



OPEN ACCESS

International Journal of Management & Entrepreneurship Research

P-ISSN: 2664-3588, E-ISSN: 2664-3596

Volume 6, Issue 5, P.No.1341-1353, May 2024

DOI: 10.51594/ijmer.v6i5.1088

Fair East Publishers

Journal Homepage: www.fepbl.com/index.php/ijmer



MARKETING ACADEMIC LIBRARIES INFORMATION AND SERVICES: AN OVERVIEW OF SDD-UBIDS LIBRARY SYSTEM

Konlan Banleman¹, Deborah Kore Appiah², & John Baptist Daakyie³

¹Simon Diedong Dombo University of Business and Integrated Development Studies,
P. O. Box 64, Wa, Upper West Region, Ghana.

²University for Development Studies, P. O. Box TL1652, Tamale, Ghana.

³Simon Diedong Dombo University of Business and Integrated Development Studies,
P. O. Box 64, Wa, Upper West Region, Ghana.

Corresponding Author: Konlan Banleman

Corresponding Author Email: bkonlan@ubids.edu.gh / appikodeb@gmail.com /
jbaptist@ubids.edu.gh

Article Received: 15-01-24

Accepted: 30-03-24

Published: 01-05-24

Licensing Details: Author retains the right of this article. The article is distributed under the terms of the Creative Commons Attribution-Non Commercial 4.0 License (<http://www.creativecommons.org/licences/by-nc/4.0/>), which permits non-commercial use, reproduction and distribution of the work without further permission provided the original work is attributed as specified on the Journal open access page.

ABSTRACT

The study examined the marketing of academic libraries' information and services at the University of Business and Integrated Development Studies and the challenges as well as opportunities associated with this venture. The study was conducted using four participants who are librarians with different years of experience at the UBIDS library. The qualitative research design was adopted and an interview guide was used to gather data from the four participants. The participants revealed through the interview that the key challenge facing the academic library is raising awareness about the academic library among users in their attempt to promote the services and resources of the library which consequently reduces patronage. The study therefore recommended that librarians be trained in building cordial relationships with users. Also, the library should have a conducive environment for easy use. The comfort of library patrons should be ensured by providing enough lighting, high-quality furniture and restrooms to survive the competition from its rivals.

Keywords: Marketing, Academic Libraries, Information and Services, Overview, Library System.

INTRODUCTION

The library is a repository of information. The library, by using a range of services and resources, gives everyone in the community access to knowledge, information, and imaginative works (Olajide, 2018). According to Uwaifo (2010), academic libraries are created in academic institutions to support the curriculum of that institution. Marketing library resources does not only involve the creating and advertising of new services and goods, but also informing library users about already-existing services and assessing their suitability for the users (Sharma & Bhardwaj, 2009). The aim of marketing is geared towards finding the target group of consumers and then creating and providing the needed services to meet their requirements, proclivities and demands. Thus, in marketing, the satisfaction of the client is the priority (Madhusudan & Panneerselvam, 2020).

Libraries have come to the realisation that using marketing techniques and principles will help better the experiences of their users to chalk optimal efficiency and results in the delivery of library services that satisfy the specific needs of patrons (Spalding & Wang, 2006). Therefore, having some competencies in marketing has emerged as one of the essential and crucial sets of qualifications for professionals in the fields of library and information science (Odiwe, 2011). Library marketing is a deliberate strategy to locate, draw in, cater to, and win over particular groups of patrons in a way that advances the objectives of the library and the nonprofit that also funds it.

Many a time, people resort to search engines on the internet for information even though such information is readily available in an academic library. This could be attributed partly to the inadequate marketing of the resources of the library to augment the patronage of users (Fialkoff, 2006). It therefore behoves libraries to consciously promote their resources or lose their users to search engines such as Yahoo and Google (Mi & Nesta, 2006). The library resources of the UBIDS will serve no greater good if users in this academic community are oblivious of these services. International students in particular are likely to face this hurdle due to language and communication barriers (Mu, 2007). Promoting library services could be accomplished through advertising, publicity and interaction will potential library users (Lee, 2005). In terms of publicity, the common library marketing techniques adopted include but are not limited to the use of posters, promotional materials, and bulletins (Ronan, 2003). However, it is worth noting that, marketing library services involves more than just telling library patrons about the resources that are offered there. It also involves establishing a rapport with patrons based on their needs, standards, and interests.

An integral component of the academic community is the library (Weiner, 2009). It supports the preservation of literacy, fosters the imagination, broadens one's perspectives, disseminates information, and empowers individuals through the gathering, processing, and storing of print and non-print resources (Chatten & Roughley, 2016). The issues besetting academic libraries are exacerbated by the emergence of commercial businesses that seek to rival and compete with libraries by providing similar information services (Dhiman & Sharma, 2009). In times past, librarians held the view that the library was so essential to users that even without marketing, users would still patronize the library. This long held view has become obsolete through the

proliferation and accessibility of other sources of information. Thus, librarians and other library personnel have been urged to take initiatives to effectively promote and market library resources and services (De Saez, 2002; Rowley, 2006). However, despite the efforts of librarians, they have not been able to achieve much in harnessing the potential that will accrue to the library and information services when they proactively involve themselves in marketing academic libraries. Yet, there is a paucity of literature exploring the factors that constrain the promotion of library services. It is in this light that, this article seeks to explore the marketing challenges bedeviling, and the opportunities accruing, to academic libraries at the University of Business and Integrated Development Studies (UBIDS). The findings of this study will elucidate the challenges and opportunities that librarians should expect in their quest to market library resources.

LITERATURE REVIEW

Marketing has carved a niche for itself as an essential aspect of the survival organisations; whether profit or non-profit. Libraries and information services are starting to understand the importance of marketing especially in management, when it comes to increasing user satisfaction as well as motivating current and new users to patronise the library resources (Kotler & Levy, 1969). According to Kotler & Levy (1969), marketing library services and resources has become necessary due to the information deluge, the surge in technology and the increase in library costs. Irunegbo et al. (2018) investigated the marketing strategies adopted in academic libraries using two hundred and eighty librarians from twelve universities. The study revealed that, library services were marketed through the use of both fee-based and non-fee-based strategies. Edewor et al. (2016) found in their study on twenty academic libraries that, while using social media platforms for marketing purposes was minimal, library publications, bulletins, newsletters and memoranda formed important parts of the marketing tools used by libraries nationwide.

Yi (2016) after looking into the marketing efforts of Australian academic libraries, discovered that the best marketing strategies were commercials and in-class instruction and the least was social media. Workshops were also found to be the most successful in promoting the library's services. The authors also found that old and more experienced librarians were inclined towards social media platforms as an effective method for promoting library services. To market the academic library, improve communication with diverse community groups outside of the actual library walls and make information and services more easily accessible, academic libraries have started to adopt social media. Stvilia & Gibradze (2014) discovered that Twitter is widely used for marketing and interaction with libraries where the majority of tweets from academic libraries focused on establishing and preserving relationships with library patrons and providing information about library-related news. Similarly, Khan & Bhatti (2012) looked into how academics and librarians felt about social media's potential to advertise library services and they discovered that most of the respondents favoured it. Nonetheless, a considerable number of participants also mentioned potential obstacles that can impede the patronage of social media platforms for promoting library information resources, including insufficient marketing expertise, insufficient training, and technological challenges.

Mahesh (2002) identified multiple obstacles that prevented libraries from utilizing social media for advertisement. These included the lack of needs analysis to identify the demands of the users. Also, Osinulu et al. (2018) conducted research regarding the marketing strategies used

by academic libraries and the findings showed that books and better borrowing privileges were among the most popular tactics the librarians used. They also found that unreliable Internet connectivity and insufficient sponsorship were realised as the main impediments that constrain the successful marketing of library goods and services.

Furthermore, academic libraries also depend on word of mouth (WOM) marketing strategy, where a satisfied library user recommends the library to other potential users, to promote their resources. Siddike & Kiran (2015) elicited the views of librarians and other library personnel on the use of WOM as an effective tool in marketing academic library resources. What they discovered was that librarians thought WOM was a good way to spread the word about what libraries offered, raise awareness, and cultivate a relationship with patrons. They discovered that librarians thought WOM was a good way to spread the word about what libraries offered, increase knowledge and build rapport among library patrons.

METHODOLOGY

The qualitative research design was found appropriate and employed in this study. The study also employed the case study research approach. To select respondents who are qualified to provide important information in line with the objectives of the study, the purposive sampling procedure was used. Based on the scope of this study, the population of the study comprised four library staff from the University Business and Integrated Development Studies (UBIDS) who participated in the study voluntarily. Interview guides were employed as the study instrument and in-person interviews were used to get information on participants' perspectives regarding the marketing of academic library resources. Permission was sought from the participants to record the interview sessions to avoid the misrepresentation of the interview data. The duration of each interview session was about forty-five minutes. After the interview sessions, the recorded data was transcribed in Microsoft Word 2019. To ensure that the transcriptions are a true reflection of the views of the participants, the transcripts were sent to the various interviewees who validated these transcripts.

RESULTS

This section presents the findings relating to the participants' responses on the challenges and opportunities academic libraries, specifically UBIDS library face in advertising academic library information. Other findings presented include the marketing strategies employed by the academic libraries, immersive technology that can be leveraged to address the challenges and utilize the opportunities, the innovative communication channels to market academic libraries and finally, personalized marketing strategies needed to cater to specific audience requirements.

Participant Profile

The transcript provides insights from four respondents working in academic libraries, specifically at SDD-UBIDS. The participants include 3 males and a female who have 10 to 20 years of working experience as librarians. Regarding rank, they are made up of 2 senior and 2 junior assistant librarians. An overview of each participant's profile is provided in Table 1.

Table 1

Participants Profile

Participant	Gender	Age	Experience	Position/Rank	Institution
1	Male	47	10	Senior Assistant Librarian	SDD-UBIDS
2	Male	42	10	Junior Assistant Librarian	SDD-UBIDS
3	Male	39	10	Junior Assistant Librarian	SDD-UBIDS

4	Female	50	20	Senior Library Assistant	SDD-UBIDS
---	--------	----	----	--------------------------	-----------

Challenges and opportunities in marketing library information and at the UBIDS Library

The focus is to identify the problems that academic libraries suffer in the attempt to promote library information and services as well as explore the opportunities that may exist for academic libraries to market information and services.

Challenges

From the analysis of the participants' responses, the main library marketing challenge identified is the raising of awareness among students about available library services. The participants indicated that at UBIDS their main challenge in promoting the marketing of library services is raising awareness among users, particularly students, on the available services and resources. The following is a quote from one of the participants emphasising raising awareness as a challenge faced by the UBIDS library:

“At the UBIDS Library, challenges include making students aware of available resources and convincing them to utilize services” (Participant 3).

Opportunities

Showcasing unique features (eg. collaborative spaces) and bridging the awareness gap are two main opportunities that participants highlighted during the interview. According to the participants, academic libraries can take advantage of the fact that some resources of the library are underutilized, to promote marketing of the library service. This they indicated can be utilized when the library collaborates with other departments or bodies of the academic institutions. Some of the participants had this to say during the interview.

“Opportunities arise in showcasing unique features, such as study spaces and digital resources...” (Participant 2)

Other participants saw the main challenge as an opportunity when the library to address the awareness gap. Thus, creating the awareness of the student body, faculty, and researchers on the available library resources, according to the participants, is an opportunity for the library to promote the underutilized resources and market its service. A senior assistant librarian with 20 years of working experience in the UBIDS library expressed it as follows;

“...By addressing awareness gaps, the library can enhance its role in supporting academic success.” (Participant 4).

Marketing Strategies Employed in Academic Libraries

This section aims to seek an in-depth knowledge and understanding of the existing marketing tactics of academic libraries, particularly UBIDS' library. Participants were asked during the interview to indicate if they have or are currently using any marketing plan to promote their library information and service, and then to discuss the approach employed to create these marketing plans for academic library services. The common theme identified as the marketing strategies of the UBIDS library include; multi-channel strategies, online and offline promotions, tailored content, and collaborations with academic departments.

The participants discussed the specific approaches to creating these marketing strategies, the digital marketing tools used, as well as how they implemented successful campaigns. The approaches involved understanding user needs through surveys, setting clear objectives, and segmenting the audience. Digital tools such as channels like social media, email campaigns,

and website optimization were mentioned as some of the marketing digital tools used. Successful campaigns are attributed to engaging content, targeted messaging, and data-driven insights. The respondents share examples of successfully promoted services, including 24/7 digital resource access, research assistance programs, academic databases, interlibrary loan services, and citation management workshops. The following excerpts from the interview transcription emphasize the marketing strategy of academic libraries as highlighted by the participants:

Our approach involves a thorough understanding of user needs through surveys and data analysis. We then set clear objectives, outline target audience segments, and develop strategies aligned with library goals. This includes selecting appropriate marketing channels, creating compelling content, setting measurable metrics, and establishing a timeline for implementation (Participant 1).

An excerpt from another participant on successful marketing strategies;

“Our successful promotions included academic databases, interlibrary loan services, and citation management workshops” (Participant 2).

Leveraging Immersive Technologies to Create Unique and Engaging Marketing Experiences for Library Services

One key area that can be used to address the challenges and take advantage of the opportunities in using marketing strategies to promote academic library service is growing technology in our times. Participants expressed their opinions on how these growing technologies can be leveraged to advertise their library services to the university community (faculty, students and researchers). The key approach the UBIDS library applied is to leverage technology, which emerged from the interview as the integration of immersive technology into library services, using digital platforms for outreaches through activities like online engagement, user-friendly virtual tours to enhance accessibility, engagement through virtual content (using online technology for teaching and learning i.e. e-learning), gamification, and enhancing digital communication or user-centric multimedia. The following quotes highlight some of the views participants expressed using emerging technology to market the academic library.

“We integrate technology extensively in our marketing efforts... “An innovative approach we’ve taken involves gamification of library services...” (Participant 1).

“At our library, technology is a key enabler for enhancing marketing endeavours...” (Participant 3).

“We heavily rely on digital platforms, leveraging social media, email campaigns, and our website to communicate our services effectively...” (Participant 4).

Innovative Communication Channels (Beyond Traditional Social Media) to Market Academic Library

The focus of this section is to explore innovative communication technology beyond traditional social media that can be used to promote the academic library. From the analysis of the participants’ interview responses, four common themes including academic partnership, engagement through interactivity, multimedia promotion, virtual technology, and gamification of library services emerged. These themes represent the identified strategies and approaches for academic libraries to explore and utilize innovative communication channels beyond traditional social media to effectively reach and connect with their target audience.

Academic Partnerships

The participants from the UBIDS library described various innovative communication strategies they have employed to market library services to students and faculty. Various approaches such as the library collaborating with faculty, and organizing library workshops and webinars for the library staff and the audience (faculty, researchers, and students) were discussed. Other innovative approaches adopted under this part of the academic partnership are the use of student newsletters, and the organizing of specialized co-developed workshops.

Interactivity

Another innovative communication strategy the UBIDS library has used to promote its services is the engagement with audience through interactivity. Specific interactivity used to promote engagement, like social media and library websites to disseminate updates on new services and upcoming events of the library and creating virtual contents that sometimes cause everyone to talk about and visit the various social media handles and websites of the library, were discussed. Engagement through activity is explained as a communication strategy used to promote the marketing of the UBIDS' library service by one of the participants;

We integrate technology extensively in our marketing efforts at the library. Our primary focus is on digital platforms like social media and our website. By harnessing these channels, we swiftly disseminate updates on new services and upcoming events... (Participant 1).

Multimedia promotion

Participants indicated that the library used multimedia tools such as podcast series and videos explaining the library products as well as explaining steps and processes involved in conducting certain services or requesting something from the library. The quote below is how a participant described how multimedia is used to promote the marketing of library service at UBIDS;

"At our library, technology is a key enabler for enhancing marketing endeavours. We rely on digital platforms like social media, email campaigns, and our website to connect with our audience..."(Participant 3).

Gamification of Library Services and Virtual Technology

The findings show that the library uses innovative approaches such as gamification, where an app is developed that helps to track and reward students who use the library resources. This is how a participant puts it;

An innovative approach we've taken involves gamification of library services. We developed a mobile app featuring a rewards system for students engaging with library resources. By earning points for using various services, students can redeem rewards like extended book loans or priority study room reservations. This gamified approach significantly increased student engagement with library resources and services (Participant 1).

Personalizing Marketing Strategies to cater to Specific Audience Requirements

The study further explored how academic libraries can develop and implement personalized marketing strategies to provide specifically for the individual requirements of students and faculty. In the analysis of the data on the strategies for developing and implementing these

personalized marketing approaches, three common themes including customized outreach, user-centric communication, and adaptive service promotion emerged.

Customized Outreach

Participants discussed the implementation of specific approaches such as tailored marketing campaigns, individualized outreach, and targeted content creation to address the diverse needs of different target groups. This involved gaining insights into the unique requirements of the audience through methods like regular surveys, focus groups, and staying connected with user experiences. Students, faculty and researchers have distinct needs, ranging from study spaces to teaching materials and specialized databases. This marketing strategy employs tailored content and campaigns to cater to these needs. For students, this could involve visually appealing posters and engaging social media posts about available study aids, while faculty members might receive newsletters and emails with information on teaching resources. The essence of customized outreach lies in creating personalized and relevant communication channels for each audience segment, by ensuring a more effective and resonant connection with their specific requirements. The following quotes from some of the participants emphasised the above

“Marketing strategies encompass targeted outreach. For students, we might use visually appealing posters showcasing available study resources. Faculty could receive tailored emails with information on teaching aids...” (Participant 3)

User-Centric Communication

As part of the strategy developed to serve the unique needs of the audience, the UBIDS library adopted an approach that prioritizes a thorough understanding of user needs and preferences. This strategy involves setting clear objectives, outlining target audience segments, and developing communication strategies that align with the goals of the library. The approach emphasized tailoring communication methods to cater to the unique requirements of each user group. This user-centric approach extends to proactive outreach efforts, specialized training sessions, collaborative research support, and customized library sessions by ensuring a more meaningful and effective engagement with academic departments, faculty, and researchers. Participant 1 explained this approach as implemented by the UBIDS library in the quote below as;

“Our approach involves a thorough understanding of user needs through surveys and data analysis. We then set clear objectives, outline target audience segments, and develop strategies aligned with library goals...”(Participant 1).

Adaptive Service Promotion

Adaptive service promotion, as explained by the participants can be summarised to involve a comprehensive marketing approach that tailors’ promotional strategies to specific audience segments and utilizes a variety of channels. The strategy includes personalized workshop offerings, customized email campaigns, and other adaptive methods to promote services effectively. The approach entails conducting user surveys, analysing data and setting SMART goals to ensure precision and relevance in promotional efforts. For instance, services such as 24/7 digital resource access, research assistance programs, and specialized study workshops are promoted among students through targeted channels. Similarly, online journal access is highlighted for faculty and researchers through tailored email campaigns while orientation

sessions are promoted through campus-wide posters and social media announcements. Below is an excerpt from the interview emphasizing the participant's explanation of the adaptive service promotion strategies used at the UBIDS library;

Our marketing approach was comprehensive. Online journal access was highlighted through targeted emails to faculty and researchers. Orientation sessions were promoted through campus-wide posters and social media announcements... (Participant 3)

Discussion

Four main themes emerged from analyzing the various marketing strategies academic libraries employed to advertise library services. These themes are;

- a. Challenges and opportunities to marketing academic library service
- b. General marketing strategies employed to promote academic libraries
- c. Leveraging modern technology to market academic library
- d. Personalizing marketing strategy to meet specific audience requirements

Challenges and Opportunities to Marketing Academic Library Service

The findings pointed to the fact that all the interviewees agree that there exist challenges to marketing academic library services. The notable challenge that all the participants pointed out was raising awareness of students on the available library services. However, this is not a challenge to marketing strategies but rather an indication of a lack of marketing strategies. Raising awareness, according to Edinger (1980), is a key in the marketing mix. Raising awareness through promotion or advertisement helps to increase the visibility of the product or service. If awareness creation is an issue as admitted by all participants, then it can be concluded that, the library is not implementing marketing strategies or has left a key element of marketing in the strategy. Specific marketing or promotional challenges such as lack of time, poor access to technology, bureaucracy, budget constraints, lack of availability in the market, etc. as indicated by Akwang (2020) and Rowley et al. (2012) were not mentioned. This means that the academic library lacks coherent marketing strategies. This further confirms the findings by Aloysius et al. (2022) that university libraries are not effectively utilizing e-marketing to market their resources. Aloysius et al. (2022) specifically indicated that students complained that the libraries do not provide resources and current awareness services on their website, hence preventing them from effectively using it. Another implication of this finding is that, librarians have limited knowledge in marketing, which in itself is a key challenge to using marketing to promote library service (Khan & Bhatti, 2012; Mahesh, 2002).

General Marketing Strategies Employed to Promote Academic Libraries

It was revealed that the main marketing strategies academic libraries, particularly UBIDS are currently employing are; multi-channel strategies, online and offline promotions, tailored content, and collaborations with academic departments. Incorporating multi-channel strategies involves leveraging various communication channels to reach the target audience effectively. Academic libraries employ both online and offline channels to disseminate information. Online platforms such as websites, social media and email can complement offline methods like posters, newsletters, and flyers. This ensures a broader reach and engagement with diverse user preferences. This is a marketing strategy since it fits well in the definition of general marketing strategies such as promotion, advertising and social networking (Adomaa, 2021).

A crucial component of relationship marketing is content customization to the unique requirements and preferences of the target market. By understanding the unique requirements of library users, content can be customized to resonate with their interests. This approach fosters a sense of relevance, trust and long-term engagement by aligning with the principles of relationship marketing. Another aspect of relationship marketing the academic library has employed is collaboration. Participants' indication of the library building a relationship with academic departments is integral to relationship marketing. As stated by Besant & Sharp (2000), collaborations with departments create a more active partnership by aligning library services with the academic goals of the institution. This collaborative approach ensures that the library becomes an indispensable resource within the academic community which fosters a long-term relationship based on mutual trust and support. Although, the findings indicate academic libraries use marketing strategies, these strategies are not formal marketing strategies. This confirms the conclusion made by Agyei & Ngulube (2023) when they examined the use of marketing strategies among four academic libraries in Ghana. This may be probably because, the library does not have marketing experts or a department dedicated solely to marketing in the libraries. In fact, in the recent study by Agyei & Ngulube (2023), the authors identified that none of the four academic libraries have a marketing department.

Leveraging Modern Technology to Market Academic Library

The use of digital platforms for outreaches through virtual technology, interactivity, gamification and academic partnership among others are the means through which libraries leverage emerging technology to advertise academic library services. Academic libraries use almost all forms of emerging technology such as communication technology which encompasses various tools such as emails, voice mails, video conferencing, webinars and the internet to market their products. Other forms of modern technology that the library has embraced in marketing its service include remote control technology (online meetings, webinars) and social media (Facebook, X [formally Twitter], WhatsApp, blogs, etc.). Academic libraries have employed these technologies to market their products through awareness creation and sharing of information as well as providing education to the target audience (Adegoke, 2015). Mostly, these are used to hold online meetings with students and staff to share information and even monitor the current trends to help tailor products and services hence increasing engagement (Chatten & Roughley, 2016).

Personalizing Marketing Strategy to Meet Specific Audience Requirements

The findings revealed also that academic libraries design marketing strategies with their specific audiences in mind. The libraries design their marketing strategy to satisfy the specific requirements of the user. Unlike other specialized libraries, academic libraries serve different groups of users with unique requirements, hence need to develop and implement marketing strategies the meet the needs of each group of users. The promotion of user-specific requirement services helps to increase engagement with various groups of users of the academic library. For libraries to effectively function well and serve as gateways to information, an analysis must be carried out to determine the precise needs of the client. (Mahesh, 2002). Personalizing marketing strategy to meet the needs of academic library audiences helps to meet customer satisfaction criteria of marketing (Hamadamin & Singh, 2019).

CONCLUSION

The study concludes that marketing library information and services of UBIDS is not devoid of challenges. This was evident in the responses of the participants that raising awareness about the academic library among staff and students is a major hurdle in marketing the academic library's resources. This challenge results in the low patronage of the academic library. However, just as in every cloud, there is a silver lining, some participants identified some opportunities in the challenges. These opportunities include an avenue to collaborate with other university departments to beef up the patronage of the academic library.

To deal with some of the challenges associated with marketing the resources and information of academic libraries, the study recommends that, libraries and librarians build strong relationships with the community and employ innovative technologies to help make services as quick and easy for users as possible to survive despite the intense rivalry from alternative sources of information like web-based commercial services. To attain this, librarians should be trained to have good interpersonal skills and build a cordial and professional rapport with library users. Similarly, academic institutions need to pay close attention to the library environment. It should be easy for people to use the library facilities. For the convenience of users, there should be enough lighting, high-quality furniture and restrooms. Creating a welcoming environment in the academic library will help draw in and keep library patrons. Finally, academic libraries also need to adhere to modern marketing strategies and promotional concepts to thrive and outperform their closest competitors.

References

- Adegoke, K. A. (2015). Marketing of library and information services in university libraries: a case study of Usmanu Danfodiyo University Library, Sokoto-Nigeria. *Intellectual Property Rights: Open Access*, 03(02). <https://doi.org/10.4172/2375-4516.1000143>
- Adomaa, E. (2021). *Marketing of special library services in Ghana: the case of marketing of special library services in Ghana: atomic energy commission marketing of special library services in Ghana: the case of Ghana Atomic Energy Commission*. <https://digitalcommons.unl.edu/libphilprac>
- Agyei, D. D., & Ngulube, P. (2023). Exploring strategies for marketing library products and services in university libraries in Ghana. *International Information and Library Review*, 55(2), 143–158. <https://doi.org/10.1080/10572317.2022.2100217>
- Akwang, N. E. (2020). *Marketing strategies for ICT based services*. <https://www.researchgate.net/publication/364609261>
- Aloysius, D. A., Eyene, E. T., & Williams, C. A.-A. (2022). Library Usage Statistics (2018-2020): A prerequisite for evaluating information service delivery in Nyong Essien Library, University of Uyo, Nigeria. *Library Philosophy and Practice*, 1–19.
- Besant, L. X., & Sharp, D. (2000). Upsize this! libraries need relationship marketing. *Information Outlook*, 4(3), 17–18.
- Chatten, Z., & Roughley, S. (2016). Developing Social Media to Engage and Connect at the University of Liverpool Library. *New Review of Academic Librarianship*, 22(2–3), 249–256. <https://doi.org/10.1080/13614533.2016.1152985>
- De Saez, E. E. (2002). *Marketing concepts for libraries and information services*. Facet Pub.

- Dhiman, A. K., & Sharma, H. (2009). Services marketing mix in library and information centres. *ICAL-Advocacy and Marketing*, 456–460.
- Edewor, N., Okite-Amughero, F., Osuchukwu, N. P., & Egrejaena, D. E. (2016). Marketing library and information services in selected university libraries in Africa. *International Journal of Advanced Library and Information Science*, 4(1), 291–300.
- Edinger, J. A. (1980). Marketing library services: strategy for survival. *College & Research Libraries*, 41(4), 328–332.
- Fialkoff, M. (2006). A traditional Jewish view on. *Adult Education in Israel*, 9, 57.
- Hamadamin, S., & Singh, U. (2019). Analyzing the main marketing strategies leading to customer satisfaction.
- Irunegbo, G. C., Nworie, J. C., Igbokwe, N. A., & Omorodion, E. E. (2018). Marketing library and information services: A case for library managers. *Information Impact: Journal of Information and Knowledge Management*, 9(4), 91–106.
- Khan, S. A., & Bhatti, R. (2012). Application of social media in marketing of library and information services: A case study from Pakistan. *Webology*, 9(1), 1–8.
- Kotler, P., & Levy, S. J. (1969). Broadening the concept of marketing. *Journal of Marketing*, 33(1), 10–15.
- Lee, J.-H. (2005). Evaluation strategy of consumer perception according to the game genre positining. *Journal of Korea Game Society*, 5(3), 31–38.
- Madhusudan, C., & Panneerselvam, R. (2020). A four-stage framework for disruptive innovation. *International Journal of Business Excellence*, 22(4), 474–491.
- Mahesh, G. (2002). Barriers To Marketing of Information Proucts and Services in Libraries. *DESIDOC Journal of Library & Information Technology*, 22(3).
- Mi, J., & Nesta, F. (2006). Marketing library services to the Net Generation. *Library Management*, 27(6/7), 411–422.
- Mu, C. (2007). Marketing academic library resources and information services to international students from Asia. *Reference Services Review*, 35(4), 571–583.
- Odine, R. O. (2011). Marketing library and information services in academic libraries in Niger State. *Published MLS Thesis, Department of Library and Information Science, University of Nigeria, Nsukka*, 1–80.
- Olajide, O. (2018). Marketing of information products and services in public libraries in South West, Nigeria. *International Journal of Library and Information Science*, 10(6), 54–61.
- Osinulu, L. F., Adekunmisi, S. R., Okewale, O. S., & Oyewusi, F. O. (2018). Marketing strategies used by librarians in a state university libraries. *University of Dar Es Salaam Library Journal*, 13(2), 18–32.
- Ronan, J. S. (2003). Staffing a Real-Time Reference Service:The University of Florida Experience. *The Haworth Press, Inc.*
- Rowley, J. (2006). Libraries and environmental management. *Library Management*, 27(4/5), 269–279.
- Rowley, J., Jones, R., Vassiliou, M., & Hanna, S. (2012). Using card-based games to enhance the value of semi-structured interviews. *International Journal of Market Research*, 54(1). <https://doi.org/10.2501/IJMR-54-1-093-110>
- Sharma, A. K., & Bhardwaj, S. (2009). Marketing and promotion of library services. *International Conference on Academic Libraries. Retrieved February, 1, 2012.*

- Siddike, M. A. K., & Kiran, K. (2015). Marketing of academic library services through social networking sites: Implications of electronic word-of-mouth. *Education for Information*, 31(3), 143–159.
- Spalding, H. H., & Wang, J. (2006). The challenges and opportunities of marketing academic libraries in the USA: Experiences of US academic libraries with global application. *Library Management*, 27(6/7), 494–504.
- Stvilia, B., & Gibradze, L. (2014). What do academic libraries tweet about, and what makes a library tweet useful? *Library & Information Science Research*, 36(3–4), 136–141.
- Uwaifo, V. O. (2010). Technical education and its challenges in Nigeria in the 21st century. *International NGO Journal*, 5(2), 40–44.
- Weiner, S. (2009). The Contribution of the Library to the Reputation of a University. *The Journal of Academic Librarianship*, 35(1), 3–13.
- Yi, Z. (2016). Effective techniques for the promotion of library services and resources. *Information Research*, 21(1), 22–48.