

# E-Marketing for Libraries

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## Abstract

These days advertorials, micro sites, social networks, blogging and viral videos are just some manifestations of promoting libraries. E-marketing brings opportunities for libraries to connect with their target groups. Different publications show how library users are essentially digital citizens and with e-marketing, it is possible to connect with the users in their own natural habitat. It also allows spreading a message with a lower cost than other strategies. It is easier for users to recognize the library's message when they are already well versed in the digital environment. Linking library promotion and technology 2.0 is not a magic formula which can work by itself. It is effective only if the library is able to integrate the newer media into a marketing strategy.

## Introduction

During last two decades libraries have been vividly and positively affected by technological advancement. Technological change is fast and its real benefits rest with the successful use of technologies for the benefits of the larger community. More so, technologies have become a showcase for every business enterprise these days, and everything can be marketed with the support of information and web technologies. Even the place of product and services has been supplemented and complemented by these technologies. Libraries and information centres have employed technologies for in-house operations, digitization and networking throughout the world in a larger context. Library promotion and marketing with 2.0 technologies have brought new expectations and new approaches into LIS context. Actions taking place in the digital context are going to be placed under the umbrella concept of e-marketing.

## E-marketing and some related concepts

E-marketing is a wider concept in practice but social media marketing has eclipsed it. All kinds of 2.0 technology, blogs, viral video, wikis, social net, have concentrated the attention of library and information managers on library promotion and marketing. Ayu and Abriza (2011) pointed out an increase of documents about Facebook uses in library promotion from 2006.

E-marketing is understood as the process that regulates the transfer of goods and services between an organization and consumers using electronic resources and communication tools. This classification includes the use of the telephone, radio, television, and other electronic means. With the internet advances a new concept appeared in the literature as *internet marketing* or *online marketing*. Ngai (2009, 27) mentions that the year 1996 demonstrated an increasing number of articles about internet marketing in the marketing literature. Internet marketing is the process of creation and development of the relation with the consumers across activities online that facilitate the exchange of ideas, products and services that satisfy parties, company and consumers (Imber and Toffler 2000 cited by Ngai, 24).

Deighton (1996) introduced the term “interactive marketing” at the end of the nineties. The essence of interactive marketing took root with the change of the channels from passing massive and unidirectional mass media, to the use of technologies that allow us to compose in a dialogue and to exchange information between the corporation and consumer. The interactive marketing concept is constructed on a pillar of interactive technology, which is the quintessence of the web 2.0, and with it the ability to have more trustworthy information about the consumer with the aim of creating effective marketing strategies.

We might therefore, suggest a differentiation amongst the concepts above mentioned. While internet marketing refers to internet use, interactive media use also relates to internet media but in particular to those means that are going to allow interactions between users and media. E-marketing is a wider concept that includes interactive marketing. In the last decade the term “e-marketing” has been use exchangeably with “interactive marketing”. In general e-marketing involves all those activities of marketing that are going to take the online environment.

## E-marketing techniques

E-marketing includes a mix of tools that comprehend conventional media such as the web, up to social media.

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