E-marketing of School Library Products and Services through Social Networking: a Need-Based Situation

Tapas Pal
Research Scholar,
Deptt.of Library and Information Science,
Jharkhankd Rai University,
Ranchi, Jharkhand

Abstract

Now-a-days, social networking is a new platform for easiest communication from one corner to another in the world through internet. It is very popular to the young generations as well as to our society to share ideas, photos, videos, activities, events, interest, with the group of people in their network. A revolutionary change is revealed in order to change our daily life style. Web based technology (www) have introduced the new platform especially in electronic environment i.e. e-commerce, e-finance, e-banking, e-health, e-governance, e-ticket, e-filing, e-marketing etc. E-marketing of school library products and services are the great opportunities to the library users if the school libraries use social networking tools in their products and services. First of all, this paper discusses the E-marketing system towards its concept, definition, advantages and disadvantages. Secondly, a specific discussion on social networking system is highlighted. Finally, a framework for need-based situation and how to use the social networking in the field of E-marketing of school library products and services have also presented here.

Keywords: E-Marketing; Social Networking; Facebook; School Library; Products; Services

Introduction

In traditional way, marketing means the activities related to market by way of creating consumer value in the form of goods, services or ideas that can improve the consumers' life. But now-a-days, marketing means a combined process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. So that, users satisfaction is the main aspect of the concept of modern marketing system. Due to technological development, basically internet and www, the new concept is online marketing. It is a system where products are buying online, which is convenient, hassle free, easy and time saving process. E-wallet system is the basic parameter of E-marketing.

In the context of marketing of school library products and services, the activities of exchange of information or services between readers and staff takes place for which demand exists and the best way to satisfy the need of the users. Thus, traditional off-line concept of marketing of school library products and services have been moved into electronic online marketing system which is on the basis of social networking i.e. Facebook, Youtube, Bolgs, Twitter etc. Social networking is a new platform in the field of E-marketing of school library products and services to its users. It helps to share ideas, photos, videos, activities, interest, with people in their network. There are several opportunities of social networking in accordance with E-marketing of school library products and services. These are a) marketing system, b) branding, c) creating uses relationship, d) reference services, e) quick dissemination of news. With the help ICT (Information Communication Technology), users are benefited to access online information resources at any time anywhere in the world. Thus, school libraries need to market its products and services more and more than as before. In tradition, marketing process is very costly and time consuming. But online marketing is very easy, cheapest and time saving process. So that, school library should accept and apply the online marketing system in its products and services through social networking for getting their users' satisfaction. It is needless to point out that social networking is a framework for need-based situation of E-marketing of school library products and services.

Review of Literature

Brayer and Zavatarro (2011) mention in their paper, social media gives more opportunity for social communication and interaction. It is a possible collaboration and enables deliberation across the users in the world.

Dickson & Holley (2010) mentioned that American College students are hugely users of Social Networking. Because the academic libraries provide such efforts to the students who are not use the library physically.

Ayiah (2011) revealed that students endorse the linking of social networking site to the library's web page to facilitate connectivity between the library staff and the users.

Blessing and Florence (2015) studied that blogs and facebook are the most commonly used social media in the field of library products and services.

Enache (2018) defined, "marketing has long been associated with the selling of a product in order to make a profit, but was extended to the non-profit sector including libraries in the 1960s. It is revealed that marketing is not only associated with profit making concern, but also in non-profit seeking concern like libraries, hospital etc.

The UK Chartered Institute of Marketing (2010), defined marketing as, "the management process responsible for identifying, anticipating and satisfying customer requirements profitably". Like profit making concern as well as non-profit making concern is using marketing principles and policies for their management process.

Marketing for library products and services includes understanding client needs, determining market niches, identifying products and services, building client relationship and creating 'marketing mix' (de Saez, 2002; Rowley, 2003; Welch, 2006; Potter, 2012)

Cheney (2007) pointed out that strategic marketing are marketing research, marketing segmentation, the marketing mix strategy and evaluation.

Shapiro (1999) highlighted that marketing mix are four Ps i.e. product, price, place and promotion. These can be applied in marketing of library products and services.

Almquist (2014) suggested that marketing is not used as a sales tool; it is a way to understand needs of the users which is applicable in the libraries.

Duke and Tucker (2007) mentioned that marketing of libraries' products and services is not a new concept; it is a long process to do librarians until uses satisfaction.

The Department for Culture Media and Sport (DCMS) published a Modernization review of Public Libraries (2010), it shows that modern libraries have to follow the marketing strategies as a skill policies in its products and services.

Objective of the Study

1. To show the conceptual and contextual aspect of marketing as well as E-marketing in our digital era.

2. To discuss the Social Networking System towards its concept, definition, advantages and disadvantages.

3. To understand the several reasons for E-marketing in the context of school library products and services.

4. To highlight the use of Social Media in the field of E-marketing of school library products and services.

Marketing

The American Marketing Association (AMA) defined marketing as "The performance of business activities directed towards, and incident to, the flow of goods and services from producer to customer as user".

In 1985, AMA changed their opinion and defined marketing as "The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives".

The Chartered Institute of Marketing defined marketing as "A management process that identifies, anticipates, and satisfies customer's requirements profitability".

Philip Kolter in 1980 defined "Marketing is the human activity directed at satisfying human needs and wants through an exchange process".

In 1991, he changed this definition as "Marketing is a social and managerial process by which individuals and groups obtain what they want and need through creating offering and exchanging products of value with others".

Adeyoy in (2005) defined that the concept of marketing revolves on three pillars namely, "Marketing-Is consumer-cantered,-Is profit-centered and-Is anticipating of changes through time and space."

The marketing concept mainly on three aspects

1. All marketing planning and operations should be customer oriented.

2. All activities of marketing should be coordinated.

3. Customer oriented, coordinated marketing is essential to achieve the organization's performance objectives.
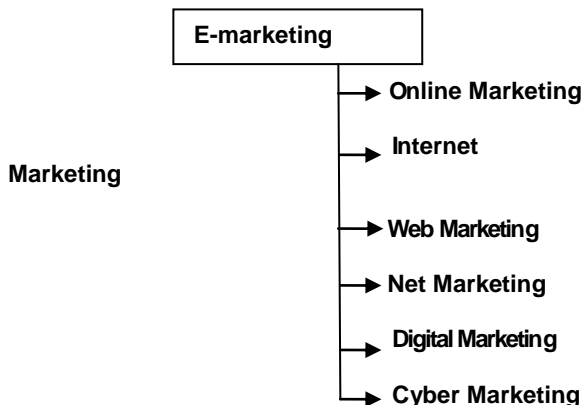
Thus, marketing is a total system of business activities designed to plan, price, promote and distribute wants satisfying products to target market customers to achieve overall marketing objectives. The entire system of business activities should be customer oriented and when the marketers are trying to satisfy the customer's wants, they should not stop until the customer wants are satisfied.

E-marketing

According to Fialkoff, 2006, "E-marketing refers to the application of marketing principles and techniques via electronic media and more specifically through internet".

According to Dave Chaffey, E-marketing can be considered to be equivalent to internet marketing; simply defined as, "Achieving marketing objectives through applying digital technologies".

E-marketing is the process of utilizing information technology in the conception, distribution, promotion and pricing of goods and services that satisfy individual and organizational objects (ckbooks.com).

```
┌─────────────────┐
│  E-marketing    │
└─────────────────┘
            │
            ├──► Online Marketing
            │
            ├──► Internet
            │
Marketing   ├──► Web Marketing
            │
            ├──► Net Marketing
            │
            ├──► Digital Marketing
            │
            └──► Cyber Marketing
```

Thus E-marketing is an application of business policies and principles through internet that satisfy customers' objectives as well as organisational goals.

Advantages
1. It is low cost.
2. Time saving process.
3. 24 hours marketing system.
4. It is easy, speedy and effective.
5. Access in global area.
6. It is an instant purchase facility.
7. Instant interaction between seller and buyer.
8. Facilities in online advertising.
9. It is a powerful tool in competition market area.

Disadvantages
1. Maintenance cost is very high.
2. It is fully based on electronic environment.
3. If the internet connection is very poor, it is barrier to speedy communication.
4. It may be problems in security when online payment is made.
5. Physically unavailable.
6. It may be different in quality, size and colour of the product which is viewed on the website.

Social Networking
Definition
According to Computing Dictionary (2011), Social networking site is any website designed to allow multiple users to publish content of them. The information may be on any subject and may be for consumption by friends, mates, employers, employees just to mention a few.

Boyd and Ellison (2007) stated that social networking websites allow individuals to: (1) construct a public or semi public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. They also noted that these websites vary in terms of features and membership. Some websites allow photo/video sharing, while others allow blogging and messaging. Participation in blogs has been regarded as social networking because blogs support formation of social connection through blog-roll activities.

Boroughs (2010) stated that social networking websites allow users to share interests and communicate with others.

Barsky and Purdon (2006), on the other hand, pointed out that social networking websites collect data about members and store user profiles that are meant for sharing. These websites are offered for free and allow users to create personal pages filled with content like images, music and videos easily. These social networks also allow members to share web pages with friends and search for new friends who have similar interests.

Taylor-Smith & Lindner (2009) stated that wikis, blogs, chat rooms, instant messengers, message boards and social bookmarking are technology applications that have been used to facilitate members' interaction, and thus, have been referred to as social networking tools.

Seufert et al (1999) define social networking in terms of knowledge networking as signifying a number of people, resources and relationships among them, who are assembled in order to accumulate and use knowledge primarily by means of knowledge creation and transfer processes, for the purpose of creating value. The concept of social networking is one of the tools of Web 2.0, which also forms the basis of library 2.0.

Social Networking System is basically based on web platform. It refers to range of web-based software programs that enable to allow users to interact and work collaborative with other users. It is a system where any user can perform to browse, search, invite to friends to connect and interact, share videos, comments, blog entries, favourites, discussions, events, chatting, ratings, music, classified adds, tag and classified information and more. Thus, it is an online system that makes social relationship among people.

Features
There are five features included in social networking site which are mentioned below-

User-based
Anyone can update the content, simultaneously read that content easily by all.

Interactive
Online game is attached here for entertainment to interact and share fun with friends.

Community-based
It creates community or social groups where members hold common beliefs or hobbies.

Relationship
An easiest way to create good relationship in online mode among people.

Instant Situation
Natural calamities (i.e. earth quick, flood, desire etc), accident case and other allied situations are linked with social networking site for knowing update news.

Reasons for SNS
1. It is an easiest process to connect among the people in the world.
2. It is free in access.

3. It is user friendly.
4. It is a popular way than other.
5. Compulsorily updated information is available.

Types of SNS

Generally SNS can be categorised in two types. These are

Internal Social Networking (ISN)

An ISN is a closed / private community that consists of a group of people with in a company, association, society, education provider and organisation or even an "invite only" group created by user.

External Social Networking (ESN)

An ESN is open / public and available to all web users to communicate and is designed to attract advertisers. Example- Facebook, MySpace, Twitter etc.

Latest list of top 15 SNS

The top 15 Most Popular Social Networking Sites as derived from *eBizMBA Rank, Last Updated May 1, 2018.* (Retrieved from *www.ebizmba.com/articles/social-networking-websites on 15-06-2018 at 12:30 p.m.)*

Name of SNS	Estimated Unique Monthly Visitors	Rank
Facebook	1,500,000,000	1st
You Tube	1,499,000,000	2nd
Twitter	400,000,000	3rd
Instagram	275,000,000	4th
LinkedIn	250,000,000	5th
Reddit	125,000,000	6th
VK	120,000,000	7th
Tumblr	110,000,000	8th
Pinterest	105,000,000	9th
Google +	100,000,000	10th
Flickr	80,000,000	11th
meetup	42,000,000	12th
Ask.fm	40,000,000	13th
Livejournal	37,000,000	14th
Myspace	10,000,000	15th

Advantages of SNS

There are some facilities relating to advantages of SNS, which are stated below-

1. A large range of connection through World Wide Web.
2. Some social groups are acting as commonly interest i.e. same morality, same hobbies, same behaviour etc. These are facilities from SNS.
3. It is not a time waste process.
4. Free advertising facilities are attached here to increase sales promotion in the field of business product and services.
5. It is open to all to join as a member in their respective community or social group.
6. It helps to develop our science community with the help of new idea and knowledge.
7. Most of the SNS allow conferencing, creation, interaction and research on a global scenario that helps to develop our modern society relating to research and development; education; trade and commerce; health; agriculture; science and technology etc.

8. Huge job opportunities are available here for unemployed youth.

Disadvantages of SNS

Simultaneously, some drawbacks are here. These are-

Cyber Bullying

It may be meaning as cyber harassment i.e. posting negative comment, abusive words, dislike photos and videos.

Cyber Crime

There is no restriction field for creating fake profile in SNS that encourage acting as cyber crime.

Identity Theft

GPS- enable mobile phones sharing user location can reveal sensitive information like home address, work address, place visited etc. that means as identity theft.

Effect in Health

It has negative effect in both mental and physical health. The main issues are i) social media addition, ii) mentally depression, iii) isolation, decreased physical activities, iv) sleep break-up, v) use of drug and alcohol, vi) morbidity action.

Bad Effect on Children and Teenagers

A study was conducted by National Mental Health Survey that shows teenagers and children are more affected due to reason of use of SNS. They are addicted just like as drug and alcohol.

Spread Misinformation

There are huge options for spread out the misinformation in SNS and no controlling measures are attached here. It is a bad impact of SNS.

Why E-marketing used in School Library Products and Services

Marketing of school library products and services are more valuable in our present day scenario. The library users are more important factor and the library products and services are developed according to their demands. Marketing is the systematic plan that focuses on development of products, place or mode of delivery, adjustment of price to the market and promotion to specially targeted groups of the library market. But in some cases libraries do not focus on producing new products. They may be producing the old products in repackaged and promoted in different place or for a new segment of consumers. Marketing means a sufficient change in the traditional attitude of library towards acquisition, organization, processing, storage and retrieving information. The library can satisfy their customers by systematic collection procedures, policies, and develop its products and services according to the demands of their customers.

Kotler (2000) pointed out that "Organizations such as museums, universities, libraries and charities need to market their causes and their products to gain political and social support as well as economic support".

According to Mi and Nesta (2006), "Marketing is the key to the success of the library and listening to customers is the key to marketing".

Vishwa Mohan, Shrinivas and Shashikala observed that, "Marketing is essential because those

who lack information may not even be aware of this need".

Dr. S. R. Ranganathan, the father of library science in India, has observed the need of marketing of library services. He tried to focus on the increasing of the usage of library resources. Ranganathan (1957) defined:

1. Users (Customers)
2. The staff (Service providers)
3. The information resources and system (Difference type of material, systems, procedures, etc.) have greater relationship with each other in library and information services.

We are in digital era. All information may be available through internet. Thus traditional libraries should shift into modernised system. E-marketing is a system where LIS professionals and library users easily connect and communicate with their needs. E-marketing provides LIS professionals to help their users for access to information resources through internet in the different electronic forms i.e. E-mail, Website, Blogs, Facebook, Youtube, Chat etc. It is the essential administrative activities for users' satisfaction in the field of LIS products and services. There are several reasons for implementation of E-marketing system in the field of school library products and services. These are-

1. To inform about the new products and services that will be benefited the users.
2. To know about the library materials available to the users.
3. To optimise the use of products and services.
4. To increase the collection of libraries' materials.
5. To develop the libraries' services.
6. To achieved users' satisfactions regarding school library products and services.
7. To implement the ICT in school library products and services.
8. To interact instantly with the library users.

E-marketing of School Library Products and Services through Social Networking

A good number of social networking sites can be used to promote the school library products and services. E-marketing of school library products and services through social networking is an important factor. It is an opportunity to interact between the library users and LIS professionals. Most widely used social networking platforms are Facebook, Twitter, Blogs, Wikis etc.

Facebook

The most popular social networking site for e-marketing of school library products and services is Facebook. It allows registered users to create profile, update photos and videos, send messages and keep in touch with friends, family and colleagues. It has affected our social life and activity of people. It provides users to choose their own privacy settings and choose who can see specific parts of their profile.

School libraries can use Facebook to market the library with a library fan page. School libraries can advertise hours, location and website information. By linking to the library's website, the Facebook page acts as a portal to the library. As students frequently use outside search engines for academic research,

even a basic Facebook page can serve as reminder to use the resources available at an academic library. Libraries also create event invitations for programs an additional forum to promote library activities. OPAC (Online Public Access Catalogue) search is another facility for e-marketing of school library products and services through Facebook. So Facebook pages provide an e-marketing tool for the services available to users at their school library.

Twitter

Micro blogging is a newer option made popular by twitter. Twitter allows registered users to post brief messages for other users who follow the account and to comment on the other posts. Unlike traditional blog, sites such as twitter allow librarians to go where the students are already located. School libraries can post hour changes, events, new resources available, search tips, deadline, links to the library websites and responses to student comments. It is used to keep library staff and patrons updated on libraries' daily activities. For e-making, it more distinguished, it is important to give, it is a personal touch. For instance, add pictures to your Twitter account page's wall paper. Set-up searches for your Twitter account to save and retrieve them quickly, e.g. set up a search on the name of your library, or set up a geo-location search.

Blogs

Blogs is an oldest SNS. It is called as a weblog or web log. It is a web application that contents periodic, reverse chronologically order posts on a common webpage. For e-marketing of school library products and services it is most helpful for using information to end-users, in order to create awareness of library products and services in virtual environment. Update information, news, events, collections are online available without assistance of technical staff and knowledge. Instant request feedback, comment, links are helpful to interact with the library staff and patrons. It also helpful for e-marketing to provide the new collection of the libraries and to develop the services that is available online. With the help of Blogs, LIS professionals can develop the subject heading, title etc. that are encouraging the use of library services through internet.

Wikis

Wikis is another social media platform for e-marketing of school library products and services. It is used for virtual reference, desk management, digital content and databases that offer multiple authors, subjects, titles. Instant update news, services collections are as a collaborative manner for the uses. School librarians can also share the knowledge and information and add more resources via wikis for users' benefits. There are some third party hosted wikis which can be used by school librarians for e-marketing such as:

PB Works

It is easy to use and is education oriented. It offers enterprise-wise solutions, most of which come at a fee, as well as free personal wikis for non commercial use. (www.pbworks.com)

Wikispaces

It is widely used by school librarians as a home page for their library. It offers free and paid plans for educators depending on the level of storage space, branding, and functionality needed. (www.wikispaces.com). For example the Beaufort Academy Library website is using this facility.

Locally Hosted Wikis

These allow users more control in creation and management. The software is also free of ads and many are free to download as open source software. A good example is Tiki – a open source, free wiki software, is unique because it boasts some of the most frequently built-in features, including social networking components (polls, chat, comments, etc.), e-learning tools(quizzes, webinars, etc.) and personal information management (calendars, address books, time sheets, etc.) (www.info.tiki.org).

LIS Links

LIS Links is the India's first and largest Social Network for Library and Information Science Professionals. LIS link provides a platform for the librarians to offer latest news or information for the users in order to marketing of LIS products and services. It provides information regarding events, announcements, jobs / vacancies, Book reviews, information about new books and Internet Resources, provides discussions with subject experts. It is the best new platforms for library marketing through online system only specific for LIS.

Conclusion

Our present decade is fully based on information technology that provides different types of electronic forms i.e. E-mail, Website, Blogs, Social Networking etc. The new concept is revealed in our society. These are e-commerce, e-governance, e-banking, e-marketing etc. Most of the people are connected and communicated through social networking like Facebook, Twitter, Whataps, Youtube etc. for saving their time. Social networking provides a good number of opportunities in order to communication from one corner to another in the world. With the help of social networking, online marketing exists in business sector for reaching end-users without any barrier. There is cost benefit, time saving process and other allied facilities are available in the process of E-marketing system. Now-a-days, it is necessary for school libraries to adopt and accept the social networking platform to market its products and services. Due to information explosion, variety demand of the users, growing population of patrons, school libraries should have selected the social networking platform for marketing of products and services for their users. It is an easiest connectivity between LIS professionals and library users. Thus, social networking is a successful framework and design for E-marketing of school library products and services and it is a soul of E-marketing system that share online information around the world.

References

1. *Gupta, D. K. et al. Ed. Marketing Library and Information Services : International Perspectives; K. G. Saur : Munch, 2006; 5-20*

2. *Gupta, Dinesh K. Marketing of Library and Information Services: Building a New Discipline for Library and Information Science Education in Asia. Malaysian Journal of Library & Information Science, Vol.8, No.2, Deccember-2003. p.95-108 (Retrieved from httpumepublication.um.edu.myfilebankpublished_article1925255.pdf accessed on 15-09-2018)*

3. *Jain, Priti. Application of Social Media in Marketing Library & Information Services: A Global Perspective. European Journal of Business, Economics and Accountancy Vol. 1, No. 1, 2013 (Retrievedfromhttpspdfs.semanticscholar.org55d 96514f1fd0ee8f43367d1e650989792d42267.pdf accessed on 15-09-2018)*

4. *Katz, B. How to market professional services, Prenticce-Hall, 1988*

5. *Kaur, Harpreet. Social Networking: A Powerful Tool for the LIS Professionals. Web Seminar: Use of Social Networking in Knowledge Sharing (USNKS'15). Modern Rohini Education Society. September, 2015, P. 21-25. (Retrieved from http://www.rtmonline.in accessed on 10-09-2018)*

6. *Kotler, Phlip. 9th ed. Marketing Management. N. J.: Prenticce-Hall, 1997*

7. *Kumar, Kishan. Library administration and management. New Delhi : Vikash Publication, 1989*

8. *Kumar, Manish and Singh, K. P. Marketing of Library and Information Science Products and Services through Social Media- Need of the Hour. Library Herald, Vol.53, No. 4, December-2015. p. 432-440 (Retrieved from httppeople.du.ac.in~kpsinghwp-contentuploads2014NationalLibrary%20HeraldM akreting%20of%20LIS%20Product%20and%20S ervices%20through%20Social%20Media.pdf accessed on 15-09-2018)*

9. *Kumar, K. Maurai. Social Network Site: An overview. Conference Proceedings. NCCPUDE-2016. Srikakulam: BS Publication, 2016. p. 187-194*

10. *Kumar. P. Suresh. Use of Social Networks in Academic Libraries. Conference Proceedings. NCCPUDE-2016. Srikakulam: BS Publication, 2016. p. 229-232*

11. *Lee, Deborah. Marketing for Libraries: Theory and Practice. Missisippi Libraries 64 no. 3(Winter 2000) : 101-3*

12. *Narayan, G J. Library and Information management. New Delhi : Prenticce-Hall, 1991*

13. *Pal, Tapas. Application of Social Networking Site in LIS: A great challenge in 21st century. Conference Proceedings of International Seminar on Marching Beyond the Libraries: the Role of Social Media and Network. KIIT University, Bhubaneswar: Overseas press, 2016. p. 21-27*

14. *Pal, Tapas. Marketing of School Library Product and Service: A Great Opportunity. Conference Proceedings of 2nd ABSLA National Seminar towards Library Centric Education in Secondary Level. Kolkata: All Bengal School Librarians' Association, 2014. p. 240-243*

15. *Pal, Tapas. E-marketing of LIS Products and Services through Social Networking: A Successful Framework. Conference Proceedings of 1ˢᵗ International Seminar on Transforming Library 2017 (ICTL2017). CIT-Kokrajorh, Assam: MRB Publisher (India), 2017. p. 252-260*

16. *Pal, Tapas. Marketing of Products and Services in School Library on the perspective of Five Laws of Library science. International Journal of Advance and Innovative Research Volume 5, Issue 4 (V): October - December, 2018. p. 9-14*

17. *Pandey, Vaidehi Chandrakant. Marketing of Library and Information Products and Services in Electronic Era. Online materials. (Retrieved from http://www.academia.edu/4171347/Marketing_of_ Library_and_Information_Products_and_Services _in_Electronic_Era accessed on 15-09-2018)*

18. *Prabhakar, S. V. R. Use of Social Networks in Academic Libraries: At a glance. Conference Proceedings. NCCPUDE-2016. Srikakulam: BS Publication, 2016. p. 212-215*

19. *Ranghanathan, S. R. Five Laws of Library Science; Madras Library Association : Madras (Now Chenni), India ,1931*

20. *Sahoo, Dipti Ranjan and Sharma, Dhar. Social Networking Tools for Library Services. International Journal of Innovative Service, Engineering & Technology, Vol. 2, No. 3, March-2015. p. 702-714 (Retrieved from http://ijiset.com/vol2/v2s3/IJISET_V2_I3_114.pdf accessed on 10-09-2018)*

21. *Stanton, W. J. Fundamentals of marketing. New York : McGraw-Hill,1981*

22. *htpp://www.ebizmba.com/articles/social-networking-websites*

23. *http://en.wikipedia.org/wiki/facebook*

24. *http://en.wikipedia.org/wiki/twitter*

25. *http://en.wikipedia.org/wiki/Blog*

26. *http://www.lislinks.com/*

27. *http://en.wikipedia.org/wiki/social_media*