Innovative Digital Marketing Strategies of Academic Library Services in Global Era

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Abstract:
This research study describes and scrutinizes the importance of digital marketing in academic libraries. Now a day's libraries are needed to escalate their presence in the digital environment and librarians and users need to explore effective digital campaigning and promotional activities for closer to the user community for better services and make aware of the digital marketing services and resources of an academic library. Adoptive new technologies in library users are made them more techno-savvy. This study explores various innovative tools, techniques, and models for digital marketing strategy in academic library services. Academic libraries are presently experiencing variations in the innovative information era, due to quickly varying media technologies, increasing users' preferences and opportunities, rivalry from other information providers such as the internet, and dwindling library budgets. These needs of academic library users influence digital marketing approaches to strategically reorient themselves and library services as information superhighways that individuals cannot do without. The results revealed that user survey studies, e-resources, e-database, digital library services, interlibrary loan services, social media platforms, and improved burrowing privileges were prevalent marketing strategies used by faculties and students. Unstable digitization, Internet, networking, multimedia, and satellite connectivity, and inadequate funding were identified as major challenges to effective digital marketing of academic library services in the global era.

Keywords: *Innovative, Innovative Strategies, Digital marketing strategies, Academic libraries Service, Marketing-mix, Strategic Planning*

1. Introduction

The present scenario of the digital environment and its usability trend created and opened new opportunities and challenges for academic libraries. In this digital age of networking, individualization and digitization of users are more than good habits to use an online resource, product, and services. Extensive use of the internet by the academic library users makes them adoptive learning behaviorists and techno-savvy this study of Digital marketing can make it possible to get aware and connect to the users and researchers. It makes it possible to provide better academic library user-driven services. Librarians now realized that in the age of the digital landscape creating a web presence on social networking sites, web 2.0 platforms can essential for any library.

Globalization and information society cause a radical change of marketing objectives, form an extremely homogenous activity with mass addressability marketing becoming a highly heterogeneous, fragmentary activity, target markets oriented **(Roche, 2000).** Today the world of digital marketing has come a long

way. Many changes and amazing evolutions have already occurred **(Kidwai 2010).** If you look at the innovative marketing trends of today, the numerous innovations that are cropping up are getting more and more geared towards fantastic marketing results. **Hoffman and Novak (1995) and Timmers (2000)** argue that there are several features of the Internet for instance 24/7 hours online, ubiquity, global availability, interactivity, one-to-one and/or micromarketing, and integration which make an essential influence on marketing communications. Long before the Internet became known outside the academic world and before the advent of modern digital commerce and digital business. In this regard, a group of researchers funded by the industry, founded in 1989 by Prof. Schmid from the University of St. Gallen Switzerland, founded and reported in a profile magazine, "Electronic Markets of the Competence Center" (CCEM). To help marketers in formulating digital marketing strategies, models such as "The Seven Ps" (product, price, promotion, placement (distribution), people, process, proof) and analysis of Porter's five forces were adopted on a large scale, because both tools help to evaluate the type of value that the business offers as well as the competitiveness of the market.

The role of the Academic library majorly focuses on supporting the curricula and supporting the academic research activities in organizations/ institutions. Libraries disseminate the knowledge by facilitating the users like faculty, students, and researchers for advanced study and research in education. Enormous Involvement of users in the digital environment and user-driven adoption of Information technology in library services, products, and resources build big challenges in the digital environment.

2. Theoretical/Conceptual Background
2.1 The Concept of Marketing
The definitions given by various scholars regarding the concept of marketing are as follows:

Kotler & Armstrong, (2014; 5), "The process by which companies create value for customers and build strong customer relationships to capture value from customers in return".

Todor (2016) "Digital marketing refers to any attempt at marketing through digital means such as, blogs or social networking sites for the promoting brand awareness and enhancing or developing customer relationships through digital means".

Business Dictionary (2019) website, "Marketing is the management process through which goods and services move from concept to the customer, it includes the coordination of four elements called the 4 p's of marketing; (1) identification, selection, and development of a product, (2) determination of its price, (3) selection of distribution channel to reach the customers' place, and (4) development and implementation of the promotional strategy".

2.2 7Ps of marketing strategies of Library
Introduced the 4Ps by Jerome E. McCarthy in 1960 and are the foundations of modern marketing theory but three more "Ps" with 7Ps were added for service marketing. In 2007 by Joshe and Bhat are gave the discuss of three more "Ps", people, physical evidence and process etc. and in 2009, by Sharma and Bhardwaj discussed the 7Ps for Marketing Strategies of Libraries. All these 7Ps detailed discussion of which is given in mention the table below:

Table No. 1 the Seven 7 P's the Library Context

Product	In the aspect of digital environment digital marketing mix that deals with creation and management of the digital product, e-product (e-books, e-journals, online databases) features and benefits of products with new product development which satisfy the users need and desires resource product. The products have the greatest characteristics with contextual value, reproducibility, Interactivity, ability to repackage, technological delivery, packaging, and branding, etc.
Price	Product always is seen as representing good value for investment, it defined the value obtained in exchange. It plays both economical and psychological perspectives crucial role. In the context of digital environment electronic resource pricing, pay for use, online subscription of database and other electronic resources.
Promotion	Awareness about the products, resources, and services requires educating users through online presentations, video tutorials. It included direct marketing, advertising, public relations, and personal selling. It is two-way communication with the user relationship. Such kinds of promotional components like sponsorship of events, and direct marketing using mail, telephone, messages, etc.
Place	Product, resources, and services are available to the users at right time at the user's conventional place or location. User services are required to be fulfilled by any place at any time any location. To build the distribution network to provide user-driven services. Changing concepts of library digital library, mobile technology, and electronic delivery services change the situation.
People	Most of the services use people in service delivery to keep the interaction or communication with the users. The quality of services and interaction create major influences on user satisfaction. Strong relationships with users are developing trust.
Process	Users start the contributions once the user has experienced a service process first time in a self-service environment, public access services, remote access services, and other online services.
Physical evidence	Almost all services include some physical elements it is important for service delivery or online delivery. Libraries and other services industries pay attention to the atmosphere, ambiances, image, and design of premises.

3. The Models of Innovative Strategy of Digital Marketing of Academic Library Services

This is the first effort to apply them to innovation in academic libraries. Digital marketing study turns to the broader context of innovation strategy models as follows:

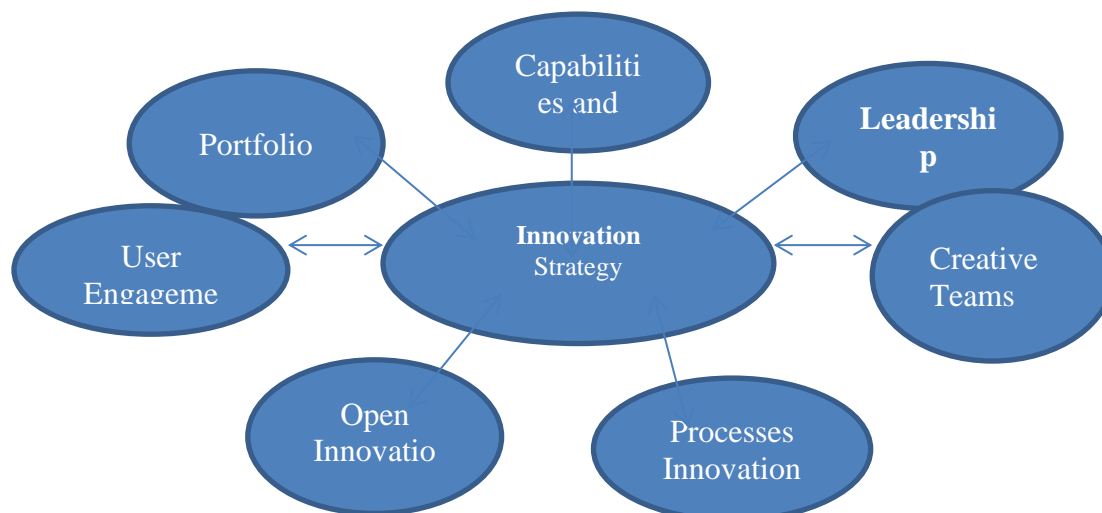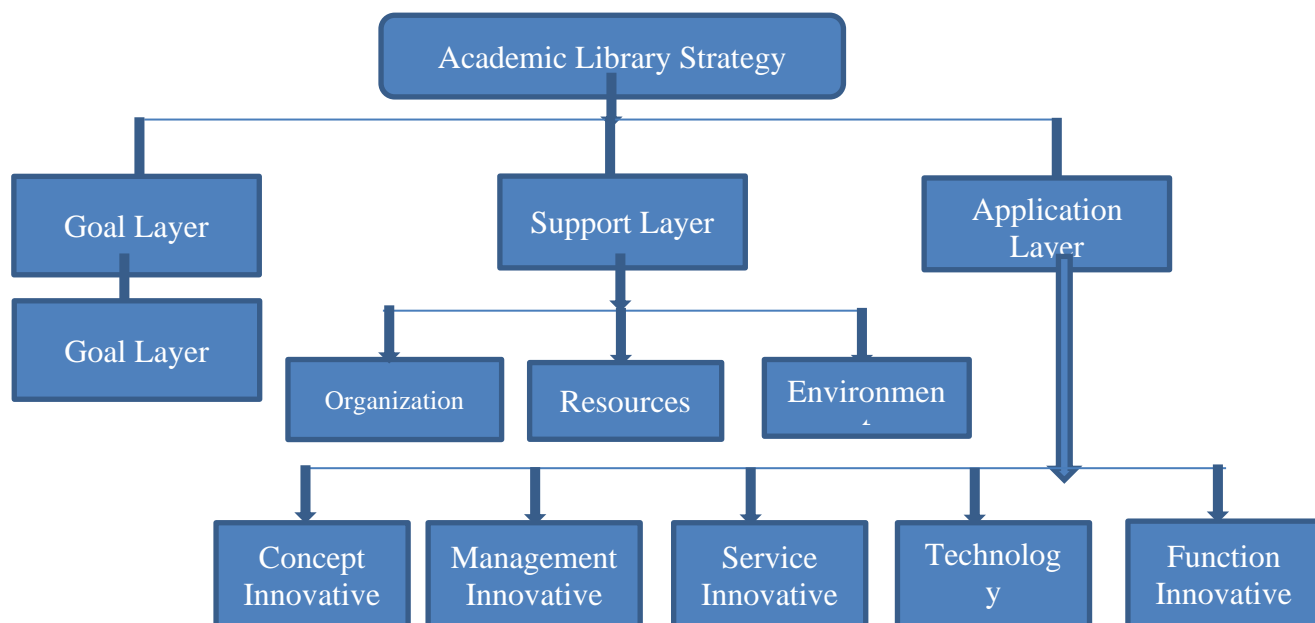**Figure No. 1 the Model of Innovation Strategy for Library**

Figure No. 2 Structural Framework of the Innovative Academic Library Strategy

Show the Figure no. 2 innovative academic library structure is divided into three layers, namely goal layer, support layer, and application layer and their basic connotations are as follows:

1.Goal layer

The goal layer has focused on initiative adaptation, uninterrupted growth, and satisfaction of various users' information needs, and growth of users' demands as basic goals of academic library services.

2.Support layer

The support layer has been including three elements, first organizational culture, second resources, and third environment.

- **First Organizational culture**: Organizational culture mainly means clear development goals and planning, reasonable and efficient management and running mechanism, harmonious and orderly team spirit, and an upbeat working atmosphere.
- **Second Resources:** Resources include information, technology, and human resource and
- **Third Environment**: Environment mainly refers to the material environment, virtual and digital environment that support the innovative academic library services.

3.Application layer

The application layer is backed by a support layer; it makes sure that academic library services will carry out overall innovation in multiple application layers through dimensions such as awareness of users, management, service, function, and technology to realize a rapid response to user demand.

Although various digital marketing strategies will adopt different innovation measures and strategies based on their explorations, practices, and develop ideas that have something in common will still give some information to all academic library services fields.

Figure No. 3 Framework of Digital Marketing Strategy

Source: Digital Marketing Strategy. www.kisspng.com

Show the Figure no. 3 innovative digital marketing strategy framework is divided into ninth parts and their basic connotations are as follows:

1) Search Engine Optimization (SEO)
Search engine optimization is also known as SEO which consists of techniques to optimize the result of the search. It can be derived from the search engine's algorithm. It can access the relevancy of the terms on the website by using search optimization match term can redirect the links to the users. The main benefits of the approach are a) A high level of segmentation b) Flexibility and Monitoring c) Effectiveness d) IE library competitive advantage e) Target to users.

2) Content Marketing
Content marketing is similar to SEO which refers to the publicity link with appropriate text on the website page with specific content. Search engine marketing (SEM) is a similar technique. Content marketing direct use of website hosting advertisement related to their content. In content level marketing there are two methods by topic and using keywords. Some key perspective of content marketing is brand awareness, engagement, user relation and loyalty, lead generation, sales, and services. The library can make strategies for content development for their resource, product, and services that can help users to reach out more to utilize them in their learning process.

3) Search Engine Marketing (SEM):
It is also known as search engine marketing (SEM). Pay-per-click **(PPC)** is commonly related to first-tier search engines. It is an internet-based advertising model for in force traffic to websites. Cost per click can be calculated and paid by the advertiser. There are many advertising format Google AdWords, Bing Ads, Text Ads, Responsive text Ads, Video Ads, Image Ads, etc. keyword relevance, landing page quality, and Quality score is factored behind the PPA Ad model.

4) Email Marketing: Any email communication is considered email marketing it helps build user relations, trust in resources, products, and services, or brand reorganization. E-mail marketing is an efficient way to stay connected with our users or patron to promote library product resources and services. Doing email can easily reach our target users in a large number of users. Email marketing can carry out by Email newsletter; digest mail, dedicated emails, transactional email, sponsorship email, event alert email, etc.

5) Content Marketing: Content is this gets popular generally while user viewing or user sharing it after publishing over the electronic form. Content marketing is known as electronic word of mouth marketing defined as a strategy which rapidly explored by the users as self-disseminating publicity. E.g. email services of yahoo.com and gmail.com etc.

6) Social Media: Social media is the most powerful tool to reach the users' community which allows interaction and communication with them. It is more attractive in this digital platform to come and join

socially on a single platform. Due to the extensive use and cost-effective nature every academic and business institution starts by creating a social presence on various social media like Facebook, flicker, Instagram, Twitter, Linked In, Google plus, slide share, Pinterest, YouTube, etc., to present themselves in the digital environment.

7) Mobile Media: It is a digital marketing strategy to reach out to target users on their smartphones, mobile, tablets by sending those SMS, email, MMS, and social media apps. Libraries made available SMS or text message services enable users to get the alert about the new arrival, transactional message, or digest message directly. Creating mobile apps for libraries can provide better services to our smart users. Mobile marketing can be a more interactive tool for the individual level with two-way communication. Using QR code technologies library enable to provide more effective information delivery services on mobile to the users.

8) Web Design: web 2.0 has the ability for the user to collaborate and share information online via web base communication, social media, and blogging. Static and dynamic pages over the web can able to users more social, collaborative, interactive, and responsive. The conceptual focus over libraries can be made their source of information on the web in an interactive manner using blogs on word press, Tumblr, Google, and Wikis to share information.

9) Corporate blogs: Libraries should start a blog to achieve the objectives of libraries and organization aims. Corporate blogs as tools in the library improve the brand and communication with a target group of users. There are many free blog sites where libraries can create free web blogs with basic IT skills.

4. Statement of the Problem

In innovative digital marketing strategies of academic library services there for global developing countries of academic library services are making efforts to provide digital marketing services. However, these digital marketing strategies of academic library services are adequately utilized because the academic community is fully aware of their existence. It is the responsibility of the digital marketing strategy of academic library services in the scope of making them available to any academic users. Adoptions of digital marketing strategies in academic library users justify the digital resources. The objective of this study, therefore, is to be to identify the available **"Innovative Digital Marketing Strategies of Academic Library Services in Global Era".**

5. Review of Literatures

Innovating rather than digital marketing strategies for academic library services are changing. Innovation is a change, in a product, service, process, or, more widely, all types of organization. **Bareghehet al., (2009)** examine Innovation as the multi-stage process whereby academic libraries/organizations transform ideas into new/improved digital marketing strategies and services or processes, to advance, compete and differentiate themselves successfully in their digital marketplace. **Damanpour's (1996)** evaluation to the how much mentioned explanation of innovation motivations on innovation as a means of changing an academic libraries/organization either as a response to changes of digital marketing strategy in the academic library services and users environment. **Dana Haugh's (2017)** paper gives the different views on digital marketing in libraries across the United States. He says that the technological environment users stop thinking about the usability of physical resources user community gives the preference to handy resources and services from the libraries. The digital marketing techniques in libraries can help to better connect to the user community and provide better services to the users. **Duke and Tucker (2007)**, **Wu (2012)** and **Joshua, Dauda and Michael, Daksiri, (2020)** It was also agreed that various strategies are needed to improve marketing Library resources and information services. **Sumadevi S (2014)** says that academic libraries should require the best practices in this digital environment. He discusses in his paper strategies faced by academic libraries, strategies for application of best practices, e-marketing of library services, and various web-based digital library services. She concluded in his paper that librarians should be implementing best practices for the benefit of users. Adoption of new technology gives good results in the library information products and services. Use of modern technologies in libraries by adopting best

practices users can get better services in well-organized ways. **Siva B and Gopalakrishnan S (2018)** research paper describe and discuss the university library professionals' attitude on marketing. They focus on the various angle of professional attitudes like concepts of marketing, the purpose of marketing, the need for marketing, and marketing plan. They concluded their study that most of the users give the preferences over such kind of mechanism is required to monitor the effectiveness of the library services and product. They suggested that regular surveys should be conducted to know the permanence of existing services and new services and also suggested proper marketing strategy should be implemented in libraries.

6. Objectives of the Study
The study objectives of investigating the type of "**Innovative Digital Marketing Strategies of Academic Library Services in Global Era** ". Consequently, the following specific objectives were:
1. To identify the digital marketing strategy of academic library services.
2. To ascertain the marketing strategies employed for digital information services.

7. Research Questions
1. What is the digital marketing strategy of academic library services are available in academic education in Gujarat?
2. What are the digital marketing strategies employed for digital information services?

8. SMART Digital Marketing Objectives
According to Cole et al. (2010) described the marketing plan as SMART goals. Every letter of the abbreviation represents a core element: S (specific), M (measurable), A (achievable), R (realistic), and T (timed). Digital marketing is not a new concept of marketing but it is conventional marketing implemented based on the digital environment using information technology. **A SMART** objective is defined as Specific, Measurable, Achievable, Relevant, and Timely. The **SMART** Concept is as follows:
- **S**pecific and more focusing on the digital and online environment which gives the details about products, services, and market segments
- **M**easurable or measured as the quantity of effectiveness by various analytics
- **A**chievable in the context of availability of resources
- **R**elevant in terms of contribution to organizational success and support to achieve the objective of the institution
- **T**imely, to achieve success action can be taken at in right time by taking the right decision

9. Research Method
The survey research method was adopted in carrying out this research work. Data were gathered through the tool of questionnaires, and data analysis using frequency count percentages. This current study covers the whole of Gujarat's grant-in-aid and self-finance B. Ed. Colleges. This present study data collected from 474 users who responded out of 474 copies of questionnaire administered to librarians in B.Ed. College libraries in Gujarat.

10. Data Analysis/Results
Table no. 2 Demographical Category Ratio of Male and Female

Gender Ratio		No. of Respondents (n=474)	Percentage
Faculties	Male	101	21.31%
	Female	87	18.35%
Students	Male	158	33.33%
	Female	128	27.00%

Table no. 2 and figure no. 4 shows that demographical category ratio of faculties and students category of male and female respondents, out of the total 474 respondents, 188 (39.67) respondents of faculties, 101 (21.31%) respondents were male faculties, while 87 (18.35%) respondents were female faculties, from the table and figure above it shows that out of the total 286 (60.33%) respondents of students, 158 (33.33%) respondents were male students, while 128 (27.00%) respondents were female students.

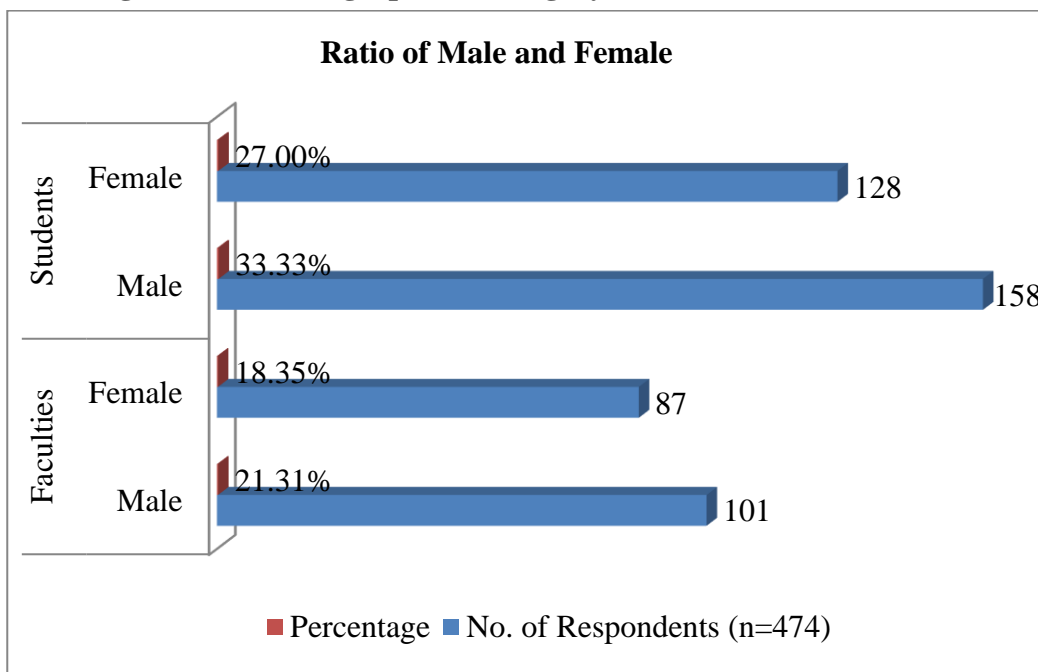**Figure no. 4 Demographical Category Ratio of Male and Female**

Table no. 3 Age Group of Respondents

Age Group of Responses	Frequency (n=474)			
	Faculties	Percentage	students	Percentage
21-25yrs	8	4.26%	51	17.83%
26-30yrs	11	5.85%	67	23.42%
31-35yrs	15	7.98%	71	24.83%
36-40yrs	42	22.35%	56	19.59%
41-45yrs	34	18.08%	31	10.83%
46-50yrs	18	9.57%	9	3.15%
51-55yrs	39	20.75%	1	0.35%
56-60yrs	17	9.04%	0	0
61yrs and above	4	2.12%	0	0
Total	188	100.00%	286	100.00%

Figure no. 5 Age Group of Respondents
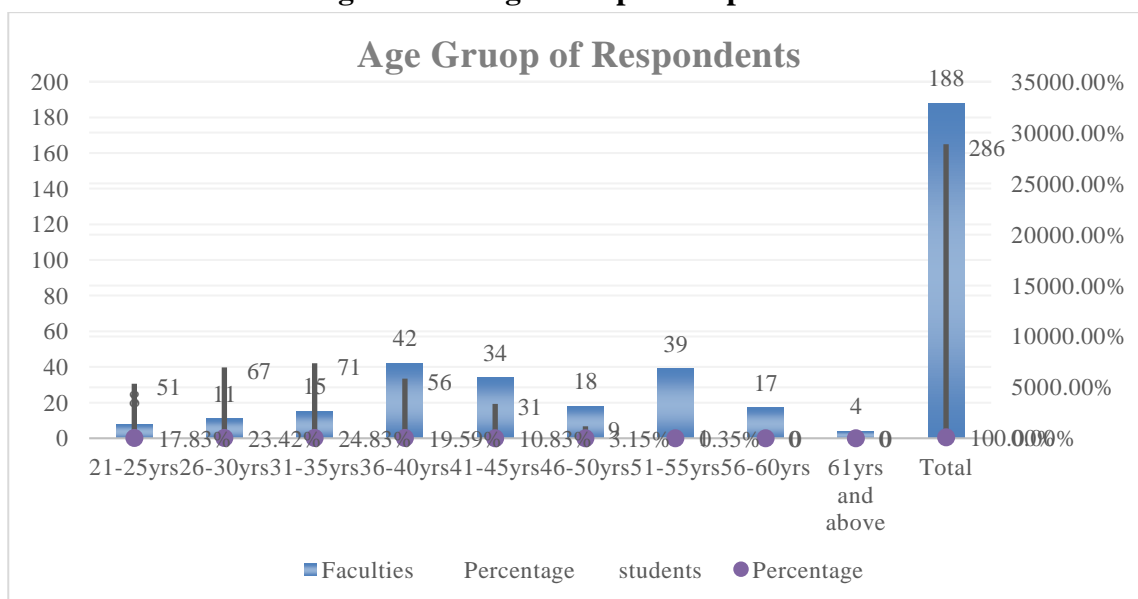
From the above age group of the respondent's table no. 2 and figure no. 5, it was observed that out of the 474 questionnaires collected, 4.26% which comprised of 8 respondents of faculties and 17.83% which comprised of 51 respondents of students fell under the age group of 21-25 years, 5.85% (11 respondents) and 23.42% (67 respondents) were between the ages of 26-30yrs, while 7.98% (15 respondents) and 24.83% (71 respondents) were between the ages of 31-35 years, 22.35% (42 respondents) and 19.59% (56 respondents) were between the age group of 36-40yrs, 18.08% (34 respondents) and 10.83% (31 respondents) were between the age group of 41-45yrs, 9.57% (18 respondents) and 3.15% (9 respondents) were between the age group of 46-50yrs, 20.75% (39 respondents) and 0.35% (1 respondent) were between the age group of the 51-55yrs, 9.04% (17 respondents) and 2.12% (4 respondents) are 56-60 years and 61 years and above respectively.

Table no. 4 E-environment Digital Marketing Services Fulfill the Needs of User

E-environment Marketing Services	No. of Respondents	Percentage
Strongly agree	223	47.05%
Agree	102	21.52%
Disagree	45	9.49%
Don't know	64	13.50%
Don't use it	40	8.44%

The above table no. 4 and figure no. 6, shows that the e-environment digital marketing services fulfill the needs of users out of 223 (47.05%) respondents are used in higher strongly agree of digital marketing services fulfill the needs of users, and 40 (8.44%) respondents are used in lower don't use it of digital marketing services fulfill the needs of users.

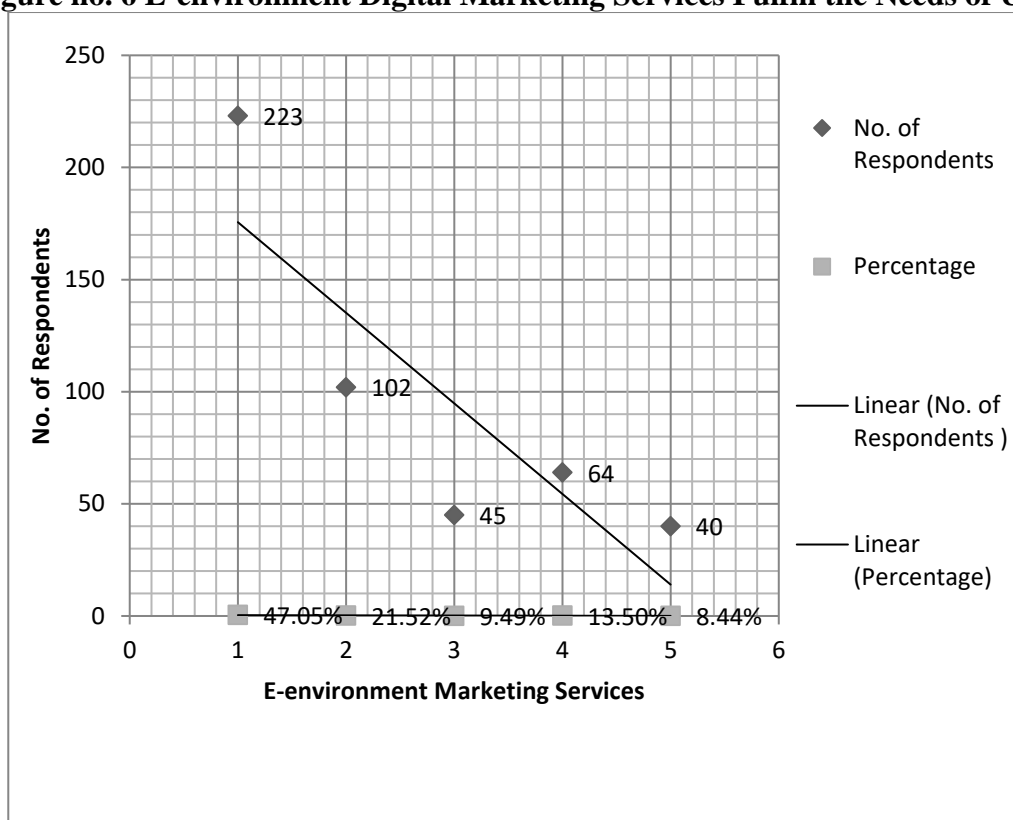**Figure no. 6 E-environment Digital Marketing Services Fulfill the Needs of User**

Table No. 5 Users Promoting in Digital Marketing Platform of Academic Library Service

Social Media Platform	No. of Respondents (n=474)	Percentage
Facebook	127	26.80%
WhatsApp	211	44.51%
YouTube	43	9.07%
Twitter	37	7.80%
Blog	33	6.96%
LinkedIn	17	3.59%
Instagram	6	1.27%

Table no. 5 and figure no. 7 shows that out of 44.51% (211 respondents) were the most popular digital marketing platform/ social media platform site having users are used in academic library service. Facebook 26.80% (127 respondents) used by the user for promotional social media platform, 9.07% (43 respondents) were used in YouTube social media platform and 37 (6.96%) respondents are used in Twitter social media platform, Blog, LinkedIn, and Instagram are the other social media platform used for digital marketing of academic library services at a low level.

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Figure No. 7 Users Promoting in Digital Marketing Platform of Academic Library Service

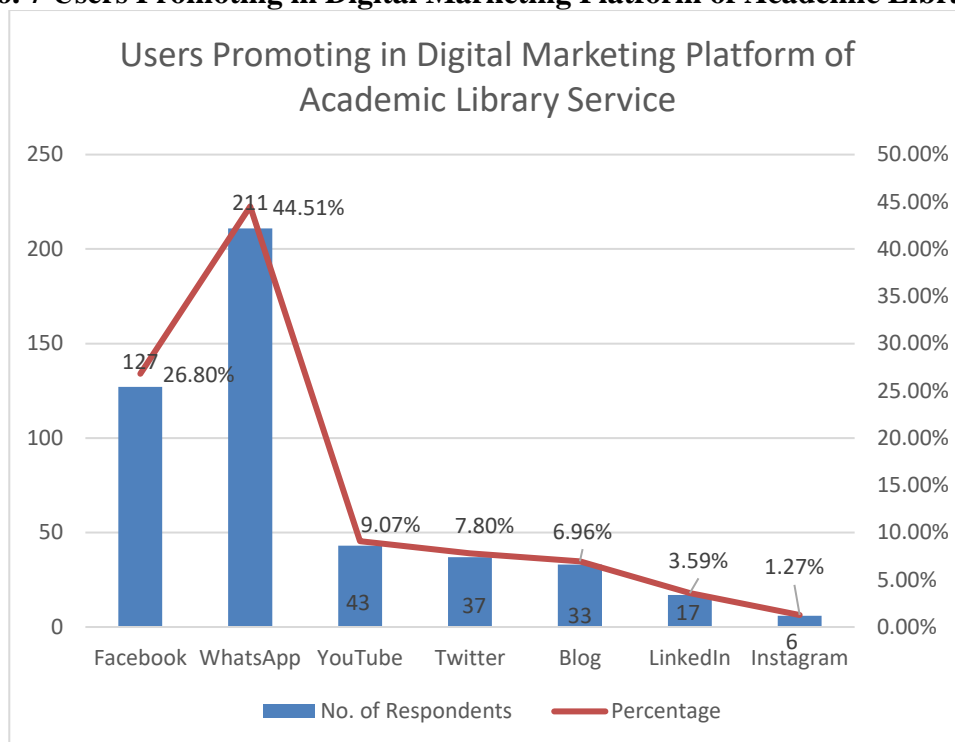Users Promoting in Digital Marketing Platform of Academic Library Service

Table No. 6 Digital Services

Digital Services	No. of Respondents (n=474)	Percentage
User Education	401	84.59%
E-Books	474	100.00%
E-Journals	347	73.20%
E-Theses and Dissertations	339	71.52%
Reservation	49	10.33%
Interlibrary Loan Services	57	12.02%
Online Reference Services	243	51.26%
Web OPAC	241	50.84%
Internet Access	102	21.51%

Table no. 6 and figure no. 8 shows that academic library in Gujarat uses their websites to provide links to e-books out of 100% respondents are used to digital services highest and 49 (10.33%) respondents are used to digital services of book reservation in lowest. 401 (84.59%) respondents are used to digital service of user education, 73.20% (347 respondents) were being used to e-journals, 71.52% (339 respondents) were are used to digital services of e-theses and dissertations, while 57 (12.02%) had links to interlibrary loan services, 51.26% (243 respondents) were being used to online reference services and 50.84% (241 respondents) were used in library websites each provided links to web OPAC services, and 21.51% (102 respondents) provided internet access services.

Figure No. 8 Digital Services
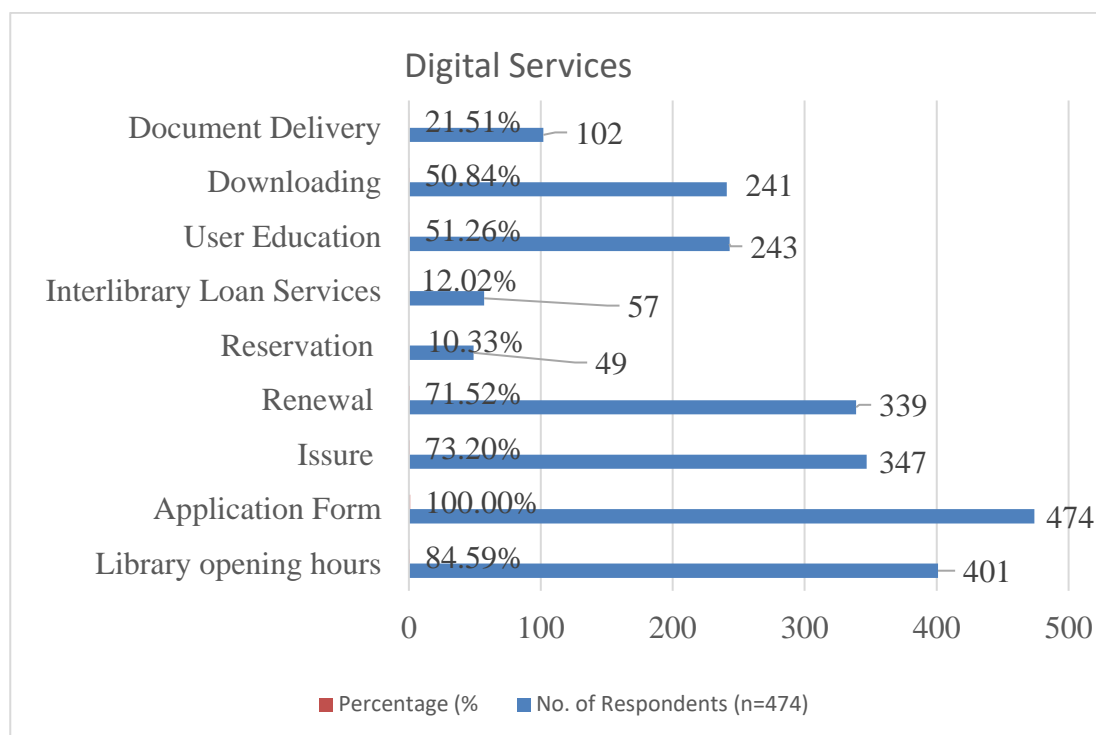
11. Conclusion, Suggestions, and Recommendations
11.1 Conclusion
In the era of the digital world technology digital and electronics source of information, product and services are widely used day by day in the academic community. Users of the academic community now become more techno-convention so that libraries need to increase their presence in the digital world. However, implementation of an effective digital campaign through digital marketing strategies are very essential for each library to more interaction with their users' community through the various online marketing tools like Facebook, Twitter, email, instant messaging and blogs, etc. This will enable the digital marketing strategies of academic libraries and services and their branches to offer world-class and 24/7 services and 365 days; in the digital marketing strategies, users' availability and facilities process meet increasing information needs and expectations of library patrons anytime, anywhere.

11.2 Suggestions
1. Define the purpose of digital marketing strategy.
2. Design the digital marketing strategies to provide efficient academic library services.
3. Identify the right user at right time provide library services.
4. Focus on selective resources that the academic library needed to promote.
5. Design strong steps to face the competitors of all types library in the academic library.
6. Adopt modern technologies while marketing strategy in academic library services.
7. Use simple language, which may communicate clear messages to the social media platforms through academic library users.
8. Adopt digital marketing strategies based on the academic library budget.
9. Awareness of the problems of Digital Marketing strategy of all type's users in academic library services.
10. Get the feedback of the academic library users and work on it.

11.3 Recommendations

The paper, based on the findings recommended the following:

1. That every academic library must develop a website for the library: which will serve as criteria for the accreditation of the Higher education and UGC.
2. That all the surveyed academic libraries should provide all types of users' surveys; which is an effective tool for measuring service satisfaction and service quality.
3. That every education library in Gujarat must develop a website for the library, which in sense will serve as criteria for the accreditation of the Higher education and UGC.

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