

MEANS OF PROMOTING AND MARKETING INFORMATION RESOURCES AND PRODUCT (MoPMIRP)

There are many ways in which information resources and products are promoted but few are outlined

- To provide carrier guidance and counseling service by the library to the user.
- To establish good public relations with clientele students and the community.
- To give wide publicity among users, institutions affiliated with universities' list of additions are to be published in local newspapers.
- To develop the product by creating databases, union catalog, etc
- To conduct a search of the users and know their information needs requirements from the library and improve the service
- To improve the information communication technology skills of the librarian and the library users
- To monitor the new arrival in order to update the new and old uses of the library.



Courtesy: Google Source

Figure 2: Means Of Promoting and Information Marketing

TYPE OF RESOURCES AND SERVICE TO MARKET (ToRSM)

Library and information resources and services which is fundamental to any institution can also market their products and services by the below-listed means of marketing as the process of advertising products and services in order to reach out to the clientele in no time these are as follows:

- Search engine optimization
- Pay per click
- Content marketing
- Email marketing
- Mobile Marketing
- Social media marketing

- Marketing Analytic and
- Affiliate Marketing Influencer

Content Marketing: This is information valuable content like blogs post, how-to videos, and other instructional materials, this is the type of marketing that will help librarians in connecting with their clients and also answer their queries. This is the process where the content of information valuable can be published regularly with the target client in mind.

Search Engine Optimization: This is the strategy of creating content in such a way a Google will rank your page on the search engine result page (SERP).

Pay per Click: This refers to the advertisement that appears at the top of your search engine result page (SERP).

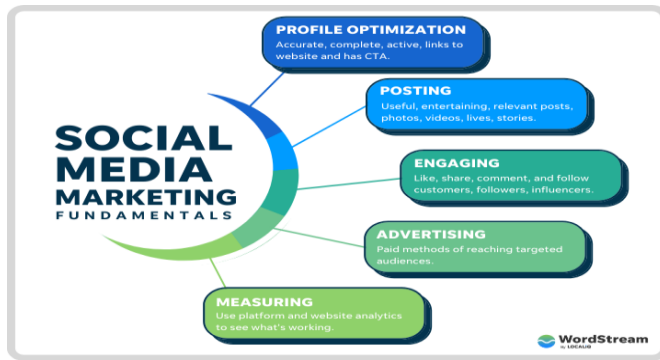
Affiliate Marketing: Are other types of marketing which can help increase your audience reaches by engaging with their exciting audience. The librarians can get the privilege of their influencer existing audience and also associating with a popular personality allows them to earn more clients.

Audio Marketing: Audio marketing is means of marketing information resources and services where the customer will be seeing the audio message of information he is seeking

Email Marketing: Is another digital marketing process through which one will visit your website information provided invited to join an email subscriber, with their permission you can send them the new information needed for them. The important thing about this digital marketing channel is that it should provide value to your audience. Among several digital marketing, this one is independent of any changing algorithms

Mobile Marketing: Is digital marketing the most influential because people nowadays need all their information to carry along? Mobile marketing is mandatory for brands who desire to be with their clientele side by side. It requires the marketer to adapt everything he is doing on the desktop to mobile.

Social Media Marketing: Social media marketing is a powerful way in marketing information resources and services to prospective clients. People discover learn about and follow and shop from brands on social media, so if you are not on social media platform you're missing a lot, this is why because marketing on social media can bring remarkable success, social media marketing also includes paid social media advertising, where you can pay to have your business. Librarians can use such in making client have knowledge of available and new information resources and services, especially the way it works during the lockdown.



Courtesy: Google source

Figure 3: Social Media Marketing

IMPORTANCE OF MARKETING IN LIBRARY SCIENCE (IoMLS)

Kotler Philip's (1985) Marketing Guru has defined marketing as a social and managerial process by which an individual and group obtain what they need, and want through creating, offering, and exchanging products and services of value to others. In view of the above definition library activities are teamwork or the effort of a group working in a library to attract more and more users to the library, library staff needs to extend promotion and cooperation to the user and market their services. The basic purpose behind the promotion is to educate the student and faculty members on how to use the library and its resources and also to upkeep their knowledge by providing information appended in various sources available in the library. The library is a non-profit organization; it's a social organization and service center.

CHALLENGES FACE IN MARKETING RESOURCES (CFMR)

In this aspect, libraries face numerous challenges, in marketing their resources and services, the librarian has to conduct a survey of the users and analyzed their needs according to acquired materials, products, online databases, and electronic books, libraries have to convert their collection into electronic media and made available to the user by considering the copyright issues, there is lack of financial budgetary provisions in the library, there should be constant training for student and the staff of the library, there should also need the knowledge of artificial intelligence and its impact to the libraries and the librarian.

LIBRARY OF TODAY 22ND CENTURY (LoTC)

Thomas Hickerson, Joan K. Lippincott (2022), designing libraries for the 21st century: Academia in the 21st century will continue to be an enveloping world of traditional courses moving to the online format of virtual learning, yet at the same time, the traditional university as a place of higher learning

will continue to exist. Dough more and more courses and the entire program taught virtually, there will be a role in society for a national mode of learning especially the university. Designing libraries for the 21st century encompasses many aspects, ranging from conceptualizing a compelling, authentically pleasing, and sustainable structure with a striking and functional interior to developing staff passion and expertise that will be commensurate with the capabilities of the facility when it opens.

A technology infrastructure that will allow the building to change with a rapidly evolving technical environment and programming space to enhance the research and learning mission of the university is also a key element of the 21st century. Envisioning ways to highlight the library's print and digital collection and identifying strategies to support diversity, and equity in conclusion in the library will be integral to sources of the project for its constituencies. Often major building projects focus almost entirely on the physical facilities, but it is in volume, we make the case for looking at a building project in a more holistic fashion. 21st century, the increasing urgency to develop new learning spaces, incorporating new technologies and collaborative spaces for students, led libraries to change, visionary librarians, planners, and the university began thinking about library building in new ways, centered more on people than collections. The need for openness to natural light, rather than windowless spaces for protecting books, and flexibility to accommodate rapidly changing technologies was widely recognized.

CONCLUSIONS

Conclusively the library and librarians are trying to find out appropriate ways to respond to the new technological advancement in promoting library and information resources and services to the client. Technology has already taken over virtually all aspects of human life and has even bigger potential, however, want the preferred knowledge. Librarians are quickly responding to new challenges and ensuring they embrace the new innovation for it to be more relevant. Marketing in libraries has gone on the far side special days as book displays and with the new advancement it can shape the way from the book display to more means of marketing and advertising library resources and services to the clientele through the above means as suggested earlier by doing so the client who thinks they have information resources at hand with their android phones and are no longer need libraries, will definitely understand that the librarians are there not given only information but given accurate, validated, relevance, completeness, timeliness and documented information resources and services for the end user.

RECOMMENDATIONS

The author recommended there should be constant seminars and workshops on technological advancement for the top library officials national and international seminars and conferences and come back to the junior staff and educate them on the new knowledge gained. There is a need to introduce different types of information communication technology advancement courses in the library information science syllabus, especially for interns in artificial intelligence, robotic system, and data science. There should also need for financial support to libraries and the librarian in all ramifications this why because it has been observed that the librarian is left behind in the new technological advancement in a lack of financial strength either from the government or non-governmental organization's technological equipment are expensive.

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