

Marketing of Library and Information Services: An Overview

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ABSTRACT

This paper describes the relevance of marketing management in library and information services, emphasizing the need for libraries to adapt to global marketing trends and evolving user expectations. As libraries transition from traditional models to more dynamic, user-focused approaches, marketing principles become essential for enhancing visibility, meeting diverse user needs, and building strong community relationships. The discussion includes the definition of marketing management, the unique characteristics of service marketing, and the specific services offered by libraries. It outlines strategic marketing planning processes and highlights fundamental steps libraries must take to effectively market their services in a competitive landscape. Future marketing techniques, such as leveraging social media, digital strategies, personalized experiences, and collaborative partnerships, are also examined. Ultimately, this paper asserts that by embracing comprehensive marketing strategies, libraries can thrive in an ever-changing environment, ensuring their ongoing relevance and value to the community.

KEYWORDS: Marketing, Library marketing, Library services and Information services.
