

गुंथललतु डुरलरु डुरलन आडलरलत सडलरुनुं नलरुडलशु
CREATION OF KNOWLEDGE BASED
SOCIETY THROUGH LIBRARIES

**Third National Library Seminar and
29th Library Conference of Gujarat Granthalaya Seva Sangh**

Date : 28th, 29th & 30th January, 2013

Monday, Tuesday and Wednesday

**: Organised by :
Gujarat Granthalaya Seva Sangh (GGSS)**

**: Sponsored by :
Raja Rammohun Roy Library Foundation, Kolkata and
Directorate of Libraries, Gujarat State, Gandhinagar**

**: Venue :
Shri Radhakrishnan Bhavan,
Opp. Shri Swaminarayan Prasadi Mandir,
Paleswar Chawk, Upli Pad, Bhuj-Kutch-370001, Gujarat.**

**: Editors :
Pravin C. Shah
Kirit K. Bhavsar
Kanchan R. Patel
Dr. Manish M. Pandya**



**Gujarat Granthalaya Seva Sangh, Ahmedabad
January, 2013**

© ગુજરાત ગ્રંથાલય સેવા સંઘ, અમદાવાદ
જાન્યુઆરી, ૨૦૧૩

**Gujarat Granthalaya Seva Sangh (3rd National Library Seminar and
29th Library conference : 2013 : Bhuj)**

Creation of Knowledge Based Society through libraries = ગ્રંથાલયો દ્વારા
જ્ઞાન આધારિત સમાજનું નિર્માણ / Gujarat Granthalaya Seva Sangh, book
of papers to be presented at 3rd National Library Seminar and 29th
Library Conference of Gujarat Granthalaya Seva Sangh; during
28th-30th January, 2013. Venue : Shri Radhakrishan Bhavan, Bhuj
Editors : Pravin C. Shah, Kirit K. Bhavsar, Kanchan R. Patel and
Dr. Manish M. Pandya. Ahmedabad. Gujarat Granthalaya Seva
Sangh, 2013.

પૃ. ૩૦૨, ૨૪ સે.મી.

DDC : 020.62345475

ISBN : 81-900173-10-12

Price : Free to all delegates of the conference.

Publisher :
Secretary, Gujarat Granthalaya Seva Sangh,
4/A, Laxminarayan Society,
Near Shantinagar Society, Usmanpura,
Ashram Road, Ahmedabad-380013.
M : 9898031156
Website : www.gujgss.org

Printed at Siddhi Offset
Phone : 079-25453960 M : 9276506701, 9227453960
E-mail : siddhioffset@rediff.mail.com

Strategies of e-marketing in library information products and services

Amin Jignesh I.* and Dave Amita M.**

INTRODUCTION

The society, wherein information and knowledge evolves, becomes a great society. Marketing of information is a new idea which plays a major role in libraries and information centers. Marketing is a social and managerial process which occurs by transaction or exchange of one another's needs through individuals or groups.

According to Levitt, "Marketing is concerned with satisfying the needs of the customers by means of product and the whole cluster of things associated with creating, delivering and finally consuming it".

It has been accepted by the library and information centers that information products and services are an identical part of management. It especially can be helpful in enhancing user's satisfaction and in providing encouragement to customers in the use of current/future services.

In the profession of library, three factors influence the marketing of information products and services – they are: information explosion, revolution of technology, and the broad scope of library. From these factors it can be said that in this competitive age of information, marketing is a tool which gives a new life.

E-MARKETING

The word "e" is related as a medium of modern technology of "Internet". So, it can be said that e-Marketing is Internet Marketing. e-Marketing has an extensive scope in which information occurs by use of internet, email, and other such tools. And it also helps in maintaining relationship with the users.

In order to encourage information services, the tradition of age-old optimism of printing a bunch of bulletin or notes and keeping it on a table with the hope that some one will come and read has eloped. Today users hope to get information of his/her choice at right time and at right place. With the help of e-Marketing the internet provides vast possibilities of user contacts by coming out such limitations. e-Marketing keeps the user in continuous contact with library products and services and makes him/her more active. User who is not visiting library daily, for them e-Marketing is a effective tool for getting attractive, rapid and inexpensive information.

ADVANTAGES OF E-MARKETING

- ❖ Exchange of library information by global area.
- ❖ Round the clock (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.

STRATEGIES OF E-MARKETING IN LIBRARY INFORMATION PRODUCTS & SERVICES

Internet is an advanced form of modern 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.

Library website (homepage)

Library website is a modern link between a library and users. The homepage of a website should reflect the library services. The homepage should be so attractive that users can easily find and acquire library services and information with a single click.

Library membership registration

Online forms for library members should be uploaded in the website of library. So, that the users can fill up the online form and get easily avail the library services.

*Professional Assistant, Vikram Sarabhai Library. IIM, A'bad and **Research Assistant, NICMAN, Vikram Sarabhai Library, IIM, A'bad

Online library visit (Library orientation)

Online library visit helps in saving the time of staff and provides the library products and services to the users. Large libraries where the number of users is more, the online library visit is a tool which provides rapid identification to the library.

Online user education course

Hybrid library has changed the definition of traditional library. Now a days the exchange of information occurs through OPAC, in-house databases, online databases and internet. Dues to these broad and technological alternatives, there had been increased in the number of users. It has become necessary to impart online education to the users for precise and quick access of information from a certain databases so that the users can find necessary information.

Emails v FTP

Email enjoys a leading position in communication and information media. Besides, it is less expensive than the other media. The user can access the information about necessary book/items, and also renew and reserve it with the help of email. Also the exchange of information in large promotion can be done through the FTP.

Forum or discussion group

Today many forums and discussion groups of various subject fields are available on internet. User can become a member of such forums or groups and can get knowledge about any problem or subject in his/her field and about new researches. To avail of this service a library should prepare a list according to the subjects of the users. Also, for the facility of instant massaging, chat rooms or video conference should be made available in a library.

Blog

New research in the user's subject field and other related data can be collected and classified and shown in the "Blog", so that every user can easily get information from the library blog.

Book talks or other lectures

Book talk's digital recording, special lectures from subject experts and other multimedia presentations without copyright can be uploaded and delivered to the users.

e-Query service

e-Query service is a web reference service which is given those users who possess the library membership. Here users can ask any question related to library information through email.

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.

An Institution's events/meeting diary

Online diary of events and meetings of an institution can be prepared and uploaded in library's homepage, so that user can easily get information about an institutions events/meeting by visiting library's website.

DR. RANGANATHAN'S CONCEPT OF THE FIVE LAWS OF LIBRARY SCIENCE HAVE THE E-MARKETING CONCEPT AT ITS CORE.

The Five Laws were:

- 1) "Books are for use." (Maximize the use of information/e-Information or resources.)
- 2) "Every reader his/her book." (User is the prime factor and his/her need must be satisfied.)
- 3) "Every book its reader." (Find a user for every information/e-Information or resources.)
- 4) "Save the time of the reader." (Organize information/e-Information in such a way that the user finds the information wanted promptly.)
- 5) "A library is a growing organism." (Emphasis is on comprehensive and evolutionary growth.)

Focusing on customer/user needs (second law) and wants through saving of time (fourth law) is understandably emphasized in these laws. Also, the third law activity to finding a reader, probably implying that the library should reach out to the customers/users. A reliever investigation needs various types of modifications. Still, firstly the definition of a consumer/user only as a reverend needs to be widened to allow the role of representation and distance of using the information. Secondly, in today's circumstance the use of computers/IT to process the information/e-Information obtained from library may give increase to totally new needs and wants. Thirdly, presumption the utility of information in one library to customers/users in different and far off locations, reaching out to customers/users is becoming far more important. Thus, though customer/user focus has long been advocated in library profession, it may be refined to suit the current context of the e-Marketing.

LIBRARY PRODUCTS AND SERVICES, E-MARKETING AND THE USERS

The relationship between library products and services, e-Marketing and the users on the basis of the five laws of e-Marketing is shown in figure-1. Accordingly the e-Marketing of library products and services reaches to the users and it also provides information about proper quality as required by the users.



Figure: 1

CONCLUSION

Marketing is a human directed activity in which need or demands is caters through the process of exchange, same in the case of a library. In today's digital age it is essential to do digital marketing of the products and services of an informative library. In order to improve the quality of a library and provide satisfactory and timely information to the users the sources of information should be used by every library. A library should make use of modern tools of e-Marketing to provide e-Information to its users. In today's competitive and technological age e-Marketing should be made inevitable to provide library products and services to the users.

- ❖ સ્વપ્ન આંખમાં આજવું જોઈએ, તો જ તે મૂર્ત સ્વરૂપ લઈ શકે છે.
- ❖ તમારી ભૂલો જ તમારા જીવનનું નિર્ણાયક બળ છે, ભૂલ એ સમર્થ શિક્ષક છે અને જો વ્યક્તિ પોતાની ભૂલમાંથી શીખવાનો પ્રયત્ન કરે તો એને ઘણો લાભ થાય છે.