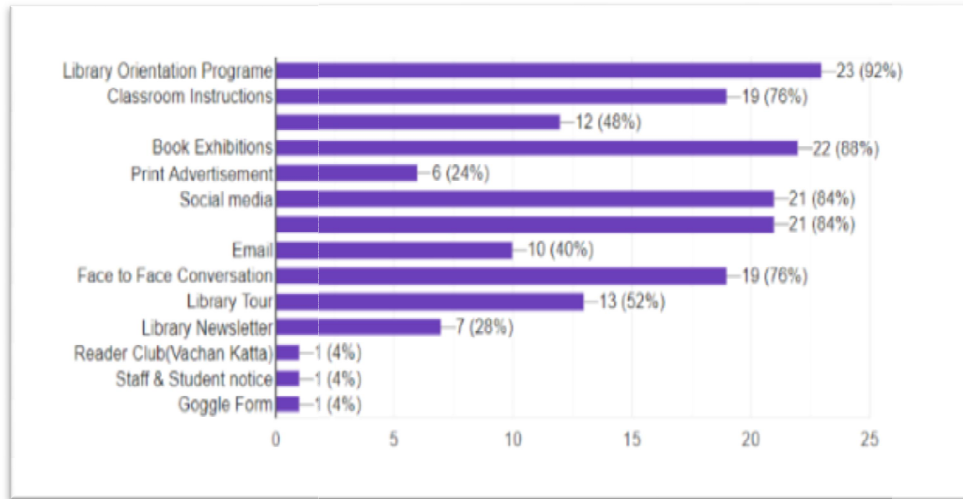
### **IV. DATA ANALYSIS AND FINDINGS**

In this study, 62.5% (25) of the 40 librarians successfully answered the questionnaire on the effectiveness of strategies used to promote the library. The final analysis did not include 15 incomplete questionnaires. Out of all respondents, 56% know marketing techniques by attending workshops on marketing.

#### **Descriptive result:**

When we thought about more used techniques for library promotion, 92% of respondents from RSS Satara used the library orientation programme as their priority. 88% of respondents chose as a second priority to arrange the book exhibition and after that, 84% of respondents used social media as well as college and Library website announcements to market their libraries.

Classroom instructions and face-to-face conversation for library marketing were used by 76% of respondents followed by 52% of respondents who arranged library tours to introduce their library. Pamphlets and brochures are traditional ways to market the library, 48% of respondents used pamphlets and brochures. After that 40% of respondents sent emails about the library services and collection or new arrival lists to promote their library. Library newsletters were used by 28% of respondents whereas 24% of respondents used print advertisement strategy. Very few means only 4% of respondents used to arrange the reader clubs, circulate the library notices and use Google forms to promote their library which they are quoted in others' comments section.



**Chart No. 1 - Frequently used techniques by respondents for library promotion.**

In terms of which techniques used were considered effective, 68% thought that library orientation was effective whereas 64% considered classroom instructions were effective. Library pamphlets and brochures were perceived as effective by 52% of respondents book exhibitions were seen as effective by 76% of respondents. 36% of respondents thought that print advertisements were effective. The use of social media in library marketing was thought as effective by 60% of respondents. 68% responded that website announcements were effective techniques. The email was considered effective by 36% of respondents whereas 60% of respondents thought that face-to-face conversation is very effective in library marketing. More than 20% of respondents thought that library orientation programmes, book exhibitions, social media, website announcements, face-to-face conversations and Library tours were more effectively used in library marketing. 4% of librarians do not ever send emails to their users to promote their library. 8% of respondents never used library tours and face-to-face conversation to promote library services and resources and 12% of librarians do not use library newsletter and print advertisement techniques for library marketing.

## V. CONCLUSION

Currently, academic libraries face many problems like budget cuts, many responsibilities at one time, unskilled personnel and the changing demands of teaching, learning and research work. The study found that attracting users and raising awareness about services and resources has become essential library management work like other works. The high percentage for library orientation programmes and book exhibitions indicates that the importance and effectiveness of physically handling books, touching them and reading summaries for choice of reading are more important. The result also indicates that college and library website announcement is also effective and more used techniques in this digital world. There are also some limitations to this study. Accurate response to a question also depends on the respondent's willingness and ability. Because of misinterpretation and personal bias study results could not be generalized.

When thinking about innovative library marketing practices followed by respondents quoted that arranging book talks, and guest lectures, developing special collections of famous writers or renowned personalities, preparing attractive reading and discussion zones, preparing short videos about library services and facilities, and arranging reader clubs these are the innovative practices from the point of view of respondents which they followed for their library promotion and marketing.

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