ADVOCACY, PUBLIC RELATIONS AND SALES PROMOTION AS CORRELATES OF EFFECTIVE PATRONAGE OF LIBRARY AND INFORMATION SCIENCE

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ABSTRACT

Over the years, academic libraries have depended on their parent institutions for a number of things, ranging from funding to publicity of their services. It is obvious that academic libraries are experiencing rapid change in the use and mode of access to their resources and services; this can be attributed to emerging information technology, which led to the creation of a new gateway for delivering information services to library clientele. It was established in this study that the adoption of marketing strategies helps to meet organizational mission, goals, and objectives. It includes consumer promotion (samples, coupons, money refund offers, trading stamps, demonstrations) and trade promotion (e.g., buying allowances, free goods, merchandise allowances, dealer's sales contests) and sales force promotion (e.g., bonuses and sales rallies). The avenue for librarians to actively market their services will sprout from the enablement to spread the word about their libraries by drawing attention to their resources and services to the community, administration, staff, and users. It was recommended that for libraries and information services to stay viable in today's climate, it is pertinent that they adopt the aforementioned marketing strategies to help meet organizational mission, goals, and objectives. And apparently, librarians need to develop marketing programs that will not only reinforce clients' commitment but also encourage repeat purchases.

KEYWORDS: Marketing indicators, Information services, University libraries, Sales Promotion, Advocacy, and Public Relation

Introduction

Information technologies change rapidly. Information products and services are in a multiplicity of formats in libraries. For libraries and information services to stay viable in the current climate, it is important that they adopt marketing strategies to help meet organizational mission,

goals and objectives. According to Enache (2008), 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. Abdullahi (2012) asserts that 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. Relationship marketing is relevant to services marketing and creates much value because it builds a viable and long-term relationship with the clients that seek to use resources and services so that the customers are retained.

Theoretical Review

Information Processing Theory of Advertising

Information processing is a term which sums up a vast tradition of advertising theory. It encompasses not only a theory of communication but a theory of human cognition. There are many variations on the information processing theme, but they all share key assumptions about human communication, persuasion and advertising. The information processing model was originally devised to model the mathematical efficiency of technical communication channels. Applied to human communication, the theory assumes that human process data much in the same way as computers or other machines. It is also called the 'transmission' theory since data are transmitted to the receiver. There are many variations on the model but its basic components remain the same. There is a sender, or a 'source', and a receiver. The message is encoded into a form which allows transmission, then is sent via a medium or channel of communication to be decoded by the receiver. There is a feedback loop in the model, so that it can be determined whether or not the message was efficiently delivered. If the message was encoded accurately, and transmitted via the correct medium, the only reason for miscommunication would be 'noise', which refers to anything which interferes with the transmission or decoding/encoding process. Nevertheless, in most marketing textbooks and those of many other disciplines including communication studies, it is reproduced faithfully and presented as if none of its key elements nor its founding metaphor are in any way problematic.

Conceptual Review

Marketing Library and Information Services

Ravichandran and Babu (2008) defines marketing in library and information services as the process of planning, pricing, promotion and distributing library products to create exchanges that satisfy the library and the customer. It is important to identify the needs of users and strive to meet their needs effectively and efficiently. Marketing is an on-going process in the sense that it does not stop simply at providing or promoting services. It involves continuous assessments and re-assessments of user's needs. Irving (1992) looked to the market place for new insights into marketing library services. He discovered that what succeeds in the market place fulfils criteria relating to convenience, ease of use, perception of balance between cost and value, choice, something new, or novel ways of doing existing tasks. If these criteria are applied in the libraries, libraries will continuously provide the best services to users always at the right time and place.

To Weigard (1995) marketing library and information services is a process of exchange and a way to foster the partnership between the library and the community. Marketing of library and information services includes user priorities, expectations, individuality, responsiveness, relationship, quality of services, professional skills, competences and value added services. etc. The aim of marketing library services is to provide information to users always at the right time. Basanta & Sanjah (2008) stated that a user ascertains the effectiveness and efficiency of a library is not based on how large the library is or the number of staff and information materials available, but on the services provided and how such services satisfy the information needs of users. The importance of marketing in libraries by Steadley and Gray (2003) include the following:

- To compete favorably for customers with other information providers.

- To increase library fund.

- To maintain relevance.

- To convey what is unique about the access and service they provide.

- To promote librarians as well – trained technologically information experts

- To create an environment in libraries that fosters customer consciousness among librarians.

- To increase usage of service.

Sales Promotion and Patronage of Library and Information Science

Sales promotion is a key ingredient in marketing campaigns, the need to promote a product, service or an idea cannot be over emphasized. Kaplan and Haenlein (2010) defined sales promotion as a short term incentive to encourage purchase of product or service. Adekunle (2005) argued that sales promotions are all other promotional tools that are classified as advertising, personal selling or publicity. It includes consumer promotion (samples, coupons, money refund offers, trading stamps, demonstrations) and trade promotion (e.g. buying allowances, free goods, merchandise allowances, dealer's sales contest) and sales force promotion (e.g. bonuses and sales rallies). Abdullahi (2012) defined sales promotion as any method of encouraging consumers to buy outside advertising, personal selling, publicity etc. It can also be seen as activities that compliment a library's' personal selling and advertising effort.

Obi (2002) described sales promotion as consisting of the related promotional activities that are necessary to supplement personal selling. Some of these include distribution of sample products to customers, exhibitions, or demonstration of products at stores or trade fairs or shows and preparation of printed materials used by sales people or for point of sale displays. A combination of the above variables defines a firm's promotional programme that hopes to influence consumers to patronize and become loyal to the organizations' offers (Banabo and Koroy, 2011). Hence, promotion in marketing represents those tools that companies use to persuade their prospective consumers to buy their product or service.

Sales promotion can promote academic libraries through increase in profitability from patronage. Okoli (2011) explained that the "essence of setting up a business organization is to make profit. Without profit, a business is bound to fail". Loudon and Bitta (2002) said that sales promotion plays a significant effect on decisions which help in achieving the library's organizational objectives. It has been established in literature that only consumers with repeat purchases are profitable (Nagar, 2009). It is not every repeat purchase that is connected to consumer's commitment of a brand. However, consumer's commitment is important for a repeat purchase. Therefore, librarians need to develop marketing program that will not only reinforce clienteles' commitment but also encourage repeat purchases. A part of the functions of sales promotion is not only to reinforce commitment of clienteles but to encourage repeat patronage for the library.

Sales Promotion in library and information science has a newer meaning. It finds deep roots in social media. It is a set of techniques which is aimed at reinforcing the basic values of the library in a changing environment at

the same time meeting the needs of the library clientele. Essentially, promotion is the means of informing users on what you do and what you can do. The benefits for those who promote their library services and resources include: increased usage, increased value in the organization, education of users and changed perceptions. Ezeani (2011) assert that librarians desiring to connect constantly with their clients with an eye to increasing users' satisfaction through promotion must make a social presence using social media like Facebook, MySpace, Microblogging sites like Twitter, blog, etc. Today, university libraries have created pages on Facebook, like Kenneth Dike Library, Delta State University Library, etc. The different types of social media are:

Facebook

Facebook is a platform that features interactions between users. Facebook users can create a friend list right after membership process and can specify those who can or cannot take part in the interaction (friend selection and limitation of authority) when they sign in. Sharing can be conveyed among friends and enriched with comments. One of the primary uses of Facebook by academic libraries is to promote the library with a library homepage. Libraries advertise hours, locations, website information, newly acquired materials, etc on Facebook. Fakas (2007) adds that by linking to the library's website, the Facebook page acts as a portal to the library. Since students frequently use outside search engines for academic research, even a basic Facebook page can serve as a reminder to users the resources available at an academic library. Wan (2011) adds that university libraries can use facebook to provide updates on library services such as new reference services, document delivery, research supports etc. Some libraries can also put up post related to library collections such as updates or promotions of electronic and print collections, database trials and other research resources. Libraries also create event invitations for programs as an additional forum to promote library activities (Chu & Meulemans, 2008).

Blogs

A blog can be defined as a user generated website where entries are much in journal style and displayed in a reverse chronological order. Kaplan and Haenlein (2010) describe blog as the social media-equivalent of personal WebPages and can come in a multitude of different variations from personal diaries describing the author's life to summaries of all relevant information in one specific content area. A blog can be used for promoting library and information resources and services. It can be used in a library for outreach, dissemination of information, building library image, internal and external communication, highlight new and valuable recently added materials and most importantly for promoting. In view of

this, Hsu, Liu and Lee (2010) state that "blog marketing is about not only becoming confidants of internet users, but also the need of good words from a "trusted" online spokesman. Ekoja (2011) opines that blogs are very helpful in promoting library services like new acquisitions, opening hours, library events and programmes, online discussions, etc. They can also be used for supporting the activities of the parent communities of libraries such as community news about festivities, ceremonies, sports, etc. Dickson and Holley (2010) add that librarians can post news about the library as well as events occurring in the library. Librarians can periodically post messages, share information on a particular subject or issues both in the institutions and government and allow users to comment or contribute to the content., articles on thought provoking issues can be posted and expect instant reaction (Ezeani and Igwesi, 2012).

Twitter

The concept of Twitter relies on messaging service, whether it uses a cell phone, instant messenger, such as Yahoo Messenger or MSN Messenger, or through specific websites. It allows the user to send messages to friends and family quickly and easily. Twitter only asks one question, "What are you doing?" As long as an answer is 140 characters or less, it is possible for thousands of people to see the answer immediately (Marion & Omotayo, 2010). Waddell and Barnes (2012) note that the ease of posting and sharing information on Twitter makes it an essential tool for libraries to reach their users. Librarians in Nigeria can use this platform to give users firsthand information on the on-going national election. Users can send instant messages (IM) on complaints or ask questions on a particular issue and get a feedback on the spot using twitter (Ezeani & Igwesi, 2012). University libraries use Twitter accounts to notify users of new relevant items from collection and events. Other types of social media librarians use in promoting library and information resources are YouTube, wikis, RSS feeds, Flickr etc.

Sales promotion has effects on various aspects of clienteles' patronage such as brand choice, purchase time, quantity, and brand switching (Nijs, 2001). Thus, sales promotion becomes an integral part of the marketing strategy for reaching the target market and it is the responsibility of librarians to combine elements of promotional strategies, which is promotional mix into coordinated plans. Sales promotion efforts are directed at final consumers and designed to motivate, persuade, and remind them of the goods and receives that are offered. Sales promotion which is a major force in marketing is widely adopted by some enterprises in Nigeria, but as Nigeria is witnessing an economic down turn, there is increase in prices of consumer goods that also lead to an increase in product (Bamiduro, 2001). The importance of the excessive promotion in

a competitive market environment has generated a lot of interest in marketers and firms to develop numerous and comprehensive promotional approaches.

According to Kotler and Armstrong (2002), clientele promotion is a category of sales promotion including free samples, winning contests, different price packs, and sweep stakes. Sales promotion is projected to increase the patronage of ultimate clientele of the library. Some kinds of sales promotion are based on some sort of benefit whereas some are very communicative in type (Kotler, 1999). While writing on major objectives of sales promotion, Odunlami and Ogunsiji (2011), succinctly stated the objectives of sales promotion as:

 i. To increase sales of product, especially at the time when normal sales are sluggishly to periodically (e.g. annually or semi-annually).

 ii. To clear goals in a warehouse before new inventory taking and restocking;

 iii. To introduce new product to afford the opportunity of being accepted into the market

 iv. To encourage bulk purchases

 v. To generate trials among non-users;

 vi. To persuade retailers to carry new items and higher level of inventory;

 vi. To encourage off season buying and building brand loyalty.

It was added that libraries use sales promotion to create a stronger and quicker response from clients. Sales promotion can be used to dramatize products, offer and boost sagging sales. Ozor (1999) declared that producers of goods and services are presently aware that promotion does not only inform and persuade, but can strive towards profit making through increased sales.

Public Relations and Patronage of Library and Information Science

Namara (2010) defines public relations as ongoing activities to ensure the overall organization has a strong image. Roberts and Blandy (1989) views public relations as a management function of continuing and planned character through which public, private organizations and institutions seek to win and retain the understanding, sympathy, and support of customers whom they are or may be concerned. Laulenglager (2003) sees public relation as the management function which evaluates public attitudes,

identifies the policies and procedures, of an individual or an organization with the public interest and plans and executes a program of action to earn public understanding and acceptance. Furthermore, Inazu (2009) sees public relation as a major component of marketing. It is a channel of creating a personal relationship between the potential patrons and the library or librarian. In order to successfully promote the value of products and services the librarian should engage in personal advocacy.

Murray (2005) views public relation as the practice of creating, promoting, or maintaining goodwill and a favorable image among the public toward an institution. Namara (2010) opined that public relations are conducted through the media e.g newspapers, television and radio etc. The target audiences in public relation activities according to Kunaka (1998) are policy makers, library users, potential library users and professional associations.

Capriotti and Moreno (2006) assert that like other types of organizations, academic libraries can benefit from public relations in terms of their relationships with clienteles, employees, investors, suppliers, or other interested members of the community. According to O'Connor (2001), some of the main goals of public relations in a library are to create, maintain, and protect the library's reputation, enhance its prestige, and present a favorable image. Studies have shown that clienteles often base their patronage decisions on a library's frequent utilization, so public relations can have a definite impact on sales and revenue. Public relations can be an effective part of a library's overall marketing strategy.

Another major public relations goal is to create goodwill for the organization. This involves such functions as employee relations, stockholder and investor relations, media relations, and community relations. Public relations may function to educate certain audiences about many things relevant to the organization including the business in general, new legislation, and how to use a particular product as well as to overcome misconceptions and prejudices. For example, a nonprofit organization may attempt to educate the public regarding a certain point of view, while trade associations may undertake educational programs regarding particular industries and their products and practices (Munshi and Kurian, 2005).

Management is an essential activity that helps libraries pursue or achieve their stated goals (Thornton & Kagan, 2005). This means that the management measures taken by any library are very significant to performance and patronage of that library. Hendrick & Singhai (2005) argued that management actions and manager's activities are very important in today's library activities. The actions and dealing done by management of a library decides whether the library performs effectively.

McHugh (2010) has given an example that if a library is in economic complexity, management ideals of cost cutting may be expected. Thus, the methods used by management to solve problems will largely determine the long-term effectiveness of the library (Balfanz & Koelmel, 2009).

According to Long, (2008) and Kunaka (1998) the aims of public relations to libraries are:

- o to create an awareness among policy makers of the importance of information and the need to establish/upgrade libraries services to ensure easy access to information

- o to create better understanding of the role of the librarian, to improve the image of librarian in the society.

- o to create public appreciation of the role of the library in people's daily lives.

- o establishing favorable press relations to get news out about the library on a regular basis

- o creating publicity for specific services and resources and to create and maintain awareness of library capabilities in the community

- o maintaining awareness of laws and regulations that affect libraries and lobbying to ensure legislation that helps libraries provide effective services.

- o watching for community and national trends and issues that impact the library's image and informing the library's administrators

The mission statement of any library should be to satisfy the information needs of users at the right time and place. The only way to accomplish this mission, libraries should effectively market library's resources and services. Whatever option is chosen; a librarian is ultimately responsible for its public relations. While communication is the essence of public relations, an effective public relations campaign is based on action as well as words. Whether it is practiced formally or informally, public relations are an essential function for the survival of any organization. Libraries cannot afford to neglect public relations. It is possible to vastly improve a library's image within its community while also controlling public relations expenditures. Starck & Kruckeberg (2003) assert that many libraries recognize the value of public relations as a strategic marketing tool they can use to increase patronage of their resources and services. Whether used alone or as part of an integrated marketing campaign, public relations can contribute to sales in many ways. Public relations programs

may be designed to influence consumers at any stage of the purchase process by:

    i.   increasing awareness of, or familiarity with, library resources and services

    ii.   influencing perceptions of key benefits or differentiators

    iii.   increasing willingness to consider products and services

    iv.   increasing intent to try a product and make a first time purchase

    v.   assuring a positive experience with a purchase; and

    vi.   building ongoing preference for a product or service.

Published analyses of public relations programs have demonstrated that public relations can be an effective marketing tool. Because many public relations programs seek to stimulate media coverage, much of the research has focused on the role of coverage in influencing consumers. Branding experts Ries, and Ries (2002) argued that public relations is the best way to launch new brands. In fact, they recommend that any new marketing program start by generating publicity and then shift to advertising after the public relations objectives have been achieved (Ries, & Ries, 2002).

Literally speaking, interpersonal skills are the life skills we use every day to communicate and interact with other people, both individually and in groups. People who have worked on developing strong interpersonal skills are usually more successful in both their professional and personal lives. In marketing management strategy, there is social capital that essentially exists in social relations and networks. This social capital (or networking) determines the marketing management strategy a library adopts. This involves relationships of the social context like trusting relationship, social interaction and value systems. This relationship built academic libraries, represents pool of good will and acceptance of services and resources of that library.

Advocacy and Patronage of Library and Information Science

According to the Canadian Association of Public Libraries (2001), advocacy is a planned, deliberate, sustained effort to raise awareness of an issue. It's an ongoing process in which support and understanding are built incrementally over an extended period of time and using a wide variety of marketing and public relations tools. Over the years, teacher librarians have used the terms of promotion, public relations, marketing, and advocacy interchangeably, but there are some distinct differences attached to each of the terms. Bonanno (2005) opine that advocacy uses

promotion, public relations and marketing to indicate that what is currently being done within the school community will be greatly enhanced by what the school library and teacher librarian can offer. Advocacy attempts to influence the perceptions of the target audience by connecting with their agenda to demonstrate how the school library and the services of the teacher librarian can advance the position of the school as an information literate learning community. Planned and deliberate advocacy activities will work towards building effective partnerships, influential relationships, interactive decision-making, and collaborative activity (Bonanno 2005).

Advocacy according to Gitachu (2008) is a set of targeted actions directed at decision makes in support of a specific policy issue. In other words, advocacy are specific actions executed in order to gain support in policy issues. No wonder Myenzi (2008) sees it as an action oriented art of persuasion to bring about change in policies, recourses allocations, service delivery and or behavior that affect the public of a particular society. Looking at it from the librarianship point of view, Mlanga (2002) defined advocacy as a sustained effort by librarians and lobbying association to keep libraries and the work they do in the minds of the people who make decisions that affects libraries. Beneficially, advocacy can be a tool for improving service delivery (Mynezi, 2008). In other words, it helps to give voice to citizen's interest in the same vein, Sloot and Gaanderse (2010) contends that advocacy increases the scope of influence to improve policies and achieve structural change in their areas. Mlanga (2002) opined that the reason for advocacy and lobbying is that things are not going well in the library sector, to him, while libraries are integral units in country's welfare infrastructure, they are not immune to having their findings or programs jeopardized by changing political environments.

Technically, different techniques can be applied to advocacy, but Myenzi (2008) identified the following as techniques for effective advocacy in the library which include publication of popular information and promotional education such as magazines, newsletters, posters, pamphlets, information sheet and banners, inviting key government officials to officiate and or attend functions organized by advocacy groups, indoor consultation forums, use of open forums and outreach programmes, use of comer system amongst others. Hartzell (2002) asserts that for any advocacy campaign about school libraries and information literacy/fluency to be successful, it is important to plan the process by identifying the target audience, specific content and the most effective method of delivery. It is imperative that advocates are aware of the 'why' advocate before engaging in the responsibility of delivering a message about the purpose and benefits of an information literate school community.

The 'Why' of Advocacy: The broad characteristics of an information literate school community can be demonstrated by:

- a school based policy, procedures and information technology plan

- a diverse, creative and integrated curriculum supporting student learning and performance

- quality teaching and learning as a major focus modeled through lifelong learning practices

- a range of pedagogical practices and strategies

- a commitment to knowledge creation to make sense and meaning of information

- all learners, including school staff, engage in inquiry learning, deep thinking, problem solving, decision making and transformational activity

- the teacher librarian is integral to the process of teaching and learning activities, and information and knowledge management

- collaborative teamwork, partnerships, shared learning and purpose, and interaction with the learning community is evident

- an adaptive, living and organic system engaged in systematic thinking (seeing the whole rather than parts and acknowledging that change affects everything) (Henri, 1996).

These characteristics are evidence of a school community with a focus on its future and keen to embrace the cultural and professional practices of the teacher librarian. The characteristics provide a sound starting point for the development of an advocacy program. For example, the teacher librarian can provide opportunities for collaborative exchange with administrators and teachers in the development and 'connection' of an information literacy program with teaching and learning, pedagogical practice and strategies, and curriculum areas to assist the student to create new knowledge and performance. This will mainly increase patronage.

McKenzie (1998) stated that for any profession to be successful, advocacy is never-ending. It requires a commitment, a sense of moral purpose, continuous communication, intense interaction, flexible vision and creative leadership. In a dynamically changing information world an advocacy campaign will need to adopt new approaches, strategies and methods to get the key message out to the target audience. Teacher

librarians, in general, are very good at promoting their school library and its services to the staff and students of their respective schools. In the busyness of a teacher librarian's day, marketing may be something they would like to get around to, but do not have the time. Unfortunately, advocacy is often viewed as the job of the state/territory and/or national teacher librarian associations. The Australian School Library Association (2006) identifies the teacher librarian and school library advocates as the main players who send out a key message to school administrators, teachers, school board and parent bodies, government and policy decision makers, and local community leaders. Advocacy tools developed at a state or national level are only effective when skillfully used by the practitioner.

Hartzell (2002) asserts that by utilising all the tools of promotion, marketing and public relations in any advocacy activity a teacher librarian is able to build a working relationship with clienteles to identify and agree to some common elements in respect to the role and function of the school library and its personnel and services. The professionalism and credibility of the teacher librarian is exhibited by making sure sufficient evidence is gathered to support the school vision, and ultimately the vision of the school library.

Need for Marketing Library's Services

Sharma and Bhardwaj (2009) stated that it is important for librarians to actively market their services. For marketing will enable librarians to spread the word about their libraries by drawing attention to their resources and services to the community, administration, staff and users. Martey (2000) stated that marketing will enable librarians to know how the academic library can gain competitive edge over their more aggressive and wealthy competitors. This will be achieved by letting users and potential users know the advantages of using the libraries. Another reason for marketing library is to build relationship between librarians and users. Igbeka (2008) stated that when library's services are marketed it creates a relationship between the customer and the library. He went further to state that marketing brings about recruitment of new customers and the retention and expansion of relationships with existing customers. Leisnar (2004) noted that libraries need to market their services in order to create a link between them and their clients. This bond is necessary for mutual benefit of both the client and the libraries. This bond is necessary because libraries are no longer the only source of information providers.

 Ojiambo (1999) opined that marketing enables library and information managers to know and understand the needs of their clients. This knowledge will help them to make good management decisions, which in

turn help in providing services to clients more effectively and efficiently. Nwosu (2010) argued that marketing is very necessary in today's and tomorrow's world because government funding of libraries and information centers has been declining. Therefore, libraries and managers must be forced to generate revenues not only for acquiring state of the art facilities, but also for their own survival. This they have to do by marketing their services to users and potential users. Ojiambo (1999) pointed out that marketing will assist libraries to present their services as a dispensable part of the organization within a community. They will also try to justify their claim that the clients cannot do their job effectively and efficiently without a library. To Kotler (1995) marketing is very important to organizations such as museums, universities, libraries and charitable organizations in order to gain political and social support as well as economic supremacy.

Ojiambo (1999) pointed out that marketing is important to identify the information needs of potential users. In his opinion library and information managers should not only be interested in the group of people who do use their services. They should also be interested in potential users. While, to Smith (1995) marketing is very relevant because it is a means of ensuring that libraries, librarians and librarianship are integrated into both today's and tomorrow's global culture. It is not separate from good practice. Marketing has now emerged as an increasing important area for libraries and information centers Madhusadhan (2008) emphasized that the challenges of budget cuts, increased user base, the rapid growth of material, rising cost, networking demands, competition by database vendors and complexity in information requirement have made it very necessary to market library services. It is very necessary for librarians to adopt marketing to improve the management of library and information centers. To Dhiman and Sharma (2009) marketing is essential because it is an instrument through which library objectives can be fulfilled. For the integration of marketing into the library services is important because it reinforces and reiterates the basic values and beliefs of the profession in the changing environment

According to Ohio library's council (2008), marketing is essential because it helps to position the library in the minds of the community as a go to source for information and helps users understand what the library will offer them. Marketing builds good customer relations and contributes to positive relationship with media, businesses and government agencies. (Mynezi 2008). is of the opinion that marketing is necessary in order to market information technology products and services. This is necessary because it helps libraries to add value to their services. For the advert of new technologies such as dramatic increase of digital storage media, convergence of telecommunication and the internet make it possible for librarians to introduce information technology products and services in

order to fulfill information needs of their customers. Libraries should promote the use of IT as an integral part of library services in order to meet the changing information needs of user. According to Leisner (2004) marketing is a necessary component of any organization, be it public, or private, due to the three basic reasons:

- Marketing helps institutions to achieve high levels of customer satisfaction.

- Marketing helps institutions to enhance the perceived value of their service.

- Both want to ensure survival of their respective institutions.

Conclusion

The paper concluded that the adoption of marketing strategies helps to meet organizational mission, goals and objectives. It includes consumer promotion (samples, coupons, money refund offers, trading stamps, demonstrations) and trade promotion (e.g. buying allowances, free goods, merchandise allowances, dealer's sales contest) and sales force promotion (e.g. bonuses and sales rallies). The avenue for librarians to actively market their services will sprout out the enablement to spread the word about their libraries by drawing attention to their resources and services to the community, administration, staff and users.

Recommendations

1. For libraries and information services to stay viable in everyday climate, it is pertinent that they adopt the aforementioned marketing strategies to help meet organizational mission, goals and objectives.

2. Apparently, librarians need to develop marketing program that will not only reinforce clienteles' commitment but also encourage repeat purchases.

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