

Evolving Promotional Strategies in Academic libraries

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Abstract:

Academic libraries are facing significant challenges in modern Information age. The emergence of rapidly changing media technologies, along with the growing preference and expectations of user, has created a need for libraries to adapt. Academic libraries also leverage social media platforms, blogs, and other promotional materials as innovative marketing strategies. This chapter examines the different aspects of marketing techniques employed by academic libraries. The primary focus is on maximizing the utilization of resources within libraries. By adopting diverse marketing approaches, libraries can increase their visibility, attract more, user, and demonstrate the value they bring to the academic community. Ultimately, these efforts contribute to maximizing the utilization of library resources and enhancing their impact on the academic community they serve.

Keywords: Academic libraries, Promotional, Technologies. Etc.

Introduction:

The advancement in modern technologies had a profound impact on academic libraries. These technologies have the power to displace and render obsolete existing technologies, paving the way for innovative digital solutions. With the advent of Information and communication technology (ICT) and the widespread availability of the internet, users now have readily accessible to vast information sources. These technologies enable seamless information access and optimize the utilization of academic libraries resources and services to their fullest extent. Academic libraries have to evolve effective promotional strategies to strive to deliver efficient and prompt services, catering to the need and satisfaction of their users. Evolving promotional strategies enable libraries to effectively communicate their offerings, attract new users, and foster strong connections with their existing patrons, ultimately enhancing the overall user experience and the library's impact with the academic community.

Objectives of Study:

- 1) To enhance awareness among the academic users about the resources, services and facilities in the library.

- 2) Using Modern Techniques for Promoting academic Libraries.
- 3) To Study the future scope for Promoting Information products.
- 4) Adapting and fulfilling the changing needs of their Users.

Methodology: Information is collected and evaluated online from articles, journals, book, websites, etc.

Academic Libraries:

Library is a curated collection of resources, typically in the form of books, manuscripts, documents audio-visual materials, and digital content, organized and made accessible for reading, study and research. Libraries serve as repositories of knowledge and information providing individuals to learn new skills, and engage with cultural historical and educational materials. According to S.R Ranganathan (1940), “A library is a public institution or establishment charged with the care of collection of books and the duty of making them accessible to those who require using them.

Academic libraries are those libraries that cater the need of students, faculty, researchers and staff in educational institutions such as universities and colleges. These libraries play a crucial role in supporting teaching, learning, and research activities within the academic community.

Promotion of libraries

The promotion of libraries refers to the deliberate efforts and activities undertaken to raise awareness, increase usage, and enhance the public perception and value of libraries and their services. It involves various strategies, campaigns, and initiatives aimed at engaging the community, advocating for the library's resources and programs, and attracting new users. Libraries use promotional techniques to effectively communicate their offering. This involves promotional materials such as brochures, newsletters, social media campaign and website content to inform the public about available resources. They maintain active websites, social media accounts, and online catalogs to promote their collections, online resources. They may also offer e-books, audio books, and online databases to cater to the evolving needs of users. The basic objective behind library promotion and marketing of library services and products are to achieve high level customer's satisfaction, ensure the survival of their respective institutions and enhance the perceived value of the services. (S. K. Patil, Pranita Pradhan (2014).

Perspective on Promotional strategies in academic libraries:

Promotional strategies in academic libraries play a crucial role in increasing awareness, Engagement, and usage of library resources and services among students, faculty and the broader academic community. These strategies are designed to communicate the value of benefits of the library, attract user, and foster a culture of lifelong learning. Promotional strategies in academic libraries are crucial for increasing visibility, engaging users, maximizing resource utilization, fostering collaborations, showcasing technological advancements, reshaping perceptions, and providing user education. Instead of user approaching the academic libraries and information centers, the needed information must reach to the user's desk, whether in home, classroom, office, workplace, or in any field of life (Ravichandra Naika, 2013).

Promoting Academic libraries for optimizes utilization:

Promoting academic libraries to optimize utilization involves a comprehensive approach to raising awareness, engaging users, and maximizing the utilization of library resources.

Strategies that can achieve these goals.

Targeted marketing for the specific user groups within the academic community, such as students, faculty, researchers and staff, and tailor promotional campaigns to their needs and interests. Utilize communication channels bulletin board, email, newsletters and websites to reach out these groups.

- 1) Library orientation programs and sessions for new students and faculty members to familiarize them with the library facilities, collections, and services. Highlight resources, such as databases, e-books, interlibrary loan services and research support that library provides.
- 2) Collaborate with faculty members to promote the integration of library resources and services. Offer training sessions or workshops to faculty members on the effective use of library materials, information literacy, and research techniques.
- 3) If the library has special collections or unique collections or unique resources, developed promotional campaigns to highlight their value and encourage utilization. Create exhibitions, organize lectures or workshop.
- 4) Organize collaborative events with other campus departments or student's organization to promote the library resources and service. Example includes author talks, book clubs, research symposia, or interdisciplinary workshops. Such events can foster a sense of community and encourage users to explore the library offerings.
- 5) Regularly collect feedback from library users through surveys, focus groups, or suggestion boxes. Use this feedback to improve services, identify areas of improvement, and adapt promotional strategies accordingly.
- 6) Continuously evaluate the impact of promotional strategies and adjust as needed. Stay informed about emerging trends, technologies and user expectations to ensure that the library remains relevant and responsive to evolving need.

Modern Techniques for Promoting Libraries:

Promoting library in the modern era requires a multi-faceted approach that combines traditional methods with innovative techniques that leverage technology and digital platforms. Here are some modern techniques for promoting a library. Modern promotional technique is a set of innovative processes and actions that market and communicate new products and services to a targeted group of customers. Innovation is an activity which includes new ideas that have an innovative impact to a new product and services. Marketing is the tool which enables the marketers to promote their products and services.

- 1) Create and maintain active profiles on popular media such as Facebook, twitter, Instagram and LinkedIn. Share updates about upcoming events, new book arrivals, authors visits, and other library-related news.
- 2) Develop a library blog or website where you can share articles, books reviews, and interviews with authors.
- 3) Use digital screens strategically placed throughout the library to showcase upcoming events, book recommendations and educational resources. Incorporate eye-catching visuals and dynamic content to grab visitors' attention.
- 4) Start a library podcast or create video content featuring book reviews, storytelling sessions or educational program. Share these on library website, social medial channels, and popular podcast platforms.
- 5) Encourage library patrons to share their experiences, book recommendations, and reviews on social media or through an online platform like Good read. Incorporate user-generated

content into your library's promotional efforts to build a sense of community and increase engagement.

Scope for Promoting Library & Information Products in Future:

Promoting library and information products in the future requires a comprehensive approach that embraces technological advancements, user-centric services, and strategic partnerships. To acquire information, most desirably such products and services must be designed, played and utilized with keeping this particular and in mind, if a library attaches value to readers' satisfaction, its accession setup and dispersion ought to be based on the modern ideas of marketing libraries must make serious effort to improve old practices and develop a customer service culture which would certainly make them more popular among the users (Jestin & Parameswari, 2005).

- 1) Utilize AI technologies chatbots, virtual assistants, and recommendation system to enhance user experience and streamline access to library resources. Automation can help personalize interactions, suggest relevant material, and provide efficient support improving the overall promotion of library products.
- 2) Capitalize on the popularity of social media platforms to reach a wider audience. Develop a strong social media presence and share engaging content, such as book recommendations, research tips, or behind-the-scenes glimpses of library operations.
- 3) Encourage digital collaboration among library users by providing platforms for knowledge sharing and networking. Host virtual discussion forums, online study groups, or collaborative.
- 4) Extend library services beyond physical boundaries by developing digital outreach program. Conduct virtual workshops, webinars, and online courses on topics like information literacy, digital skills, and research methodologies.
- 5) Academic libraries need to adapt their marketing strategies to meet the evolving needs of their users. This requires reassessing their current approaches and making necessary adjustments to effectively reach and engage with their target audience.
- 6) Libraries should understand what their users need and want, and then develop new offerings that are easy to use and directly address those needs.
- 7) Libraries can effectively showcase their information products, engage a broader audience, and reinforce the value and relevance of library services in the future.

Conclusion:

Academic libraries must embrace evolving promotional strategies to effectively reach and engage their target audience. By adapting to changing user need, academic libraries can ensure that their resources and services remain relevant and valuable in the rapidly evolving educational landscape. Remaining dynamic and responsive to evolving needs of users is essential for academic libraries to stay relevant and valuable in the contemporary educational environment.

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