



Marketing of Library Products and Information Services: A Review of Literature

Sheetal

Research scholar, Department of Library and Information Science, University of Delhi- 110007, India

ORCID ID 0000-0002-4739-3820

Received: 13 Mar 2026; Received in revised form: 11 Apr 2026; Accepted: 15 Apr 2026; Available online: 19 Apr 2026

©2026 The Author(s). Published by Infogain Publication. This is an open-access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>).

Abstract— *In a university library, the main strength lies in the information products and services they provide to satisfy the information needs of their user community. For marketing, it is an essential component for libraries to promote their products and services and to apply marketing strategies in the library context to better utilise information resources and services. The main purpose of this study is to examine the significant role of marketing in library products and services and to explore the various marketing strategies libraries use to promote their offerings. and to check Social media help the libraries in promotion of product and services and building a strong relationship with user and increase the awareness about the library resources and services among the users community, and finally suggest that Users centred marketing strategies need to apply for the better understanding about users need, behaviour; Marketing concept, tool and techniques are helpful to maintain the relationship with the user and help the libraries to improve their overall image.*



Keywords— *Marketing of Library Products and Services, Marketing Strategy, Information Services, Marketing Tool, and Techniques.*

I. INTRODUCTION

In today's digital world, libraries are not limited to four walls; they offer services through a dynamic approach, including websites, remote access, logging, and e-resource access. There is no doubt that libraries are doing their best to provide maximum library products and services. Through marketing strategies, libraries can promote their services to ensure maximum utilisation of library products and services. Marketing applies to all platforms for libraries and helps them build a strong relationship with users by understanding user needs and behaviour, and by offering appropriate information. Marketing helps to bring awareness among the users about the collection of the library, such as Books, journals, newspapers, magazines, current awareness list, theses, and dissertations, etc. Marketing of library products and services must follow a systematic plan to promote library materials and disseminate information resources to users. Social media is an online platform and tools that "facilitate communication,

networking, and content sharing in virtual communities. It allows individuals and organisations to create, share, and exchange information in real time, providing opportunities for engagement and interaction with a wider audience." (Sada, 88)

II. NEED OF THE STUDY

The main purpose of this study is to understand the need for marketing library products and services in academic libraries and to raise awareness of them. Although libraries are shifting their traditional services to digital platforms, the main objective is to promote their services and maximise the utilisation of library resources. If the university applies effective marketing strategies, it will help libraries build strong relationships and enhance user engagement, ensuring optimal utilisation of the library collection and services.

III. OBJECTIVES OF THE STUDY

- To examine the significant role of marketing in library products and services.
- To explore the different marketing strategies used by libraries for promoting their products and services
- Examine the role of social media and digital technologies in the marketing of library products and services to optimise the utilisation of the library collection and services.

IV. METHODOLOGY FOR THE STUDY

A proper methodology is the key element for a research study. No study can be conducted without proper direction; for that purpose, methodology guides the researcher to work in the right direction. For this study, I have reviewed 29 previously published articles on the marketing of library products and services from 1985 to 2025.

V. REVIEW OF SELECTED ARTICLES FOR THE STUDY

5.1. MARKETING OF INFORMATION PRODUCTS AND SERVICES

Borman, Ratan, Ibemcha Chanu Ayekpam, and Ratan Singh, in their paper “Marketing of Library and Information Services in the Higher Educational Institutions” think Academic institutions, libraries, information centers play an important role to provide accurate information to the student, researcher, teachers and non-teaching staff they also focused present condition of the library and information centers and what kind of problem faced by academic libraries and information Centre. The study also suggested for using marketing mix, tools and techniques for fulfilling the information needs of the users. **Chandratre, Shripad V., and Meghana S. Chandratres**, in “Marketing of Library and Information Services,” explain the better utilisation of information sources. The study explains that nowadays libraries are producing services rather than quality-based services. To provide the information, the 24/7 library needs to regularly update its services. **Garoufallou, Emmanouel, et al.**, in their work “Marketing Applications in Greek Academic Library Services,” analyse various marketing methods and applications, as well as the tools and techniques that Greek academic libraries use to promote library services. The study suggested that marketing should use such an evaluation method. **Kanaujia, Shiva**, in “Marketing of Information Products and Services in Indian R&D Library and Information Centres,” explores how to apply the

marketing concept and the kinds of gradual changes needed in libraries to provide better services to library users. In this study, they discuss the marketing approach and its application, and observe that, for efficient marketing services, financial support is much required and that user awareness programs should be conducted. **King, Donald W.**, in his study “Marketing Secondary Information Products and Services.” He explains the information products and services and discusses the different aspects of marketing, such as marketing to consumers, new product development strategies, and the roles of sales and advertising in promotion. explain that marketing is a challenging task, and discuss the marketing mix, marketing segmentation, marketing tools, and techniques. **O’ktam Nosirov**, in “Methods for Determining Target Consumer Groups of Library Products and Services,” discusses the need of the target consumer and essential for libraries to understand the needs, interests, and behaviour of the users before offering the services. The study also mentioned the importance of a feedback mechanism for better understanding the target user’s expectations and needs.

5.2 MARKETING STRATEGY

Adeyoyin, Samuel Olu, in “Strategic Planning for Marketing Library Services,” explains the role of marketing in terms of services and explores building a relationship to support management and marketing. The study focused on how traditional marketing methods should be changed into modern marketing modes. Also, focus on marketing awareness and educate users about library resources so they can find authentic information on their own. **Fichter, Darlene, and Jeff Wisniewski**, in “Content Marketing and Strategy for Libraries,” see the use of e-resources, and explain how to find information effectively on the website, books, articles and so on and in today’s environment, and in this study, focus on how marketing strategy needs to be applied for all the platforms of the library. **Makintami**, in “Marketing Strategies and User Satisfaction in the University Libraries,” explains library marketing tools and techniques that help promote services and ensure user engagement. This study highlighted the core concepts of marketing in the academic field, including marketing strategies, the challenges libraries face in implementing effective marketing strategies, and recommendations for a feedback system. **Sisodia, Rajendra S.**, in “Marketing Information and Decision Support Systems for Services,” explains that marketing should be managed alongside other operational methods to better utilise products and services, with the primary objective of focusing on the operational method in marketing and increasing product quality.

5.3 MARKETING APPROACH

Korobili, Stella, and Irene Tilikidou, in their work “The Necessity of Information Literacy Education in a Marketing Department,” describe how information literacy plays an important role in the higher education institute of Greece and observed the student point of view and expectation related to information literacy skills. **Singh, Rajesh**, in “Does Your Library Have a Marketing Culture? Implications for Service Providers,” explains the methods of marketing-oriented research, the theories of modern marketing, and quantitative and qualitative techniques for building knowledge. By analysing marketing attitudes in his study, he found three kinds of marketing cultures: strong, medium, and weak. He observed that a library's primary objective is to be market-oriented. **Tanui, Tirong arap, and Andrew S. Kitoi**, in their work “Why Marketing? The Experience of MOI University Library, Kenya,” explain the library marketing services and how they are used efficiently and provide the methods of staff motivation. And such techniques for the student to use the library resources and explain how to deal with the marketing-related problem.

5.4 MARKETING IN DIGITAL ENVIRONMENT

Atkinson, Bill, in “Grand View Library to Market Indexing software,” explains the role of computers in marketing software and, through this technique, makes it easy to establish marketing methods and collaborate with users on a large scale. **Chan, Christopher**, in “Marketing the Academic Library with online Social Network Advertising,” explains the various social networking platforms and explores advertising methods for promoting academic library services, and found that the Advertising strategies are very effective. **Cihak, Herb**, in “Marketing CD-ROM and other Electronic Library Services,” explains that, with multimedia, libraries can effectively market their products and services. **Darlene Fichter**, in “Electronic Resources Won't Sell Themselves,” explains six methods to market their products and services toward librarians, viz., first one defines their market, second selects the products for promotion, third defines the target audience, fourth decides the venue, fifth delivers the accurate message, and last evaluates the entire process of efforts. **Lagrosen, Stefan** conducts a case study on “Online Service Marketing and Delivery: The case of Swedish Museums”, discovering that there are lots of services that can be delivered through the Internet, focusing on the use of the Internet for marketing purposes. **McGuigan, Glenn S.**, in “Marketing Library Services in a Digital Environment: Notes on Brand Identity, Differentiation and Informational Asymmetry,” explores marketing methods in a digital environment, the challenges of marketing, and the use of the Internet for the promotion of library resources. **Rowley, Jennifer**, in

“Information Marketing in a Digital World,” explains the role of information in marketing, incorporates the term “marketing” into the digital world, explores marketing towards new demand, and analyses the many products of marketing, focusing on understanding the different methods of marketing. **Sada**, in his work “Role of social media in Library Information Marketing: Opportunities and Challenges” explains the role of social media in the promotion of library products and services and highlights the importance of social media in terms of communication, building relationships, and promoting and sharing content online. The study also suggested that marketing strategies should be used for the better utilisation of the resources. **Schmidt, Janine**, in “Promoting Library Services in a Google world,” explains that the change is occurring in the information environment and tries to find out the methods of marketing to use the library services effectively and focus on the user should have a clear understanding of the products and explore the promotional strategies which are normally used in libraries.

5.5 MARKETING TOOL AND TECHNIQUES

Battiato, Sebastiano, et al., in their work “Using Visual and Text Features for Direct Marketing Mickey on Multimedia Messaging Services Domain” discuss pre-testing methods; also analysed which methods should be used for the wider population and which methods should be used for the small population, and improvement of the marketing methods is the Multimedia Messaging Service. **Biggs, Helen F., and Philip Calvert**, in “Marketing to Teens: A Study of Two New Zealand Public Libraries,” describe various marketing methods and explore the marketing mix and marketing concepts to help identify a marketing plan. **Fleisher Craig S., Sheila Wright, and Helen T. Allard**, in their work “The Role of Insight Teams in Integrating Diverse Marketing Information Management Techniques” explains the viability of marketing planning and provide their opinion about four independent techniques of marketing the first one is CI which called competitive intelligence and second build the relation with customer and third data mining and the last research the market and also explore the strategic planning of the marketing and collaborate management with marketing. **Fourie, Ina, and Liezl**, in “Promotional strategies for Information Products and Services,” explain that libraries spend a large amount on services and should use Web 2.0 methods and collaborate with users as much as they market products and services. **Holt, Glen**, in “Library Branding for Young Adolescents: Learning from Barbie and Mickey,” explains that library marketing techniques can be useful for young adolescents. **Hua, Xiaoqin, et al.**, in their work “Investigations about New Methods of Library Marketing in Chinese ‘985’ Project Universities,” explain that the

modern environment, academic library competition, and marketing are essential and viable solutions. **Ojala, Marydee**, in "Databases have the information You Need for marketing" describes the importance of the database to connect the users in several platforms, discusses many kinds of databases, e.g., American Statistical Index, Statistical Resource Index and discusses the most important extensive version of CACI's database, and think database has all the information necessary for marketing.

VI. FINDING OF THE STUDY

- The study found marketing is an essential component for libraries to promote their resource and services; therefore, marketing needs to be applied in libraries.
- Social media helps libraries promote products and services, build strong relationships with users, and increase awareness of their offerings among the user community.
- Libraries faced many challenges in implementing marketing tools and techniques, such as limited budgets and a lack of trained staff.
- User-centred marketing strategies need to be applied to libraries to better understand users' needs and behaviours and to satisfy their information needs.

VII. SUGGESTION FOR THE STUDY

- The marketing concept needs to be applicable across all sectors of libraries for maximum Optimisation of library resources.
- A separate marketing unit should be established within the libraries to better promote resources and services.
- Implement the feedback machine to understand the behaviour and needs of the user's community, ensuring that the services provided by libraries satisfy the user's desires.
- University libraries should regularly host seminars on marketing library products and services to raise awareness of library resources.

VIII. CONCLUSION

Marketing is an essential component of libraries' efforts to promote their services because, in today's scenario, libraries are offering a wide range of products and services, moving towards e-resources to enhance user satisfaction, yet raising awareness about these products and services remains a prime objective of libraries. Marketing, in general terms, refers to the sale and purchase, but in libraries it involves

building a strong relationship with the user community to satisfy information needs and optimise resources, which directly enhances libraries' image. The study has gone through various levels of marketing and, based on its major findings, has made some strong suggestions to help libraries strengthen their marketing products and services.

REFERENCES

- [1] Adeyoyin, Samuel Olu. "Strategic Planning for Marketing Library Services." *Library Management* 26.8 (2005): 491-507. Web.
- [2] Atkinson, Bill. "Grandview Library to Market Indexing Software." *Business First* 2.2 (1985) 6. Web.
- [3] Battiato, Sebastiano, et al. "Using Visual and Text Features for Direct Marketing on media Messaging Services Domain." *Multimedia Tools and Applications* 42.1 (2009): 5-30. Web.
- [4] Biggs, Helen F. and Philip Calvert. "Marketing to Teens: A Study of Two New Zealand Public Libraries." *Library Management* 34.8 (2013): 705-19. Web.
- [5] Borman, Ratan, Ibemcha Chanu Ayekpam, and Ratan Singh. "Marketing of Library and Information Services in the Higher Educational Institutions : A Case Study in Jorhat District of Assam." *International Journal of Marketing Business Communication* 1.3 (2012): 49-57. Web.
- [6] Chan, Christopher. "Marketing the Academic Library with online social Network Advertising." *Library Management* 33.8 (2012): 479-89. Web.
- [7] Chandratre, Shripad V., and Meghana S. Chandratre. "Marketing of Library and Information Services." *Journal of Commerce and Management Thought* 6.1 (2015): 162-75. Web.
- [8] Cihak, Herb. "Marketing CD-ROM and other Electronic Library Services." *Computers in Libraries* 17.6 (1997):73-6. Web.
- [9] Fichter, Darlene, and Jeff Winniewski. "Content Marketing and Strategy for Libraries." *Online Osearcher* 38.6(2014): 74-6. Web.
- [10] Fleisher, Craig S., Sheila Wright, and Helen T. Allard. "The Role of Insight Teams in Integrating Diverse Marketing Information Management Techniques." *European Journal of Marketing* 42.7(2008):836-51. Web.
- [11] Fourie, Ina, and Liezl Ball. Promotional Strategies for Information Products and services." *Library Hi Tech* 30.4 (2012): 638-92. Web.
- [12] Garoufallou, Emmanouel, et al. "Marketing Applications in Greek Academic Library services." *Library Management* 34.8(2013): 632-49. Web.
- [13] Holt, Glen. "Library Branding for Young Adolescents: Learning from Barbie and Mickey." *The Bottom Line* 16.2(2003):76.8. Web.
- [14] Hua, Xiaoqin, et al. "Investigations about New Methods of Library Marketing in Chinese." 985" Project Universities." *Library Management* 36.6(2015):408- 20. Web.
- [15] Kanaujia, Shiva. "Marketing of Information Products and services in Indian R&D Library and Information Centres." *Library Management* 25.8 (2004): 350-60. Web.

- [16] KKing, Donald W. "Marketing secondary Information Products and Services." *Journal of the American Society for Information science* (pre-1986) 33.3 (1982):168. Web.
- [17] Korobili, Stella, and Ireme Tilikidou. "The Necessity of Information Literacy Education in a Marketing Department." *New Library World* 106.11 (2005):519.31. Web.
- [18] Lagrosen, Stefan. "Online Service Marketing and Delivery: The case of swedish Museum." *Information Technology & People* 16.2(2003): 132. Web.
- [19] Makintami, Makintami., "Marketing Strategies and User Satisfaction in University Libraries." *Information Managers: A Journal of Nigerian Library Association Rivers State Chapter*, vol. 8, no. 2,2025, <https://doi.org/10.61955/rgzode>.
- [20] McGuigan, Glenn S. "Marketing Library services in a Digital Environment: Notes on Brand Identity, Differentiation and Informational Asymmetry." *Information Technology Newsletter* 15.2 (2004): I-3. Web.
- [21] O'ktam Nosirov. "Methods for Determining Target Consumer Groups of Library Products and Services." *Journal of Arts and Humanities*, vol. 1, no. 1, 2026, pp. 9–13, sirpublishers.org/index.php/JAH/article/view/7. Accessed 16 Apr. 2026.
- [22] Ojala, Marydee. "Databases have the Information You Need for Marketing." *Link - up Sep* 1992: 16. Web.
- [23] Rowley, Jennifer. "Information Marketing in a Digital world." *Library Hi Tech* 20.3 (2002):352-8. Web.
- [24] Sada, Emmanuel Enoghenekeno. "ROLE of SOCIAL MEDIA in LIBRARY INFORMATION MARKETING: OPPORTUNITIES and CHALLENGES." *The Catalyst Journal of Library and Information Literacy - CJLIL*, vol. 4, no. 2, 2026, pp. 87–93, journals.journalsplace.org/index.php/CJLIL/article/view/765
- [25] Schmidt, Janine. "Promoting Library Services in a Google World." *Library Management* 28.6 (2007): 337-16. Web.
- [26] Singh, Rajesh. "Does Your Library have a Marketing culture? Implications for service Providers." *Library Management* 30.3 (2009):117-37. Web.
- [27] Sisodia, Rajendra S. "Marketing Information and Decision Support Systems for Services." *The Journal of Services Marketing* 6.1 (1992):51. Web.
- [28] Tanui, Tirong arap, and Andrew s. Kitoi. "Why Marketing? the Experience of Moi University Library, Kenya." *Library Management* 14.4 (1993):43. Web.
- [29] Wisniewski, Jeff, and Darlene Fichter. "Electronic Resources won't sell Themselves: Marketing Tips." *Online* 31.1 (2007): 54.7. Web.