



E-Marketing of Information Products and Services: Quick and low cost way to maximum satisfaction of users

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Abstract:

E-marketing of information products and services are quick and low cost way to maximum satisfaction of users. Today we live in an educational and information society. This paper will review the development of e-marketing and will compare the differences between information products and services. The whole business depends on marketing. Marketing means working with market to actualize potential exchanges for the purpose of satisfying human needs and wants.

1. Introduction

The concept of E-marketing is mostly applicable in digital environment in library and information services. The library services have been totally changed by impact of new technology. Libraries play a vital role to spread information and education in society. In modern age users are demanding broader varieties of information services. They are also demanding better quality of library services. So the role of library includes identification and selection of information, its organization, management, storage, retrieval and dissemination to right user at right place and at right time. So now a day library has been shifted from traditional environment to e-environment. E-marketing of information products and services are quick and low cost way to maximum satisfaction of users.

Now Library and Information Science also getting help from e-marketing. As the world is enjoying the taste of doing business online, the library and information centres are also in the way to adopt the new process of business to bring revolution to the world of information. Libraries do need to look to how they communicate with their audience, especially now that their audience is being attracted to other services. With this thing in mind, there are a number of ways libraries of the future can employ computer technology to improve marketing efforts. But first, a library must come to better understand its customers through market research. The use of transaction log analysis, circulation records, user surveys, focus group interviews and information interviews will provide insight on what your customers really expect.

2. What is E-marketing?

The whole business depends on marketing. Marketing means working with market to actualize potential exchanges for the purpose of satisfying human needs and wants.

E-marketing is referred to as the online or the internet marketing

The American Marketing Association offers the following definition: "Marketing is an organizational function and a set processes for creating, communicating and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders".

"Marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of

achieving organizational objectives. It relies heavily on designing the organization's offering in terms of target markets needs and desires and on using effective pricing, communication and distribution to inform, motivate, and service the markets.

3. E-marketing in Library and Information Science

Marketing of information products and services is fairly a new concept. Marketing of information product and services means transference of information to potential inevitable due to limited budget in all libraries irrespective of size and region. Marketing of information product and service offers a great potential to survive and grow their services. The core concept of marketing is user oriented. Therefore marketing and its techniques if applied to library and information center can help in vital to fulfil the expected need of information seekers. By applying marketing concept, the library and information center try to disseminate their product and services to satisfy users needs through predetermined well defined coordinated plan and activities.

The concept of E-marketing is mostly applicable in digital environment in library and information services. The library services have been totally changed by impact of new technology. In the age of information communication technology library offers many services through marketing. Marketing is the process of advertising, selling, promoting and distributing services to satisfy users demand.

The library has many products and services that it can market today. A thorough study of library its constitution, its character and its need to improve the image is mandatory before one goes for the marketing of library and services. Marketing is not just about developing and promoting new services and products but also about bringing awareness to clients of existing services and products and determining their appropriateness. Many such activities improve the library. It improves the personal and through internet modes of communication between the staff and the clientele.

4. Elements of E-marketing

The main elements of marketing in libraries and information science are Librarian, Library e-products, marketing tools and Users, without any of these marketing is not possible. Librarian is a mediator between e-products and users. In this channel user is most important element. If users' demand is not fulfilled then the products will become useless.

Today, information is the power of library v information centers. Libraries are non profit service organization and information is their key product. The possible products and services and may offer by libraries or information centers are mentioned below.

1. Physical products: Books, Journals, Bibliographies, Information flyers, Posters, Audio Visual Products etc.
2. Electronics information products: e-books, e-journals, e-newspapers, Electronics Thesis or Dissertations, E-newsletters, Electronic databases, CD-ROMs, Films etc.
3. Online information products: Online web resources, OPACS, E-mail etc.

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5. E-marketing by following services

Now a day electronic marketing of information products and services is a key activity of any library special libraries are acquiring the same in huge numbers due to heavy demand from the users. So e-

marketing of information products and services strategies are adopted by various libraries. It is really important for making them more accessible, quick and low cost way to maximum satisfaction of users.

- Lending and reservation
- Indexing and Abstracting Services
- Inter Library Loan
- Reference services and General Assistance
- Current Awareness Services
- Translation and photocopying services
- News Clipping and Document Delivery Services
- Desktop video conferencing
- Selective Dissemination of Information Services
- Access to networked CDROM and Online search databases
- Web OPAC and Networking services
- Internet and E-mail Services
- Electronic documentation in the Institute

6. Information Product Provided in Libraries

Libraries products are their services, which meet the requirements of the customer. The success of library depends largely on customer's satisfaction. Library should design its services according to the needs of customer and goal of the library. Libraries have designed their services, incorporated information technology to save the time of readers and to satisfy them in a better way. Time to time, libraries should conduct user surveys to know the requirements of readers.

- Journals, Abstracting and Indexing journals
- Bulletins, Newsletters and Press Clippings
- CDROM or Online Databases
- Documentation and Bibliographical List

7. E-marketing of Information Products and Services of Objectives:

The main objective of e-marketing is to attract users, add new users and win over the lost users by fulfil their needs. There must be a relevancy and usefulness between customer's needs and the products and services offering. The libraries that possess limited resources should go for strategic planning of marketing to satisfy their users. Here are some guidelines for it:

- To understand the attitude of libraries toward 'promotion of information products and services in marketing.
- To suggest measures to improve the promotional activities of libraries.
- To determine the extent to which the promotional task are practiced in libraries.
- Enable people directly access and use, where copyright and agreements allow a range of collection materials without having to visit the library.
- Apply four Ps of Marketing strategies from a service provider's point of view: marketing strategy is a comprehensive, integrated and coordinated plan that combines four marketing elements, commonly called the 4Ps they are Product, Price Place and Promotion.
- Apply four Cs from a user's point of view that is Customer Solution, Customer Cost Convenience Communication. These tools are designed to deliver a customer benefit.
- Engage with new users by making the libraries collections available in the online environment for use by different communities including those who employ social networking and other new technologies.

8. Benefits of E-marketing

E-marketing gives businesses of any size access to the mass market at an affordable price and unlike TV or print advertising, it allows truly personalized marketing. Specific benefits of e-marketing include:

- Reduction in costs through automation and use of electronic media.
- Global reach: A website can reach anyone in the world who has internet access. This allows you to find new markets and compete globally for only a small investment.
- One to one marketing: E-marketing lets you reach people who want to know about your products and services instantly.
- Faster responses to the both marketers and the user.
- More interesting campaigns: E-marketing lets you create interactive campaigns using music, graphics and videos. You could send your customers a game or a quiz-whatever you think will interest them.
- Librarian or information manager is not only interested for the people who use the services regularly. Also interested in non-user groups. E-marketing play a vital role to identify the information needs of non-users and helps to provide them with necessary information.
- Increase exposure of products and services.
- Librarians and information managers need to present their services as an indispensable part of the organization and try to justify the claim that their users cannot do their job efficiently or effectively without a library service.
- E-marketing may help to improve the image of the library and information profession through collection of revenue performing different services to users.

9. Limitations of E-marketing of Information Products and Services:

- Every Library does not have maximum number of trained staff for E-marketing and their products and services. Many e-products available on internet so it difficult to know what one is authenticate.
- Rigid Management Policy and Lack of Infrastructure
- Copyright restrictions that apply to books from survey results.
- E-books make worst impact on eyes.
- Cost of digitalized books.
- Library should subscribe all type of e-resources to fulfil their user's needs and Libraries should have separate section for e-resources.
- Paper books are better than e-books.
- The internet can only be used in metro cities. But as we move to the rural area as well as to undeveloped countries.
- The internet is not of any use as they can't afford the overhead cost of internet use such as computer / laptop or costly mobile and the availability of electric power.
- Power consumption the internet can only be used, when we have electric power availability.
- Also the overall power consumption cost to access e-books, e-journals, e-magazines, e-newspaper is very high which we can't wee directly. It needs the servers to be operational 24 hours, with chilling towers and millions of computers and air-conditioning systems for those computers, also making a large contribution for global warning.

10. Conclusion

Information Technology has created a new scenario in the field of library information services. E-marketing of information products and services are only available where library have computer, internet facility, computerized library and digital library. Digital libraries are not doubt to replace the physical existence of document completely but no doubt to meet the present demand, to satisfy the non-local user digitization must be introduced. So that the laws of library science can be

fulfilled, no doubt the initial cost of libraries are high but experiment shows that once digitization is introduced then the cost to manage this collection will be cheaper than that of any traditional library.

Various formats of information products and services are now available in library v information centers, so the libraries must use e-marketing techniques to understand the needs of their users and to plan effectively to fulfil their requirements and needs. On the other hand the digital library supplement the present infrastructure and the information professional to meet the information need of the people by providing timely and qualitative services. So E-marketing of information products and services are quick and low cost way to maximum satisfaction of users. We ensure that the library v information centers will better perform if we implement e-marketing. The ultimate aim of e-marketing here is to provide the right information to the right user at the right time in right way.

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