

## Marketing Function: Organizational Roles of Marketing Department in Academic Library

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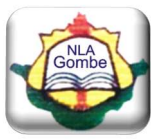
### Abstract

*As marketing gains increasing prominence in the field of Library and Information Science (LIS), which serves as a strategic maneuver geared towards the promotion of academic libraries and help in achieving the overall objective of the institution. A critical issue which needs to be addressed is the various functions played by marketing department in achieving the goals of the library, the essence of establishing a marketing department, roles played by the marketing department. Competences required by librarians in marketing library resources, factors militating against effective marketing of the library resources and strategies which can enhance marketing to be more effective and efficient. The authors take the view that though a marketing orientation is undeniably important for every librarian, but having a chief marketing officer heading the marketing department will be more effective, the marketing function should play a key role in market research, market planning, marketing implementation and market evaluation. It is also relevant to recruit skills such as graphic designer and web-content developer that will assist in creating persuasive promotional flyers and a dynamic website. Librarians also need to develop some new I.T skills such as the use of Internet which will aid in digital and online marketing process.*

**Keywords:** *Marketing, Academic library, Library and Information Science, Librarian, Information Technology, Users, Product and Services.*

### Introduction

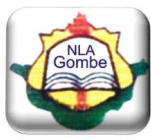
Implementation of marketing concept into information oriented organizations such as academic libraries has become imperative especially with the proliferation of information technology such as Internet and Smartphones which provides instant access to electronic information at the fingertips of users/clientele; Libraries are gradually losing their mantle as sole custodian of knowledge and gate way to legit information, as a result, resources both material and human are been underutilized leading to the dearth of some academic libraries. Information vendors' direct marketing to end-users and the rise of the Internet (and proprietary databases) threaten the librarians' traditional role of serving as an intermediary between information and the end-user (Ogungbeni, Adeleke and Opeke, 2013;315). Academic Libraries are service oriented institutions, they exist in order to enable users make the most effective use of the resources and services of the Library. Academic Libraries are expected to convert potential users into habitual users. Libraries have roles to play in order to increase the Library patronage by the client of the academic community and hence their concern is to provide the needed information both in print and non-print media to meet the information needs of its patrons, essential materials to support their teaching and research mandates, making sure that the materials and resources are in a retrievable form by the users , it does not just stop here, the Library needs to create awareness



of the available facilities and resources for the clients, this can be achieved through marketing strategies. Marketing is concerned with the activities that influence the flow of products, services, and ideas between manufacturers (organisations) and consumers (clients). Marketing is responsible for making the organization responsive to its environment, for meeting the needs of a multitude of clients, and for managing growth. Kumar, 2017; 219 define Marketing as an organizational process which establish the relationship between customers need/demand for products and services and delivered them through achieving the goals of organization, the author further stated, the aim of marketing is informing the users (Active and potential) of the multiplicity of services that a Library has provided. In order to remain viable in the environment of competition from other information sources such as web based commercial services, Libraries must market their services to make strong connection with community, as agreed by Yi, (2016) that for Libraries and information services providers to stay viable in the current climate, it is important that they adopt marketing strategies to help meet organisational mission, goals and objectives. Since the Library is not a profit organization it highly depends on grants from donors and financial allocation from the parent institute to run it operations as referred by Jacob and Olajide, (2018) the Library is obviously not a profit making organization, hence it worth and survival cannot be determined by profit, continued financial support for the operation of the Library may depend on the demonstrated use of services it provides, a service that is not used does not need financial support. Academic Libraries therefore, have the responsibility of encouraging the use of the services they provide to gain further grants and funds allocation for effective running of the Library activities. The significance and impact of the services provided by an academic Library is determined by level of the Library patronisation by users, the Library is established to serve the patrons, if the users don't make use of the Library hence we can say it main purpose is defeated.

The essence of marketing involves finding out what the users want then setting out to meet those needs. According to Odunlade, Akinade, and Ojo, (2014) there are two key purposes of marketing, (i) Achieving objective/goals of the academic Libraries, and (ii) Satisfying user/customer needs and wants. We have established what marketing is and what it seeks to achieve in an organization, the next point of focus is "who are in-charge of the processes and function involved in marketing in the library"? In large profit oriented organization a marketing department with its own team set aside to carry out the marketing functions. A marketing department is part of an organization saddled with the task of identifying client's needs, packaging the Library and its services to meet these needs, and promotion of the Library, its resources and services to attract the target users accordingly to provide the maximum satisfaction, through various marketing strategy and techniques. The marketing department inside each organization is responsible with the marketing activity and marketing function (Chiciudean and Chiciudean, 2013:409). These authors further posit that marketing department is the key factor for a successful market activity. The marketing department should to be headed by a Chief Marketing Officer, who will oversee and manage all marketing functions, a special team compose of graphic designer, marketing specialist, a public information officer, content curator and community relations coordinator can serve the purpose of marketing a library.

As marketing gains increasing prominence as a set of processes, an organization participate in deploying to gain audience, reach out to clients and satisfy their needs, a critical issue that arises is the specific contributions of the marketing function. Specifically, what role should the marketing department play, if any, in a firm that is service oriented. Only limited formal research has been done on marketing functions in the library, and many of the empirical conclusions in this study have been contingent in nature and are about marketing functions in organizations that are profit oriented. There is no doubt that marketing is a management



process, as most successful organizations regard it as a crucial set of co-ordinated activities that must be driven from the strategic level of a business, many organizations have an executive director with functional responsibility for marketing but, even if this is not the case, it is usually necessary for a strategic marketing plan to be put in place and implemented, consistent with the goals and objectives set out in the corporate plan (ACCA, 2019) website.

### **Statement of the Problem**

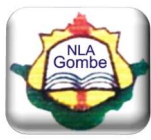
Librarians and library staff are trying to find out the appropriate ways to respond to the contemporary requirements of the students and academics to fulfill their goals, meet the needs of existing and potential users despite challenges of budget cuts, increased user base, rapid growth of materials, rising costs, networking demands, competition by database vendors, and complexity in information requirement, these factors are forcing professionals to adopt marketing functions to improve the overall functions of Library and information centres. Kiilu and Otiye, 2016 asserted that the online revolution has made lots of information so accessible that students no longer see the benefits of using the Library's resources and services viz-a-viz those of other information providers. The central role of the Library in the academic environment thereby becomes challenged compelling the Library to learn new skills to effectively compete for the attention of its intended users (Wilcox and Chia, 2013), that is why Yi, 2016; 2 suggested that "For Libraries and information services to stay viable in the current climate, it is important that they adopt marketing strategies to help meet organizational mission, goals and objectives". Academic Libraries must understand client needs, plan service provision, promote the available services and deliver them efficiently and effectively. The ALA's "Campaign for America's Libraries" provides marketing resources to all types of libraries to help them meet the challenge of proving their importance. The campaign acknowledges that: *'While libraries are popular, they are often taken for granted; while libraries are ubiquitous, they are not often visible; while libraries are unique, they are facing new challenges'*. ALA directs libraries to communicate their value by marketing themselves as 'changing and dynamic places of opportunity that change communities and the lives of individuals' (Canzoneri, 2015; 93). To achieve this, marketing is the essential tool librarians need to market their services and resources for students, academics and potential users to create awareness as well as maintain academic Library's value.

Literatures published relating to marketing in library has not really looked into the state of marketing functions and the roles assigned to the marketing team, if there is any the library? To ensure effective marketing in the library there is the need to establish a marketing department to carry out the marketing function of the library, with proficient marketing team, as Chiciudean and Chiciudean, 2013:409 posits that marketing department is the key factor for a successful market activity. This research, therefore, focus marketing functions and look into the various roles it plays in achieving the overall goals of the academic library, and to affirm if a librarian is qualified to carry out the task of marketing the library (Joshua & Michael 2020: 8; Adekumisi, 2013; 241).

### **Objective of the Study**

The research aim is to determine the main functions of marketing among academic libraries, the main objectives are:

1. To determine the need for marketing.
2. To determine marketing functions and its roles in achieving the overall library goals.
3. To determine the competence required by librarians in marketing.
4. To determine factors militating against marketing.
5. To look at strategies to enhance marketing in the library.

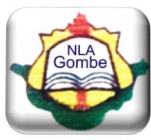


## Literature Review

### 1. Need for marketing:

The concept of marketing has variously been defined by scholars in librarianship. The bottom line of these definitions is that marketing in the context of Libraries involves provision of Library resources and services, using different tools and technologies in order to create awareness, attract and improve Library patrons use of the Library resources and services (Osinulu, Adekunmisi, Okewale, and Oyewus, 2018; 20). Marketing includes a variety of activities such as identifying the wants and needs of users and developing marketing strategies to meet the needs of clients. It is an integral part of all short-term and long-term planning in any information organization and is a means of growth and success of any information organization (Yi, 2018; 9). Marketing is an organizational process which establish the relationship between customers need/demand for products and services and delivered them through achieving the goals of organization (Kumar, 2017;219). Aderibigbe and Farouk, 2017; 92 posited that in academic Library setting, marketing of information resources and services entails understanding the objectives of the Library, researching the needs of the target users, packaging the Library and its services to meet these needs, then promotion of the Library and its resources and services to attract the target users. Looking at above definition it is clear that, marketing is a long range activities or group of activities which involves identifying the costumer's needs, repackaging those products/services tailored to the needs of the clients, promoting it so that clients know about it.

According to Odunlade, Akinade, and Ojo, 2014; Chegwe and Anaehobi, 2015, the purposes of marketing are: Achieving objective/goals of the academic Libraries, satisfying user/customer needs and wants and establishing relationship with users. For Libraries to keep competitive in the current climate and to meet the challenges, it is vital that they understand and use of marketing strategies to achieve organizational goals and objectives. Marketing can be useful to information organizations. It enables information organizations to deliver the services and resources needed by the users, and to encourage new users to utilize the services and resources, and to inform users about new services and resources. The importance of marketing also lies in its ability to help information organizations to develop and promote their services and resources, to produce the values that are fundamental to the survival of information organizations. The challenges of budget cuts, increased user base, rapid growth of materials, rising costs, networking demands, competition by database vendors, and complexity in information requirement are forcing professionals to adopt marketing to improve the management of Library and information centres, are some of the reasons that necessitated marketing in Libraries (Jacob and Olajide, 2018;56). Base on the reviewed literatures it is evident that marketing is very essential and relevant in the library, but the question here is “who is responsible for marketing in the library”, because marketing requires some special skills and the fact that it is a discipline of its own, do librarians have the competence required for marketing? In most organizations and firms, a marketing department is setup to run all the marketing campaigns, for instance San Antonio Public Library (SAPL) have a separate marketing department made up of specialists in media, public and community relations, graphic design, marketing, and communications strategy. The team is made up of full-time graphic designers, two marketing specialists, a public information officer, and a community relations coordinator. As a team, they are responsible for marketing the entire San Antonio Public Library system of thirty locations, including Central Library (Coward, 2017:240). Also at the University of Haifa in 2006, the Library made a strategic decision to create two teams to address marketing and assessment issues. A six-member Marketing Team was chosen by the library management with members from each of the main departments. The criteria for



inclusion were based on professional abilities and leadership and interpersonal skills. For example, one member was the library's graphic designer, one was the library's web-site manager, and one was in charge of the blog. The team leader had very good connections within the university, such as with the university's central public relations department. The team was given the following goals:

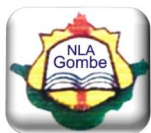
- To promote awareness of existing and new library resources and services.
- To increase accessibility, awareness and use of library resources and services.
- To increase visibility of the physical and digital library.

## **2. Marketing functions and its roles in achieving the overall library goals:**

The overall marketing functions are put in place to achieve the objective of the library. This functions varies but not limited to Gathering and Analysing Market Information (market research), Marketing Planning Product Development & Management, Standardization and grading, , Packaging and Labelling, Pricing of Product, Promotion, Branding, Physical Distribution, Customer Service (NCERT, 2015: 308-312), implementation and evaluation (Yi, 2018). According to Potter (2012, p. xiv), marketing is “an ongoing conversation with your target audience, which combines promotion, publicity, PR and advertising in an organized strategic way” which exists amid a “never-ending cycle of market research, planning, actions, follow ups and evaluation.”

The best way academic libraries can get clients to utilize the resources and Library services is through developing a strategic marketing plan, targeting the students, staff and other users of the Library. This could be achieved by creating awareness and educating users on benefit of using the Library's resources and services. In order to achieve this, various processes have to be adopted by librarians and information professionals. From the perspective of a profit organization, Kotler and Armstrong, 2014; 5 develop a simple model of the marketing process including five steps: “(1) understand the marketplace and customer needs and wants, (2) design a customer-driven marketing strategy, (3) construct an integrated marketing program that delivers superior value, (4) build profitable relationships and create customer delight, and (5) capture value from customers to create profits and customer equity.” These five steps can also be applied to the marketing process in academic library. But the first stage in marketing should be getting a good laid out plan of the objectives and goals. A marketing plan and strategy is a written document that guides an information organization's direction, focus, and marketing efforts and activities (Kotler and Armstrong, 2014; 611). Marketing plans answer many questions, such as: Who are the constituents we need to reach? What do we do best, and what opportunities do we have to improve? What Library staff will be responsible for creating and implementing the marketing plan? What resources and services will be created, deleted, or showcased? What are the standard promotional tools to be incorporated into the marketing plan? What assessment methods will be used and how often (Lucas-Alfier, 2015; 34). Lucas-Alfier gave the following guidelines on marketing plans, which contain some or all of the following contents;

1. A table of contents will simply show the manner in which the work is organized. This is especially helpful for senior administrators who may need to quickly navigate through a Library team's entire work, looking perhaps for only executive summary and implementation schedules.
2. Executive summaries are written with the senior administrators in mind. They provide a concise overview of the marketing project. The executive summary is often considered the most important section of a marketing plan because it will attract and entice administrators and will therefore strengthen their commitment and support for the Library's projects.



3. The introduction will include a list of the market planning committee membership. It will introduce them and provide their job titles and any biographical data that the Library marketing team deems relevant. Also introduce constituency lists, including Library staff members, and include the demographics that readers should know. For example, list the number of enrolled graduate students versus enrolled undergraduate students, with the percentage each represents out of the total student population.
4. Mission and vision statements tell the readers where the organization is and where it plans to go: the present versus the future. Mission and vision are our guiding principles. A mission statement performs a general public relations function. It states the reason the Library exists, and details its key activities and functions. It educates patrons on Library resources, services, and overall value to the community. Most importantly, mission statements create support from our audience of patrons, staff, volunteers, donors, trustees, and administrative personnel.
5. SWOT analysis and summary: Each marketing plan begins with a through in-house SWOT analysis. A SWOT analysis is generated after an organization conducts both a self- assessment and a user-assessment. It is the process of uncovering underlying Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T). This involves an analysis of the Library's internal operations and its external forces.
6. Goals and objectives can include both immediate and long-term goals. Some organizations choose to create 5-year strategic plans and most of that data can be encapsulated into this section. As part of this section, include a promotional plan of action.
7. Implementation schedules have various components, including, but not limited to, action, goal, date to begin, date to end, responsible staff member(s), and cost. A schedule can be created as a Gantt chart, using project management software like MS Project, or simply within an Excel spreadsheet or Word Chart.
8. Assessment tools: How did the team gather data, how and when do they plan to reassess the progress they have made through their market planning and promotional efforts?
9. The summary will conclude the work, adding any special notes and describing data yet to be documented. It can be a simple bulleted list, a few paragraphs of essay-based text, or a diagram. The best summary will reflect the skills and talents of the team.
10. Appendices can include survey results and focus group themes and comments. Comments and themes are valuable qualitative data and information that can be used to assess and explore constituent concerns verbatim, and as spoken by the patrons.

After developing a strategic plan, the next stage is expected to be Market research study to examine the external and internal environments through the PEST (Political, Economic, Social, and Technological) analysis and the SWOT (Strength, Weaknesses, Opportunities, and Threats) analysis by asking “where are we now?” followed by the question “where do we want to go?” and to conduct the market research to gather information on and identify the needs and wants of types of user Yi, (2018).

After the market research, comes the development of marketing techniques using marketing mix theory, and communication strategies. Marketing techniques are various strategy implored by Library in promoting it services and resources. Adegoke, 2015; 4 identified some of these techniques as: introduction of current awareness service, exhibition and display, selective dissemination of information; bulletin boards; complaints/suggestion boxes, users education course, electronic bill board, audio-visual services, online dissemination of information via the Internet technology by creating links for current information on the library portal. Eye-catching displays, interactive web-sites, aggressive advocacy, advertising, direct marketing, book sales,

friends' groups, contests, good media relations, public presentations and other new technologies. Marketing mix helps to position the Library very firmly in the perceptions of their communities served. It is aimed at supporting the Library and information service to reach target markets and specified objectives. Information organizations can utilize the marketing approaches to identify user needs, design products and services to fulfil those needs, communicate and raise awareness of these products and services, and deliver the products and services in a manner that satisfies the user needs and wants (Garoufallou, Siatri, and Balampanidou, 2013). The marketing mix is the term referring to the 4Ps of marketing: Product, Price, Place, and Promotion which was further modelled to the 7Ps: Product, Price, Place, Promotion, People, Process, and Physical evidence (Chartered Institute of marketing, 2015; 5-7). This seven P's was modelled and illustrated to fit in Library's perspective by Yi, (2018: 54) and are illustrated below:

**Product:** Services, resources, programs, books, eBooks, online journal access, DVDs, CDs, activities, workshops, a community space, seminars, electronic devices.

**Price:** Costs associated with services; charge for Internet, printing services, or maintenance of programs; no charge for services; subscriptions, fees, or fines.

**Place:** Comfortable workspaces, meeting rooms, websites, reference desk.

**Promotion:** Social media, electronic billboards, personal selling, pamphlets, mail-outs, online social networking, newsletters, posters, flyers, Library displays, email, local newspaper, word of mouth, brochures, exhibitions, advertisements, announcements, newsletters, Library guides.

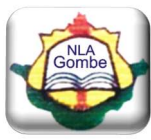
**People:** Well-trained staff, users, the facilitators of the programs.

**Process/participants:** Service, experience, access, loan/renewal automation, telephone or online assistance.

**Physical evidence:** Environments, buildings, book bus, the building's lighting, facilities, websites.



**Figure 1:** The Marketing Mix. *Source:* marketingmix.co.uk



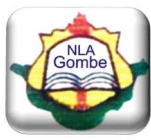
The marketing mix plays very important role in marketing of Library services. When applied it helps the Library to always be seen as a quality organization offering range of appropriate and effective products and services to users. Also the utilization of marketing mix theory and techniques will enable the Library to offer products and services which will be wanted and valued by users.

Another major marketing function is promoting the Library and its services. Promotion is essentially the means or ways of informing or persuading clientele on what you do and what you can do, promotion includes utilizing persuasive information about general information services and communicating this information to target market segment that are potential clientele (Adegoke, 2015; 3). Before promotion, the Library should make sure the services and products they are promoting are cutting edge, because it will be illogical to promote resources that are dated and services that are not actively running, so it is important a Library get these facts in place firstly. Developing a strategic promotional plan will boost the level of Library's patronage that client's needs. One of the effective means of promotion the Library can use is clientele education, the academic Library can reach out to newly admitted students by organizing exhibition and seminars on educating the students about the value of the Library, the assistance Library can offer, the resources which is in the Library's repository and make the student understand that the Library is there solely to serve them. Exhibition and seminar is quite different from the user education discussed by Adegoke, 2015; 4 "Users' education is a compulsory one credit unit course taught under general studies (GST 104), the user education compulsory course help students get acquainted to the idea of Library, but it does not create the required public relation between the Library and the students, because they see it as a course which they need to study and pass the exams without really understanding the true essence of it. The Library can also decide to collect phone numbers or emails address of students which they will use in Current Awareness Service (CAS) and Selective Dissemination of Information (SDI) to students in the institution, this can really help in keeping in touch and continuous communication can help strengthen relation if not many Library resources and services may go unnoticed by constituents. Promotions should therefore be tailored to specific user segments. For example, information about resources offered to distance learners should target the distance learners' market segment. The Library should focus promotional efforts by devising a means to communicate with those most impacted, linking what Libraries offer to who needs or wants to use them (Lucas-Alfieri, 2015;67).

The final Marketing function will be the effective implementation and evaluation of the marketing plan in place. Marketing implementation is "the process that turns marketing plans into action assignments and ensures they accomplish the plan's stated objectives," and the importance of marketing implementation is that "a brilliant strategic marketing plan counts for little if not implemented properly; strategy addresses the what and why of marketing activities; implementation addressed the who, where, when and how; and they are closely related Yi, (2018; 68). Yi further stated evaluation is an ongoing process which helps information organization to ascertain the important data and results about its service performance for user satisfaction, and leads to what needs to be adjusted in order to achieve the identified goals and objectives, and maintain a user oriented information organization. It is suggested to use the entire marketing mix including evaluation in order to successfully market the information organization and its services and resources as suggested Koontz and Mon, (2014).

When the marketing strategy is implemented and running, the last but undervalued marketing function librarians can capitalize on is good customer relationship and communication, this will allow clients to feel more connected to the Library and relate more. As Lucas-Alfieri,





(2015: 7) will put it “Great customer rapport can be developed at the research desk, through an efficient inter Library loan program, and other services, such as circulation, reserves, and multimedia equipment offerings” If the Library provides great customer service, students will tell students, and academics will inform fellow academics.

### **3. Competent skills required by librarians in marketing:**

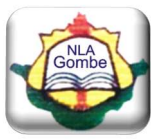
Marketing skills are critical for building and sustaining mutually beneficial relationships between an organization and its customers through creating, communicating, and delivering superior value and experiences (Swapna and Biradar, 2016;1). Osinulu, Adekunmisi, Okewale, and Oyewus, 2018:18 agreed with Odine, 2011 that Marketing is being considered one aspect of competencies needed and critical among Library and Information Science (LIS) professionals. Unfortunately, many studies have documented librarians’ lack of professional understanding of the marketing concept and its applicability to librarianship (Patange, 2013: Adekunmisi 2013). Librarians as information professionals need adequate knowledge, skills and attributes of marketing principles and a clear understanding and appreciation of the relevance of marketing to librarianship. Librarians must be involved in marketing and must use the marketing principles and strategies to convince and attract users to library collections and services they offer. Olorunfemi and Ipadeola, 2018 cited Chandra (2011) where he views competency as the characteristics of individuals, which affect his performance and behaviour at work. The author further stated that the major impact of staff competence to the marketing of information resources in libraries include but not limited to the administration of the library information in a transparent and dynamism manner, fostering positive and strong interpersonal relations, enhance the information resources innovations, effective team work, adaptability and flexibility in attitudes and the provision of quality library information services. Some scholars use the term "competence" as a combination of knowledge, skills and behaviour used to improve performance; or as the state or quality of being adequately or well qualified, having the ability to perform a specific role. Competencies are the characteristics of an employee that leads to demonstration and transfer of skills and knowledge, which results in effective performance within an occupational area (Swapna and Biradar, 2016; 1).

The following levels of competence required by a librarian in marketing of library services was outline by Farkas (2011) as cited in Olorunfemi and Ipadeola, 2018; 6:

- **Project management skills:** librarians should be able to organize and implement existing and new projects.
- Ability to question and evaluate library services.
- **Evaluate the needs of all stakeholders:** Librarians need to understand how library provides services and the effect of stakeholders.
- Vision to translate the traditional library services into the online medium.
- **Critical technologies and ability to compare technologies:** Librarians should be able to compare different versions of software to figure out which will best meet their patrons’ needs.
- **Ability to sell ideas/ library services:** Every librarian needs serious marketing skills and salesmanship to be a librarian.

Patil and Pradhan, 2013; 252 highlighted some professionals skills required for marketing library/Information services:

- Perception of user’s needs knowledge of conducting user’s surveys etc.
- Ability to obtain feedback from users and skill to analyze the feedback.
- Most important quality of taking right decision at right time.
- He must have technical knowledge such as use of internet, web-page design, and product design and presentation skills.



- He should have knowledge of various marketing strategies.

Similarly, skill sets related to marketing, such as public relations and advocacy, were also highlighted in a recent study by Bertot, Sarin, and Percell (2015) at the University of Maryland. Looking at the Marketing functions expected by Librarians, one can easily identify some core skills which is necessary for marketing libraries through various techniques such as use of social media tools to enable community-based input, interaction, content sharing, discussion and collaboration (Mutongi and Chiwanza, 2016). Surveys, usage statistics, instructional sessions, posters, tours, websites, emails, word of mouth, press releases, social media tools, and special events can be used to market electronic resources (Dryden, 2014). Marketing tools such as the Library website, emails, bookmarks, posters, flyers, table tents, and social media are widely used among Libraries in order to extend outreach efforts (Dantus and Park, 2018; 9).

Igwela and Owate, 2016; 249 suggested various Ways of Marketing Library and Information Services effectively:

1. **Promotion (sales promotion):** This is something that can arouse interest, create a reading desire; spark an immediate reaction from customers, students, researchers, for example, book exhibition. The purpose of this sale promotion is to attract more users of Library product thereby increasing the number of clientele.

2. **Market research:** This is another way of marketing. It is a process by which you can identify the needs and wants of the market before going into production of goods and services that would meet the needs and wants of the target audience.

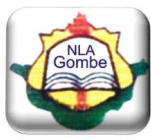
3. **Advertising:** Advertising is defined as any form of non-presentation of goods, services or ideas for action, openly paid for, by an identified sponsor. The main objective of this is to increase the number of units of product purchase by the public. Advertising can be affected through various channels e.g. television, radio, newspaper, and journals.

4. **Distribution:** Distribution here refers to the type of channel employed, its uses, advantages and disadvantages to the marketing of Library service. Its role is pivotal since Library services rely on intermediary to sell a significant proportion of its product. Under this loading, (distribution), we have two channels of distribution of Library products.

- i. Direct marketing channels whereby librarians are employed by the Library to sell the services of the Library.
- ii. Indirect marketing channel is a process whereby intermediaries, not employed by the Library, offer supposed impartial advice and recommendation to the public.

5. **Product:** The type of product available in a particular Library determines whether there would be effective usage or not. That is having in stock the right resources for the right clientele. E.g. Law Library, Science Library, Engineering Library, Children's Library, Public Library, Academic Library, etc.

6. **Use of modern Information and Communication Channels:** For effective marketing of Library services and products, librarians should apply the use of modern ICT facilities like LinkedIn, Tweeter, Face-book, 2go, WhatsApp, etc. Libraries and Information Centres that are responsive to the influence of the external world are more likely to understand the value that digital transformation can bring.



These various techniques require special skill set to execute, for instance the use of web 2.0 technology such as social media and websites, creative posters, research and survey may require additional training for librarians to get acquainted with, especially traditional librarians.

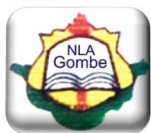
#### **4. Problems militating against marketing of Libraries services and resources:**

Marketing of Library and Information Services have not been given much attention in most academic Libraries because of funding. Aderibigbe and Farouk, 2017; 94 agreed with Adebayo (2004) that the issue of funding is the worst problem facing Libraries in Nigeria, the problem of poor funding is compounded by the fact that academic Library administration does not always have a timely and consistent budget for management of Library not to talk of allocating a budget for marketing of Library services. Lack of hardware and in most instances the non-availability of the said ICT's. Also, most Library management do not really understand the concept of marketing, they view marketing as just applicable to profit organization and not applicable to Libraries (Adekunmisi, 2013). Unstable Internet connectivity and inadequate funds conform with the result of Odunlade, Akinade and Ojo, (2015) the study further revealed lack of funds, lack of time, inadequate staffing inadequate resources as impediments to effective marketing in selected academic Libraries in SouthWest, Nigeria. These views are also shared by Edewor, Okite-Amughoro, Osuchukwu, and Egreaajena, (2016) who found that lack of facilities such as computers and accessories, lack of stable and reliable Internet connection as among other factors and challenges to effective marketing of Library services and products in twenty (20) universities across Africa. Aderibigbe and Farouk, 2017; 95 found out the challenges of marketing Library services and resources, that the major problem hindering effective marketing of Library services were inadequate fund, irregular power supply, inadequate infrastructure like photocopier, computers, air conditioners for the marketing of Library services, unavailability of staff, low computer literacy among staff, lack of professional training in marketing, under staffing, limited media access, death of Library materials to market, and also Library management do not have marketing policy.

#### **5. Strategies to enhance marketing in the library:**

Since marketing function contributes to the overall library performance, the critical question is then how then can the library improve it marketing function to provide the greatest value for the institution? Training, seminars and workshop should be organized to educate librarians on marketing Library services, as Chegwe and Anaehobi, 2015 discussed that some librarians were not competent in marketing Library services because of lack of training and education in marketing. They went further to suggest some avenues for Library professionals to sharpen their skills and improve their perception and attitude to marketing Library services should be created, this could be enhanced through seminars, workshops, conferences, short courses and other related programmes on the subject. Bhardwaj and Jain 2016;122, cited Shontz, Parker, and Parker, 2004, findings, that Library administrators and Library professionals who have done a course in marketing or attended any workshop on marketing have a high priority to apply the marketing concept in their respective Libraries. Provision of adequate facilities for marketing is another strategy that can be used to improve marketing in Libraries, as Edewor, Okite-Amughoro, Osuchukwu, and Egreaajena, 2016 discovered that lack of facilities such as computers and accessories, lack of stable and reliable Internet connection are some challenges to effective marketing of Library services and products in twenty (20) universities across Africa, it is evident from this findings that provision of facilities can help boost marketing in the Library and improve services which are being offered.

The inclusion of marketing in Library school's curriculum can help tutor prospective librarians and equip them with marketing knowledge, this agreed to Adekunmisi (2013; 244) as the author



cited Adekunmisi, Osinulu and Ogunbote (2009) in that marketing course which can help uplift and develop marketing of Library services should be introduced into the Nigerian Library Schools Curriculum such that would-be librarians are trained to become “infopreneurs”. The curricular should include courses on promoting the awareness of the importance of information services, consumer information seeking behaviour, market research, marketing strategies and planning. Librarians should be willing to market Library services that has been identified as a strategy in improving marketing Library services, this was noted by Bhardwaj and Jain 2016; 119, that Library professionals’ positive attitude towards marketing is a prerequisite for a successful plan and execution to market Library products and services. This is because librarians are in an era where there are many information providers. So it is important for librarians to be willing to market their services, be committed to service delivery and enlighten the users why they should use the Library.

### **Recommendations**

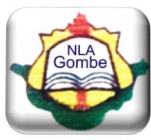
1. The library administration should establish a separate marketing department which will handle all its marketing functions, as it is seen marketing of the library is vital to avoid underutilization of the library resources (staff and materials).
2. Librarians should put more effort in learning modern marketing techniques, that is the use of web 2.0 and social media platforms.
3. More research needs to be carried out in finding out the needs of clients/ consumer expectations of the library.
4. Librarians should always establish good customer rapport with the users.
5. The library administration should endeavour to reinforce the competence of librarians through training and seminars.
6. The issue of funding is a never ending challenge for libraries in Nigeria; the academic body should allocate more financial resources to the library to assist the librarians in carrying out their job effectively.

### **Conclusion**

This article has looked into the intricacies of library marketing department to be established in academic libraries. The need for such department with the HOD is very timely and necessary having considered the competitive nature of information delivery services.

It is established that the importance of marketing lies in its ability to help information organizations to develop and promote their services and resources, to produce the values that are fundamental to the survival of information organizations. The challenges of budget cuts, increased user base, rapid growth of materials, rising costs, networking demands, competition by database vendors, and complexity in information requirement are forcing professionals to adopt marketing to improve the management of Library and information centres amongst others are some of the reasons that necessitated marketing in libraries, especially academic libraries.

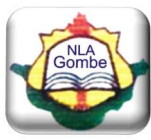
This paper carefully examined that marketing techniques are various strategies employed by Library in promoting its services and resources. Adegoke, 2015; 4 identified some of these techniques as: introduction of current awareness service, exhibition and display, selective dissemination of information; bulletin boards; complaints/suggestion boxes, users education course, electronic bill board, audio-visual services, online dissemination of information via the Internet technology by creating links for current information on the library portal. Eye-catching displays, interactive web- sites, aggressive advocacy, advertising, direct marketing, book sales, friends’ groups, contests, good media relations, public presentations and other new



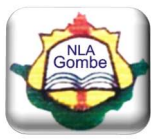
technologies. These are marketing strategies and techniques that are advocated to be deployed by academic libraries to enhance and facilitate user patronage.

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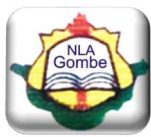
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