

# School Libraries and Library Marketing in Marathwada

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## Abstract

It was agreed that marketing of school libraries was important. We felt that education of our students and teachers about what we do was essential but there was an overall feeling that it should not be so hard. Most of the librarians suggested that many don't have any idea of what the librarian can do for them and the most effective way was to target individual teachers. The discussion centered around having a 'big picture' so that all school librarians would know what the basic offer from a school librarian should be whilst leaving it open for school librarians to develop their own areas of expertise. We could then promote this at a high level which would then drop down through the school. We hoped that this may come from the #GreatSchoolLibraries campaign.

## Introduction

It was agreed that marketing of school libraries was important. We felt that education of our students and teachers about what we do was essential but there was an overall feeling that it should not be so hard. Most of the librarians suggested that many don't have any idea of what the librarian can do for them and the most effective way was to target individual teachers. The discussion centered around having a 'big picture' so that all school librarians would know what the basic offer from a school librarian should be whilst leaving it open for school librarians to develop their own areas of expertise. We could then promote this at a high level which would then drop down through the school. We hoped that this may come from the #GreatSchoolLibraries campaign.

## Defection:

### What is marketing?

#### Philip Kotler:

Marketing is human activity directed at satisfying needs and wants through exchange processes. The essence of marketing is transaction-exchange of values between two parties.

-That marketing is the process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customers and organizational objectives.

#### Christian Grönroos:

Marketing is to establish, maintain and enhance long-term customer relationships at a profit, so that the objectives of the parties involved are met. This is done by mutual exchange and fulfillment of promises.

## Hypothesis:

- Viewing the overall school status in Maharashtra
- Studying Librarianship and Marketing

- Viewing total school student population and library marketing in Maharashtra

## Research Methodology:

A case study is a detailed study of a specific subject, such as a person, group, place, event, organization, or phenomenon. Case studies are commonly used in social, educational, clinical, and business research. A case study research design usually involves qualitative methods, but quantitative methods are sometimes also used. Case studies are good for describing, comparing, evaluating and understanding different aspects of a research problem.

## Why Marketing is essential to Your Library?

Marketing is the process that successful businesses and organizations use to ensure continuing success. Following a complete marketing process may result in:

- Greater use of the library by your customers.
- Better decisions about what to offer at your library.
- Better partnerships with faculty and administration.
- Maintenance of the central position of library in the institution.
- Adequate funding.
- Better informed and more supportive legislators.
- Marketing mix in libraries requires a critical analysis of the Marketing mix (the 7 Ps of Marketing mix - product, place, price, promotion, Participants, Physical Evidence and Process) to identify the nature, features, benefits, and value of the products to the customer., The development of an effective marketing strategy requires the specification of the marketing mix. These concepts are utilized in the for-profit sector, but a good library-marketing plan will also profit by examining products offered and assessing the value of the products to the users., Market research helps to determine what library users are looking for in the way of product features such as variety, quality, and design, and what benefits such as good performance, quality, reliability and durability users demand in services, systems, programs, and resources.

library and Information Marketing

Primitive Marketing Concepts 1876-1970

Non for Profit Marketing 1970ties

Services Marketing 1990ties

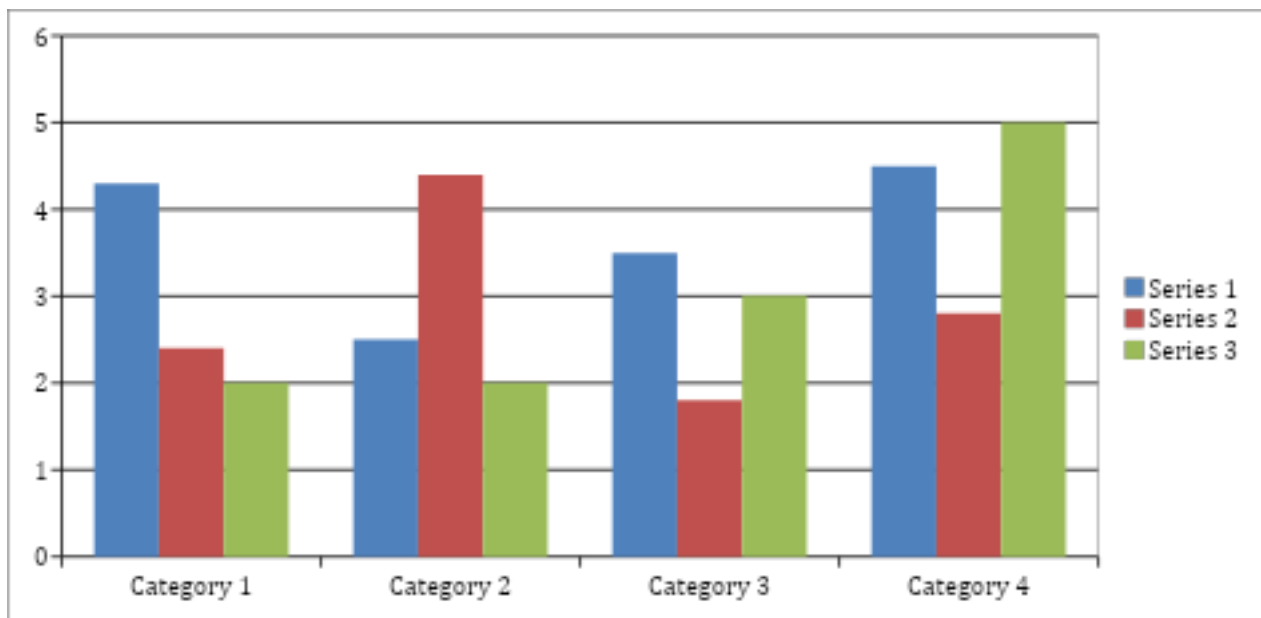
Relationship Marketing 2000ties Internet Marketing, Cybermarketing, Wired Marketing etc.

### Schools with School Librarian in Marathwada: Tebal No.1.1

Sr.No	District	Total Schools	Schools with Librarian	
			Full time	Part time
1	Aurangabad	4327	41	50
2	Beed	3681	40	18
3	Hingoli	1311	10	04
4	Jalana	2387	25	11
5	Latur	2672	42	38

6	Nanded	3762	53	22
7	Osmanabad	1848	23	22
8	Parbhani	2130	29	29
Total	22118	22118	263	194

**Schools with School Librarian in Marathwada : Chart**



## Library marketing delivers four main,benefits:

**1.Higher usage.** With more people aware that you offer relevant services, slowly but surely, people will use them. Increased library usage means more need for library staff, which in turn helps to preserve your team.

**2.Increased value to your organization.** If you can show senior managers that the library provides a good return on their investment, they will keep investing. If the library meets its goals and objectives while

providing cost effective service to staff, management will understand the value of the library. It is possible to work out a monetary value for the services you offer; presenting those figures shows that you speak the same language as your leadership and establishes credibility.

**3.Educated users.** Making resources like online databases available and training staff in their use will accustom them to information retrieval techniques beyond Google searches. Spending time with employees, whether they use the library regularly or not, empowers them to be independent users in the future. In the long term this makes them more efficient and effective, and therefore more valuable to the company, potentially.

**4.Changed,perceptions.**Unfortunately, some people still see libraries as old fashioned and behind the times. If you can publicize your library by highlighting your innovative services and the cutting edge technology you offer, and build awareness through methods such as having a coffee bar or organizing a reading group, people will start to realise how beneficial, necessary and relevant libraries are. This can lead to a change in company culture and perception of the library, While the task of marketing your library may seem daunting, the benefits are evident. Rather than running the occasional marketing activity, you may decide to create a full marketing plan and link it to your mission statement or yearly objectives. Give it a go and see what works.

**Developing a Marketing Plan:** Goals: Set measurable goals for the marketing scheme, such as increased library usage, student engagement, or teacher collaboration.

**Target Audience:**Identify the specific groups you want to reach with your marketing efforts.

**Messages:** Develop clear and compelling messages that highlight the library's value and benefits.

**Channels:**Choose the appropriate channels to reach your target audience, such as social media, newsletters, posters, events, and website.

**Tactics:** Develop specific activities and campaigns to promote the library and its resources.

**Budget:** Allocate resources for marketing activities, such as printing materials, hosting events, or paying for advertising.

**Evaluation:** Track the effectiveness of your marketing efforts and make adjustments as needed.

**Marketing, Strategiesand Tactics:**Social

**Media:**Use platforms like Facebook, Instagram, and Twitter to share library news, events, and resources.

**Website:** Create a user-friendly website that showcases the library's collection, services, and programs.

**Newsletters:** Send out regular newsletters to keep students, teachers, and parents informed about library activities and resources.

**Events:** Host events such as author visits, book clubs, and reading challenges to engage students and promote literacy. **Classroom Visits:** Collaborate with teachers to visit classrooms and introduce students to the library and its resources.

**Promotional Materials:** Create posters, flyers, and brochures to advertise library events and services.

**Partnerships:** Collaborate with local organizations and businesses to promote the library and its resources.

**Student Ambassadors:**Train student library assistants to promote the library to their peers.

**Teacher Collaboration:** Work closely with teachers to integrate library resources into the curriculum.

**Community Engagement:** Host events for the wider community to showcase the library and its resources.

**Data Collection and Analysis:** Track library usage and student engagement to evaluate the effectiveness of marketing efforts.

**Marketing strategies in school library:-** To market a library, its resources and information services is not difficult. Wolfe's. observation,"Library public relations, promotions, and communications: a how to do it manual is a useful guide for library marketing However there are following steps may be followed to market the school library-Begin the marketing process by examining. your library's mission and vision statement.

Assess library capabilities with a marketing, audit, an internal, assessment. Find out what products (services) your library has. Develop goals and objectives based on your mission and the results of your internal audit into what customers (users are treated as a customer in the sense of marketing) want. To meet goals, select strategies to promote your products that will work best, be affordable, and reach your customers. Create a plan of action that describes all the steps needed to carry out the strategies for meeting goals. Outline the specific tasks, timelines, and assignment of responsibilities. Consider, budget, restraints. (However budget is one of the major problem in the school libraries of our state) Evaluate how well you have done. Evaluation may indicate that some goals can't be reached or can't be measured, some methods of promotion don't work as expected, or what's really needed is an entirely new plan.

## Conclusion

School libraries in our state are still now underdeveloped stage. Marketing helps the libraries to flourish in a full fazed way. Though there are several challenges faced by the librarians to overcome this situation but still a positive approach makes a difference. This paper helps the librarians to understand the concept of marketing and how it is applied in the field of school library. Different strategies discussed here helps them to understand or to built up a mind set in what way they make the school library popular to the students as well as helps them to draw a concern of the school authority.

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