

## **Marketing of Library and Information Services**

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### **ABSTRACT**

Marketing is essential for any product or service that is market oriented. Marketing is a kind of strategy to create the demand and fulfill the existing demand for the product or service. Likewise, marketing of library and information services also demands proper marketing because the library users have turned into customers, and satisfying the customers has become the top priority for any library as it is for any business enterprise. The foundation for a great marketing plan of library and information services is to examine the library mission, values, and philosophy of service. Then analyze library capabilities and research customer needs to find out what works or what needs improvement. And then it is essential to use the analysis and research to establish goals, select strategies for promotion, develop the marketing plan of action, implement, and evaluate how well the libraries meet their goals. The results of evaluation can be used to make changes or to develop a new marketing plan that responds to changes in the library, in the community, and in the world of information. Marketing is not exclusively for businessmen. It is the "science of strategy," and its main objective is to make client (user) satisfaction, so it is necessary that the librarians act enthusiastically on marketing applications. This paper compares fundamental principals of marketing in the context of marketing of library and information services and suggests the necessary steps for increasing customer satisfaction in the libraries.