

Chapter 6

Marketing of Library and Information Products and Services: Using Services Marketing Mix

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ABSTRACT

The chapter starts with the definition of marketing and its role in non-profit organizations like Library and Information Centers (LICs). Barriers to marketing of Library and Information Products and Services (LIPS) are discussed along with Dr. Ranganathan's Five Laws of Library Science and their impact on marketing of LIPS. The basics of marketing mix are analyzed as to how the librarians can apply innovative methods using the extended marketing mix or the "Seven Ps" for marketing of LIPS, which in the end fulfills the ultimate goal of the parent institution. The chapter concludes with suggested measures for innovation by libraries in emerging economies.

INTRODUCTION

In today's competitive world marketing has become a necessity for the Library & Information Managers (LIMs). They can't just sit and wait for the users to come and ask for the desired information and then take some action on it. The role of the LIMs is now proactive rather than reactive. They are using various marketing strategies for marketing of Library and Information Products and Services (LIPS).

Marketing management, according to Armstrong and Kotler (2003, G5) "is the analysis, planning, implementation and control of programs designed to create, build and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives." Marketing aims at identification of the client base, determination of the needs, wants and demands of the client base and fulfillment of the same through designing products or services more effectively than the competitors.

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According to American Marketing Association (2007) “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” It is a very comprehensive yet concise definition, encompassing the product development, marketing communications, pricing and strategic aspects of marketing.

The marketing of LIPS is an opportunity to accelerate the services to provide the researchers and scholars with the required information support. The budget cuts and the advent of sophisticated technology in the libraries have opened up the new vistas for marketing information products and services. If the LIMs fail to catch hold of the opportunities, the scene will be captured by the commercial vendors. Therefore careful planning, structuring, execution and evaluation with regular review of the marketing policy of the LIPS are the prime duties of today’s librarians.

This is the need of the hour to use marketing techniques to promote and augment the use of the LIPS among its users. The chapter discusses in detail why marketing has become a necessity for non-profit organizations, like libraries. Various reasons for implementing marketing in the libraries have been discussed. Marketing is not only beneficial for library image, it is the only survival option left for many types of libraries. The pressure of competition for customers, competition for resources, visibility, to maintain the relevance, rising expectations of the customers are some of the reasons why LIMs are going in for marketing of their libraries. Even the famous Five Laws of Library Science also put emphasis on marketing.

The chapter starts with the reason that why is marketing necessary for non-profit organizations. Then the reasons for implementing marketing to the libraries have been discussed. After that barriers to implementing marketing to the libraries have been presented. Next comes the five laws and how they advocate marketing of libraries. Next section

details various marketing tools used in marketing of LIPS. Then the basics of services marketing mix and their use in the marketing of LIPS has been analyzed in detail. TQM in the marketing of libraries and the role of library management in determining the achieving the TQM has been discussed in the last paragraph.

MARKETING OF NON PROFIT ORGANIZATIONS

Marketing cannot be confined to profit making organizations only. The principles and practices of marketing are being extensively used for non-profit organizations also, like health care services, education and library and information centers. The concept of marketing for non-profit organizations was first introduced by Kotler and Levy in 1969. It is the social objective that makes the marketing for non-profit organizations – Social Marketing. Armstrong and Kotler (2003, G5) defines the marketing for the non-profit organizations in these words “the societal marketing is a principle of enlightened marketing that holds that a company should make marketing decisions by considering consumers’ wants, the company’s requirements, consumers’ long-run interests, and society’s long-run interests.” Although the organizational objectives of the social organizations differ from the profit making organizations, the marketing principles remain the same for both.

Shapiro (1973) identifies four key business concepts which provide the basis for marketing thought and action in the non-profit organization:

1. **The Self-Interest:** Of transaction or exchange, in which both the buyer and the seller believe they are receiving greater value than they are giving.
2. **The Marketing Task:** Which stresses the importance of satisfying customer needs. However, the typical non-profit organization operates in a more complex manner than a

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