



Application of Digital Marketing tools in Academic Libraries through social media

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Abstract:

Library profession is experiencing rapid change and many factors are reshaping the function of libraries, therefore several things have forced librarians and information professionals to learn about marketing and adopting marketing strategies. Marketing of library and information services has emerged as an increasing major area for libraries and information centers. The problems of budget cuts, increased consumer base, information explosion, rising costs, networking demands, rivalry by database vendors etc. Marketing is a continuing process of creating a rapport between the library materials and its potential customers. Research is a major issue in marketing. Librarians must match what the library provides with what client needs. Developing practical relationships, both within and outside the library, can also be seen as important part in the marketing and promotion process of library resources and services. This paper is describing the digital marketing and social marketing in academic library.

Keywords: Digital Marketing, Social media, Library marketing

Introduction:

We are live in digital age. Library Marketing serves a chain between library users and library services. Today's digital world, due to the marketing of the library. Academic as well as public library making good relations with users. In this paper, we will look at how university libraries should adopt a marketing approach. With the help of this approach provide information on what changes should be made to the library service This paper discusses how to market a library in the digital world. In this paper, we also focus on how can we use our library with a social media platform like Facebook, Twitter, Instagram, Youtube, etc.

Objective:

1. Provide new ideas to the librarian to fulfil the user's needs.
2. Learn the new library marketing strategy in the digital world.
3. Know about what kind of e-service can be provided show the Notice board.
4. To find out how to relation build between library and user.
5. To find out how much library marketing boost research.
6. To know how social media becomes useful in library marketing

7. To display all activities through website, banner, poster, leaflet, e-mail and others

Methodology: This paper based on academic library study .Every Library had different types of information dissemination and e marketing with a good library marketing method, we were able to provide a good library service and with this marketing library service and study will be increased.

E-marketing is the process of marketing a product using Internet. E-marketing is to provide vital products to the consumers with speed. Before now, telephone, postal services, newspapers, radio and television were used as sources to communicate to consumers, but now along with these tools, Internet is also being used as a source to reach and communicate to patrons (Pandya, 2013). E-marketing refers to the application of marketing ideology and techniques via electronic media and more specifically through Internet (Mutongi & Chiwanza, 2016).

Digital Marketing in different channel:

1. Creating Library website
2. online Multimedia tutorials
3. Email reference services
4. My library portal
5. Reference service in real time

6. Rss Feeds, web blog

Facebook:

Facebook has created a good infrastructure between buyers and Vendors. And from this point of view, the library also started offering its own service on Facebook. Below we will find some examples of how to market your library service on Facebook.

- Create Your Own Library Page
- Post Library Orientation and Library service video
- Advertising in Library field

d. Hosting Library Quiz

e. Creating Sponsor story

f. Integrate your Facebook page between twitter and Instagram.

g. Create your library poll post

h. Post Your Library Daily Announcements

WhatsApp:

1. Creating Library website

2. online Multimedia tutorials

3. Email reference services

4. My library portal

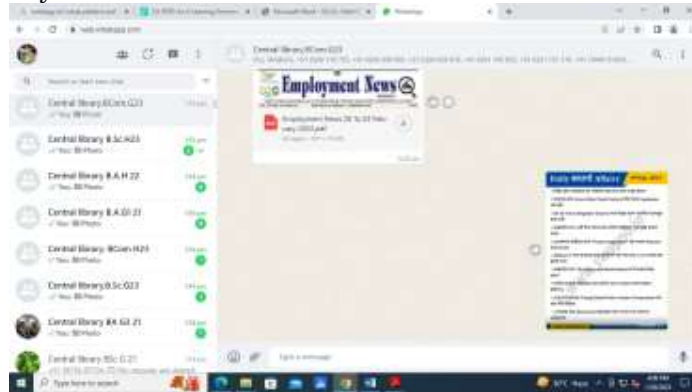


Figure1

You Tube:

- Librarians can create and upload a video of library orientation and library system.

2. Free ads from library-related Influencer and making money from these ads.

3. Librarians can get feedback in the library through youtube's comment.



Introductory Lecture on Library Resources through Digital Era

Figure2

Integram:-

- To show off the photos of new arrival Resources.
- Highlighting the library staff by their work.
- Sharing Your Library Service.

4. Use Instagram Stories for Daily Notification.

5. Shoot Short Library orientation video and post.

6. Give a sneak peek for an upcoming Library event

7. Show of your Dedicated library space like reference, Child section.



Figure3

Twitter : In the age of social media marketing, the Librarian has to prepare its own library service according to the infrastructure of Social media. This paper

discusses How to use some of the social media platforms that we have covered in Library marketing.



Figure4

Others application :

1. Email for user
2. Send brosure
3. Presentation for library orientation services
4. Distribute leaflet
5. Website upload
6. Handbiil distribution
7. Newsletter showing

8. Library Notice board
9. Poster Presentation

Marketing is the analysis, planning, execution, and control of carefully formulated programs designed to bring about voluntary exchange of values for the purpose of achieving organizational objectives. It relies heavily on designing the management offering in terms of the target market's

desires and requests, and on using effective pricing, communication, and allocation to inform, inspire and service the markets.

To keep ahead of competitors, librarians should create and push products and services successfully through innovation and knowledge management.

Findings : In doing this those involved in marketing should learn new skills such as

1. Build knowledge and be focus.
2. Develop interpersonal skills.
3. Manage relationship with customers.
4. Measure and track work performance of various processes.
5. Be customer focused.
6. Learn and develop project management skills
7. Be aware of users' need, knowledge of conducting user surveys, etc.
8. Possess the ability to obtain feedback from users and skill to analyze the feedback
9. Possess the quality of taking right decision at the right time
10. Have the technical knowledge such as use of Internet, web page design and presentation skills
11. Have the knowledge of various marketing strategies

Conclusion: Marketing is generally low on the list of preference. We are delighted to spend a lot of money in acquiring library materials, but only a few tell people why they should use them. But it has become necessary in today 's electronic environment. The market plan should assess where you are presently and where you are going and how you are going to get there. The present generation has knowledge about many social media applications.

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