



MARKETING STRATEGIES FOR THE PROMOTION OF LIBRARY INFORMATION RESOURCES AND SERVICES IN PROF. FESTUS AGHAGBO NWAKO IN LIBRARIES IN ANAMBRA STATE

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ABSTRACT

This study investigated the marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library. Descriptive survey research design was adopted for the study. The population of the study comprised of 31 respondents which consists of professional librarians of Prof. Festus Aghagbo Nwako Library. Questionnaire was used for data collection. Five research questions guided the study. The data collected was analysed with percentages, frequencies and mean. The findings from the study revealed that there are marketing strategies used for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library, it was further revealed that all the marketing strategies help in promoting library resources and services among others. Based on the findings, the implications of the studies are that the librarians in the library are aware of the importance of promoting library information resources and services to the general public. Based on the implication of the study it was recommended that university management should provide more funds for the smooth running of the library to enable the library management procure ICTs and gadgets for the marketing of their resources., librarians should always be willing to market their resources and services to users not just to stocked the library, furthermore, librarians should improve on their online marketing skills to enable them market their resources and services to larger users beyond their local libraries.

Keywords: Marketing Strategies; Promotion; Library; Information Resources; Services.

Introduction

Library is an institution that is established to provide information to information seekers. It

may be a physical building or a virtual library where users can access information and services remotely. This building called



library is a collection of various information resources that are readily made available to users, in an academic library materials for various departments and faculties are acquired and processed for easy dissemination to various users as the needs arises. The users may not be aware of the resources and services that the library can provide unless they market their information resources and services.

Marketing is the activity that is undertaken to promote and sell products or services. Marketing is the link between the library user's needs and its resources and services; the library marketer creates a link that will help to connect the users to the needed information resources and services in the library. Marketing, in the library context, refers to those instruments through which information (both raw and processed) are transmitted to its users (Chunawalla, 2013). Marketing is about recognizing the requirements of customers and creating strategies and services for reaching out to them. It is an innovative long-term method driven by entrepreneurship. Marketing in the libraries involves provision of library resources and services, using different tools and technologies in order to create awareness, attract and improve library patrons use of the library resources and services. The aim of marketing is for informing the users (active and potential) of the multiple services that a library has provided (Kumar, 2017) and this is done through the various marketing strategies used in promoting information resources and services in the library.

Marketing strategies are the processes that can help the academic libraries to concentrate its limited information resources

and services and to attain the greatest opportunities to promote and render their services to the users (Welch 2016). Marketing strategies are the keys to satisfy the users. According to Welch, they are the written tools used to plan out the information sources and products of the libraries and they can also support the ways to increase information products and services. These strategies help the academic libraries to attain their set goals and make their services available. Marketing strategy is an essential component of the marketing plan. Marketing strategies is also very important in the promotion of library resources as it helps to draw the attention of the library patrons on the library resources available for their use.

Library resources are information materials found in the Library which includes books, journals, newspapers, magazines, projects, dissertations, reports; government publications among others, these resources appear either in print or in electronic format (Odu, 2017). Print resources are the traditional resources which are found in the Library, (Adegoke, 2015) record these resources as books, journals, newspapers, magazines and pamphlets, bound copies of e-journals, documents generated within the university (Local Contents), proceedings of government and its parastatals, documents on Africa and America. Non-Print Resources, known as electronic resources are soft copies of information that can only be viewed through the use of compatible hardware or application of information and communication technology devices (Joshua, 2014).

Library services are those Activities or functions which are offered in the Library to assist users with their information needs.



These services include, but not limited to, circulation/borrowing services, reference service, bibliographic verification services, current awareness services (CAS), reprographic services, extension/community services, inter-library co-operation. If these services are properly marketed, it will promote and attract more clients to the Library and also help users meet ends to their information needs. Chegwe and Anaehobi, (2015) describe some services offered in the academic library as indexing and abstracting, is a means to provide access to their identification and retrieval. Marketing indexing and abstracting services by academic libraries will enhance user's awareness on how to locate materials in the subject area they need as well as providing summaries of the contents of reading materials in the library thereby serving as time - saver for library users, also if Current Awareness Services (CAS) are marketed, it will maximize patronage and further satisfy their needs in the mirage of published materials. Chegwe and Anaehobi, listed other services that could be marketed in academic Libraries which include; Reprographic services, Bibliographic services, Internet services. Naqvi, (2013) shared the idea that Libraries can carry out current awareness services through methods like electronic mail and bulletin board services, news clipping services, content page services, abstract bulletin, Table of content (TOC), Really simple syndication feed (RSS), blogs, and news alert.

The emphasis on marketing is that it is the activity that is undertaken to promote and sell products and services. Marketing is the link between the library user's needs and its resources and services; the library

marketer creates a link that will help to connect the users to the needed information resources and services in the library. Marketing, in the library context, refers to those instruments through which information (both raw and processed) are transmitted to its users. Marketing is about recognizing the requirements of customers and creating strategies and services for reaching out to them. But it seems that some of the information resources and services in Prof. Festus Aghagbo Nwako library (PFANL) are not utilized and this may be due to lack of adequate marketing techniques used or there is not marketing in the library. This probably may be the reason why most users don't visit the library because they are not sure if their information needs will be satisfied or not, this study is therefore meant to determine the marketing strategies used by librarians in PFNL in marketing library information resources and services.

Objective of the Study

Five specific objectives guided the study and are as follows:

1. Determine the marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library.
2. Determine the importance of these strategies in the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library.
3. Identify the need for marketing library information resources and services in Prof. Festus Aghagbo Nwako Library.



4. Identify the issues associated with applying marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library.
5. Determine solutions to the issues associated with applying marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library.

Research Questions

The following research questions guided the study:

1. What are the marketing strategies used for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library?
2. What are the importance of these strategies in the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library?
3. What is the need for marketing library information resources and services in Prof. Festus Aghagbo Nwako Library?
4. What are the issues associated with applying marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library?
5. What are the solutions to the issues associated with applying marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library?

Review of Related Literature

One of the key marketing mix strategies is effective promotion. Promotion in a library setting can be referred to as the method used to provide information to users about the library services and resources, ensuring that users are aware of the services and resources available. According to Yi, (2014) the marketing mix refers to a set of variables that can be used by a library to promote its services and resources to users. The marketing mix is traditionally referred to as the 4Ps: price, product, promotion and place; however, the fifth P, people, is now commonly included. Although the marketing mix was developed for imparting the advantages of a tangible product, with the focus on product marketing, as the need for promotion of services has grown and is now more widely recognized, the marketing mix has been refined and adapted to include services, not just products (Mollel, 2013). These services according to Mollel include; reference services, lending services, current awareness services, abstracting services, indexing services, selective dissemination of information and bibliographic services.

Patil and Pradhan, (2013) reiterated that to attract more users to the library, Library staff need to extend promotion and cooperation to users and marketing their services. The basic purpose behind promotion is to educate the users on how to use the library and its resources and also to update their knowledge by providing information appended in various sources available in the library. The libraries are non-profit organizations; it is a social organization and service centre and the aim is to increase users' information needs and satisfactions.



The marketing strategies for the promotion of library resources according to Adegoke (2015) include; special programmes and events promotional strategies, library display and exhibition strategy and social media promotional strategy.

Libraries use some techniques for promoting their resources and services such as brochures, flyers, library e-mail, and library websites, reading lists, bibliographies, newsletters and posters. A good website helps to bring services and resources together in a unique way, because it is a direct link between the library and its specific users (for example students and academics) and the services it is seeking to promote. It also provides a channel for communication with target clients. Some media can be cross functional; for example, traditional tools, such as flyers, brochures and posters, can be used to promote events and programs. Newsletters can introduce new developments as well as highlight current services. Target audiences can be easily and effectively targeted through e-mail lists and the internet. These services are cost effective, as they require little investment in resources and reach the intended client directly.

Libraries organize special programs and events like library orientation, workshops and seminars to educate their users about the activities of the library. As far as library activities are concerns, the users are illiterates. Tremendous increase in the volume of publication has resulted in the complexity of libraries and the methods by which literature is organized and disseminated necessitate the users' education.

Library display is the technique of collecting and arranging the information

resources like books, serial articles, theses, photographs, diagrams and others on a central theme in a prominent place for a short time in order to attract the attention and arouse the interest of users in the topic presented. Displaying or exhibiting means that the library is demonstrating or showcasing what it has to offer to the various interest groups: businessmen, academic, artists and so on. Library display helps to draw attention to the items or program the library is promoting.

Social media as promotional strategy, the 21st century has virtually turned everything and the world to a global village. The library and its users have gone virtual, and to keep pace with evolving information technologies, librarians use a group of software applications including blogs, wikis and podcasting, media-sharing tools such as YouTube and Flickr, and social networking services such as Twitter and Face book (Yi, 2014) to market their services and resources with mixed success. Blogs and wikis, as well as social networking and information sharing sites such as Face book, Flickr and YouTube, create new types of content. Information professionals use tools such as RSS (Really Simple Syndication), tagging and bookmarking as a means of promotion. YouTube is a video sharing site which allows people around the world to communicate and interact, making it a distribution point for user-created content (YouTube, 2015).

Library resources are information materials found in the library which embody books, journals, newspapers, magazines, theses, reports, government publications among others, these resources manifest either in print or in electronic format. Whereas, library services are activities carried out in



different sections of the library which is sometimes rendered directly to users. To promote these resources and services, there are number of strategies required, and these strategies hold the following importance according to Odu (2017):

It increases users' patronage: Essentially promotion is the means of informing your users what you do and what you can do. The success and survival of libraries is dependent on getting the users to use the library resources and services. A library without users is useless, to succeed there is need to make the users aware of the existence of the library and its services and this can be achieved through marketing. The librarian may wonder why no one is coming into the library to use the resources; journal or collection of books and electronic databases, Lawal and Amusa (2015) opined that Librarians must see themselves as salesmen who must dispose of their goods and services to those who need to be told and convinced of the need of such goods and services. They further stressed that what is needed to accomplish this is a dynamic outreach to enable clients exploit full resources of the library. Gupta, (2013). Librarians need to market their information products and services; proactive information dissemination needs to be carried out by Librarians. Proactive information dissemination involves making available specific information contained in books to users that need or that may need them (Agboke and Effiong, 2020). They also emphasized that there are certain potent approaches to effective information dissemination and marketing of library information products and services that Librarians can employ in their dealing with

the public. Marketing strategies attract the library users to the services and products being displayed or advertised by the library.

It enables the libraries to survive in this era of information explosion and digital age: For libraries to survive in the present world of information explosion and internet age, they need to market their goods and services. Jose and Bhat, (2017) pointed out that we need in an era of competition and library's competitors to include internet, television, FM radios, exhibitions and fairs, leisure services, holiday services, computer games, family retreats etc. Adekunmisi, (2013) also enumerated information explosion, technology revolution, escalating library costs and increasing competition by information providers and web based commercial service providers as factors responsible for encouraging the library professionals to develop a marketing strategy to its operations and services. The library according to Okon and Umoh (2014) is generally regarded as an information market to its users or clientele, the buyers or consumers. However, the library's monopoly of the information market according to Martey, (2020) has been broken and it has to compete to survive and stay in circulation. Therefore, to stay in circulation the librarians need to market it resources and services in order to remain relevant in the world of information explosion where libraries have various other information stakeholders to compete with. With the availability of multiple sources and resources of information, marketing and promotion brings the users knowledge to the widely sort information that is peculiar to their interest.

It increases the value of the library which justifies the funding: The library is not



a profit-making organization and so its worth and survival cannot be determined by profit. Continued financial support for the operation of the library depend on the demonstrated use of the services it provides. A service that is not used does not need financial support. Libraries therefore have the responsibility of encouraging the use of the services they provide. For libraries and information services to stay viable in the current climate, it is important they adopt marketing strategies to help meet organizational mission, goals and objectives. 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 Enache, (2018). Unlike traditional marketing that is organization focused and for a specific product, libraries and information agencies are client focused organizations focusing on clients and meeting their needs, and need to adopt services marketing Welch, (2016). Services are the intangible products that libraries now have to promote in order to compete with external competitors. Libraries face numerous challenges such as restricted funding and increasing user expectations, as they identify, develop, deliver and monitor service offerings that are superior to their competitors. However, these challenges offer opportunities to provide better services for users by redefining customer relationships through the use of marketing strategies to build and strengthen ongoing relationships with customers Rowley, (2013). Effective marketing provides the means by which users are made aware of the services of the library and their value. Heavy patronage determines the worth of the library and justified the value of the funding of the library. Effective

marketing is only one of the factors that determine library use. Adekunmisi, (2013) asserts that libraries depend on the supports of people they serve for their survival. A library should therefore, communicate, work with its customers and funding authorities to provide information about what the library is doing and to enable the library to learn about the community its serve. Marketing of library resources and services enables the library managers to justify the funds expended on the library.

Marketing is an ongoing process of creating a connection between the library resources and its potential users. Librarians must match what the library offers with what users want (Anafo, 2014). Developing effective relationships, both within and outside the library, can also be seen as a vital ingredient in the marketing and promotion process (Aharony, 2013). Marketing involves craving the indulgence of the patrons to new products and services, so it helps libraries sell what they have.

Marketing is about relationships, about responding to the needs of others. For libraries, this means identifying patrons' needs, communicating how they can help patrons fulfill those needs, and deliver services accordingly (Ewers, 2013). According to Adekunmisi (2013), marketing is the process of utilizing information technology, conceptualizing the ideas in library environment to distribute and promote services that fulfill individual and organizational needs. It refers to the application of marketing principles and techniques via electronic media and more specifically through internet. This allows librarians to help their users to access information via electronic media, using



various methods such as e-mail, face book, chat, website, e-conference, blogs (Chunawalla, 2013). Most librarians feel that faculty and students do not understand the breadth of their collections and also think that the collections so carefully funded, acquired, organized are not explored to their optimal level (Bhadwaj & Jain, 2016). It is necessary for libraries to create a web presence and promote their collections and services through these various means. The patrons of the library have different needs; some might be professional, academic needs, pleasure and sports. Marketing helps attract their interest to what they really want.

The pace of development and change has had the effect on libraries of coming to terms with a new environment, therefore, there is a need to change and to adapt to the new environment or be left behind. Regardless of the change, the result of the marketing effort should add value that is demanded by the organization with economics of scale and scope, more efficient processes and effective utilization of resources. To keep ahead of competitors, organizations should create and push products and services successfully through innovation and knowledge management. To build knowledge and focus, develop interpersonal skills, manage relationship with customers, measure and track work performance of various processes and be more customer focused, know how to make processes more market driven, and also teach project management skills for marketing to succeed in the twenty first century the following challenges have to be faced.

Welch (2016) is of the opinion that due to challenges and issues confronting libraries nowadays, libraries need to embrace

change and also demonstrate leadership to the community through the use of marketing strategies and future oriented proactive focus on the customer. Also, Enache (2018) noted that libraries need to market themselves to remain connected with their communities and have some bearing on real world issues and present-day event. Lawal and Amusa (2015) opines that contemporary management practice suggests very strongly that marketing is an essential component of an organizational business plan. Furthermore, for libraries to attain good height and achieve their goals; they must have qualitative marketing approach and set objective such as to achieve high level of customer satisfaction, and insure the survival of their institutions.

Library managers should provide more funds for marketing of the library. Moreover, librarians should always be willing to market their resources and services to users not just to stock the library (Okon & Umoh, 2014). Furthermore, librarian should improve on their online marketing skills so that they can be marketing their resources and services to larger users beyond their local libraries.

Research Method

This research adopted descriptive survey research design. Descriptive research design according to Nworgu (2015) is a type of research design that describes a population, situation or phenomenon that is being studied. It seeks to find out conditions or relationship that exist, opinion that are held, process that are going on, effects that are evident, or trends that are developing. The area of the study is Prof. Festus Aghagbo Nwako Library of Nnamdi Azikiwe University, Awka. Prof. Festus Aghagbo



Nwako Library is a library attached to the University. It is located at the centre of the institution for proximity. It is named after the first vice chancellor of the university, prof. festus Aghagbo Nwako. It provides students and scholars with wide range of reference materials such as multiple professional encyclopedias, numerous books and thousands of magazines. Other branch libraries of the main library are the law library situated at the main campus Awka, pharmaceutical library at Agulu and the medical library at Nnewi. The reason for choosing this library is because the library is majorly used by students, lecturers and researchers for both academic and research purpose. In other words, Prof. Festus Aghagbo Nwako Library has these patrons to sell their library products and services to through marketing and promotional techniques. The population for the study comprised (31) professional librarians of Prof. Festus Aghagbo Nwako Library of Nnamdi Azikiwe University, Awka, according to the statistics gotten from the main library, these librarians are professionals who will assist the library to market their services and products by providing the adequate marketing and promotional strategies. No sample was taken because the population was small and manageable for the researchers to handle, so all thirty-one (31) respondents consisting of staff of Prof. Festus Aghagbo Nwako library were used. The research instrument used for

data collection is questionnaire, which was designed by the researchers and informed by the literature review. The questionnaire was titled “the marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library.” The questionnaire items were designed based on the aspects of the research questions. The questionnaire is divided into two sections, section A and B. The section A of the questionnaire contains Bio-data of respondents and section B with subsections each convening one of the purposes of the study. Copies of the questionnaire were administered to the staff of Prof. Festus Aghagbo Nwako Library. Copies of the questionnaire were personally administered directly to the chosen sample of the study and supervised by the researchers who assured them of confidentiality of their responses during interactions with the respondents. In all, a total of 31 copies of questionnaire were issued to the staff and the entire questionnaire items were all found usable, which constituted 100% returned. Data collected was analyzed with simple percentage as well as mean rating in analyzing the data collected from the field.

Presentation of Results

Research Question 1: What are the marketing strategies used for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library?

**Percentage ratings on the marketing strategies used for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library**

S/N	ITEMS	Used	% of used	Not Used	% of Not Used	Decision
1.	Special Programmes and Events; such as library orientation, workshop and seminar	24	96%	1	4%	Used
2.	Library Display and Exhibition Strategy	20	80%	5	20%	Used
3.	Social Media as Promotional Strategy	23	92%	2	8%	Used
4.	Email marketing	21	84%	4	16%	Used
5.	Content marketing	19	76%	6	24%	Used
6.	Advocacy program or outreach	22	88%	3	12%	Used

Table 1 shows the percentage ratings for the marketing strategies used for the promotion of library information resources and services in prof. Prof. Festus Aghagbo Nwako Library. All the responses gotten from the respondents generated positive mean ratings of 50% and above, which shows that the respondents agreed to all the items presented in the table. Therefore, the marketing strategies used for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library as agreed by the respondents are; special programmes and events; such as library orientation, workshop and seminar, library display and exhibition strategy, social media as promotional strategy, e-mail marketing, content marketing and advocacy program or outreach. The responses generated positive percentage ratings of 96%, 80%, 92%, 84%, 76% and 88% respectively.

Patil and Pradhan, (2013) reiterated that to attract more and more users to the

library, library staff need to extend promotion and cooperation to users and marketing their services. According to Patil and Pradhan, basic purpose behind promotion is to educate the users on how to use the library and its resources and also to update their knowledge by providing information appended in various sources available in the library. Again, Yi (2016), gave the marketing strategies as; special programmes and events; such as library orientation, workshop and seminar, library display and exhibition strategy, social media as promotional strategy, e-mail marketing, content marketing and advocacy programmes or outreach.

Research Question 2: What are the importance of these strategies in the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library?



Mean ratings on the importance of marketing strategies in the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library

S/N	ITEMS	Mean	Decision
1.	It Increases Users' Patronage	3.45	Agree
2.	It Enables the Libraries to Survive In this Era of Information Explosion and Digital Age	3.60	Agree
3.	It Increases the Value of the Library which Justifies the Funding	3.35	Agree
4.	Attracting and retaining users	3.50	Agree
5.	Increasing visibility	3.25	Agree
6.	Increasing user experience	3.30	Agree
7.	Generating feedback	3.40	Agree

Table 2 revealed the importance of marketing strategies in the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library. The various items presented generated positive mean ratings as presented on the table. Therefore, the importance of these strategies in the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library are; to increases user patronage, to enables the libraries to survive in this era of information explosion and digital age, to increases the value of the library which justifies the funding, attracting and retaining users, increasing visibility, increasing user experience and generating feedback.

The findings of this present research is in agreement with the finding of Adekunmisi, (2013) which asserts that the importance of marketing strategies in the promotion of library information resources and services are; to increases user patronage, to enables the libraries to survive in this era of information explosion and digital age, to increases the value of the library which justifies the funding, attracting and retaining users, increasing visibility, increasing user experience and generating feedback. Research Question 3: What is the need for marketing library information resources and services in Prof. Festus Aghagbo Nwako Library?

Mean ratings on the need for marketing library information resources and services in Prof. Festus Aghagbo Nwako Library

S/N	ITEMS	Mean (x)	Decision
1.	Increase of users-oriented services	3.75	Agree
2.	Marketing helps the librarians to upgrade their reputation within their organization and as a profession within the society	3.80	Agree
3.	Marketing approach is very useful to libraries to improve their image and to attract more users.	3.55	Agree
4.	For promoting awareness	3.30	Agree
5.	Increasing usage	3.70	Agree
6.	Demonstrating value	3.85	Agree
7.	Improving funding	3.45	Agree



The responses generated in table 3 shows the need for marketing library information resources and services in Prof. Festus Aghagbo Nwako Library. The items which were presented all generated positive mean ratings as indicated by the responses and presented. Therefore, the need for marketing library information resources and services in Prof. Festus Aghagbo Nwako Library are that they; increase user-oriented services, marketing helps the librarians to upgrade their reputation within their organization and as a profession within the society, marketing approach is very useful to libraries to improve their image and to attract more users, for promoting awareness, increasing usage, demonstrating value and improving funding.

Marketing is about relationships, about responding to the needs of others and for libraries, this means identifying patrons' needs, communicating how they can help patrons fulfill those needs, and deliver services accordingly (Ewers, 2013). According to Adekunmisi (2013), marketing is the process of utilizing information technology, conceptualizing the ideas in library environment to distribute and promote services that fulfill individual and organizational needs. Their findings are in conformity with the present study findings.

Research Question 4: What are the issues associated with applying marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library?

Mean ratings on issues associated with applying marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library

S/N	ITEMS	Mean (x)	Decision
1.	Lack of funding	4.00	Agree
2.	non-computerization and non-automation of library operations and services	3.85	Agree
3.	low level of computer literacy among library staff	3.90	Agree
4.	Changing technologies	3.40	Agree
5.	Privacy concerns	3.55	Agree

The items for the issues associated with applying marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library as agreed by the respondents in table 4 all generated positive mean ratings of 2.50 and above. In other words, the issues are; lack of funding (x = 4.00) non-computerization and non-automation of library operations and services (x = 3.85), low level of computer literacy among library staff (x = 3.90),

changing technologies (x = 3.40) and privacy concerns (x = 3, 55)

Edoka (1991) revealed that budgetary allocations for running the libraries are grossly inadequate and government subventions have witnessed serious cuts coupled with the down-town in the economic fortunes of Nigeria. Uzoigwe (2004) rightly revealed that the failure of policy makers and fiscal managers to make adequate budgetary allocations for library



services compounds the funding problems of Nigerian libraries.

applying marketing strategies for the promotion of library information resources and services in Prof. Festus AghagboNwako Library?

Research Question 5: What are the solutions to the issues associated with

Mean ratings for the solutions to the issues associated with applying marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library

S/N	ITEMS	Mean (x)	Decision
1.	Marketing courses should be introduced in Library school’s curriculum and should be made compulsory	3.45	Agree
2.	Librarians should be more committed to their work and introduce new techniques to market their Library resources and services	3.50	Agree
3.	Librarians should engage in outreach programs outside the Library building so as to attract potential users.	3.65	Agree
4.	The library management should make funds available for the library	3.35	Agree
5.	The techniques of marketing the library services and products should be expanded and developed to meet the changing needs of prospective library users.	3.70	Agree

The study shows the solution to the issues associated with applying marketing strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library. This result indicates that marketing courses should be introduced in library school’s curriculum and should be made compulsory, librarians should be more committed to their work and introduce new techniques to market their library resources and services, librarians should engage in outreach programs outside the library building so as to attract potential users, the library management should make funds available for the library and the techniques of marketing the library services and products should be expanded and developed to meet the changing needs of prospective library users were all suggested by the respondents as the solution to the issues associated with applying marketing

strategies for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library.

In light of the above, the following are solutions to the issues associated with applying marketing strategies for the promotion of library information resources and services according to Osinulu & Daramola (2017): marketing courses should be introduced in library school’s curriculum and should be made compulsory, librarians should be more committed to their work and introduce new techniques to market their library resources and services, librarians should engage in outreach programs outside the library building so as to attract potential users, the library management should make funds available for the library and the techniques of marketing the library services and products should be expanded and



developed to meet the changing needs of prospective library users.

Conclusion

The study has shown that there are marketing strategies used for the promotion of library information resources and services in Prof. Festus Aghagbo Nwako Library and all the strategies help in promoting library resources and services. Also, these strategies possess some importance which include; increasing user patronage, enabling libraries to survive in this era of information explosion and digital age, and helps in increasing the value of the library which justifies the funding. The study also indicates the strategies needs for marketing library information resources and services in Prof. Festus Aghagbo Nwako Library include; for promoting awareness, increasing usage, demonstrating value and improving funding. Also, it was found in the study that the problems associated with applying marketing strategies are; lack of funding, non-computerization and non-automation of library operations and services, low level of computer literacy among library staff, changing technologies and privacy concerns. Finally, the solutions to the problems associated with the application of the various marketing strategies for the promotion of library resources and services were also indicated.

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