13.0 OBJECTIVES

After reading this Unit, you will be able to:

- discuss the theoretical and practical aspects of web marketing with special reference to its application in library and information services;

- describe web marketing techniques, tools and strategies that would enable library and information professionals to be competitive and to design effective strategies in the web-based business environment; and

- explain that use of the Internet and principles of web marketing techniques can enhance the visibility of a library and provide a rationale to support an opportunity for the use of e-business models.

13.1 INTRODUCTION

Nowadays the Web has become an essential medium of teaching and research, service operations, interaction and communication. It has become a viable tool for commerce and business as well. Over the years, e-business has increased the value of digital/electronic information and in the process has enhanced web marketing. In Unit-14: ‘Marketing of Information Services’ of the course-BLI-222: ‘Information Sources and Services’, you have studied that marketing is
Web Marketing

an important activity for libraries. Marketing helps library and information professionals to prove their worth, mobilise resources, build a positive image and to manage efficiently. Marketing is not confined to promotional efforts only but can also be built on interaction with users, whether they are actual or potential users in the library or outside. Marketing involves analysing marketing opportunities, selecting target markets, developing marketing mix, bringing out customer focus and implementing marketing efforts. In this Unit, you will be introduced to the concept of web marketing, how it is gaining importance in library and information centres and how it is changing the traditional marketing concepts. The concepts of web marketing, digital marketing and e-marketing are recent additions to the marketing approaches and have evolved during the last 10 to 15 years.

The proliferating electronic and digital libraries are most suitable for web marketing. A library with access to electronic resources needs web marketing efforts in order to make its users aware of the availability of electronic resources. Even a traditional library needs its web presence to attract, inform and motivate users for using the library.

13.2 WEB MARKETING AND RELATED CONCEPTS

Marketing has evolved with new technologies and has helped libraries to move from concentrating on product point of view to a user experience point of view. New technologies embody adaptability, programmability and also provisions for customisation and marketing delivers based on these qualities. New technologies have brought different types of media which can be used for marketing.

The term ‘web marketing’ means promoting products or services on the Internet. Internet marketing ties together creative and technical aspects of the Internet, which includes: design, development, advertising and sales. Nowadays there are many related terms used to denote web marketing. Other terminologies that are related and often interchangeable to web marketing include i-marketing, online-marketing, search engine marketing (SEM), e-marketing and digital marketing. According to the Dictionary of Web Marketing Terminology (http://www.thewestovergroup.com/files/TWG%20-%20Dictionary%20of%20Web%20Marketing%20Terminology.pdf) these terms have been defined as:

**Internet Marketing**

Internet marketing, online marketing and interactive marketing are all the terms that describe the efforts by marketers to reach a targeted audience through online channels. It also refers to the use of media to engage customer through search engine marketing, search engine optimisation, banner advertisements on specific websites, e-mail marketing, and Web 2.0 strategies.

**Website Marketing**

It deals with initiatives designed for the specific purpose of driving traffic to one’s website. Website marketing may include traditional advertising vehicles, public relations and of course, online marketing initiatives.
Online Marketing

This type of marketing refers to the efforts by marketers to reach a targeted audience through online channels. Some of the initiatives that may be included are website marketing, e-mail marketing and search engine marketing.

Search Engine Marketing (SEM)

It is a marketing initiative that works within the dynamics of search engines such as Google, Yahoo!, MSN and others. SEM may include search engine advertising and search engine optimisation.

E-marketing

It implies marketing techniques via electronic media particularly, over the Internet.

Digital Marketing

It can be described as a process to develop, distribute and promote brand products and services using the Internet, mobile and other interactive media. As such, web marketing refers to applying marketing principles and techniques via web applications or to put it more simply using web for marketing.

The Web has made it possible for libraries to make their resources, services, products available online. The ability to offer individually tailored services to users in order to satisfy their needs and interact with them has become easier. Further, users can get registered online, they can raise their demands and subsequently libraries and information centres can better understand the users’ needs and add value to the content specifically tailored to meet the needs. It is also possible to keep track of how often users visit the website, what web pages they view, how much time they spend online, what keywords they use, etc. Such information will be useful in redefining the information services and products for users. The Web offers opportunities to gather, disseminate detailed personal, demographic and behavioural user data. With the help of such data information products and services can be designed, developed and marketed.

Web marketing helps libraries and information centres to market their products and services efficiently. Library and information managers who utilise the Web as a medium of commercial and non-commercial transactions perform better. The Web has changed traditional marketing in a number of ways. Its impact is visible on libraries and information centres. First, the focus of marketing is on providing excellent service experiences to the customers in the business world. Relationship business model is being considered as more viable way of business in the present day environment. It is true in the case of library and information centre as well. Secondly, the Internet has globally extended the boundaries of any service operation. The providers of services located in a country can easily operate in other countries and the users can get services from the providers located anywhere. Thirdly, with the Internet based services, it has now become possible to offer 24×7 services to the users. Time is now not a factor which can hinder transaction in communicating providers with the seekers and vice versa. Fourthly, in the online world, user information can easily be captured, stored and interpreted to make follow up strategies. The databases of such information can be used for meaningful knowledge creation and making strategic decisions. Such options can help to devise more effective and efficient marketing strategies and tactical implementation.
Self Check Exercise

Note: i) Write your answer in the space given below.
   ii) Check your answer with the answers given at the end of this Unit.

1) How has the Web changed the traditional marketing concept?

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13.3 WEB MARKETING OF LIBRARY AND INFORMATION SERVICES

In the Web environment, users of the library products and services look for ease of searching and accessing information. Hence, searching information using search engines is gaining popularity over traditional methods of searching the library’s information resources. Traditional libraries are now evolving into digital and virtual libraries and the present day environment requires that library and information professionals should acquire information and communication technology skills to perform their roles more effectively.

The Web has been known to be more than just a virtual space for libraries to explore and exploit opportunities to make themselves and their operations ubiquitous, especially in terms of the provision of their web-based information services. With the increasing use of new technologies, libraries are evolving and emerging into the virtual space with new media to communicate and interact with their existing and potential library patrons. Libraries, librarians and others involved in the information industry are well known for their specialisation in identifying, selecting and organising information resources in various formats, as well as, in searching for relevant information sources and effectively delivering the required information to defined user communities through value-added services. Success or failure of these services is in part affected by how effective these services have been marketed or promoted and the level of outreach activities conducted. Marketing and promotion are now accepted as valuable practices, aligned to library strategic plans and mission statements and have thus become part and parcel of a library’s daily operations.

Today, creating awareness, informing, attracting and delivering the existing products and services and determining their appropriateness from users’ point of view are important aspects of marketing. Therefore, potential of web marketing in library and information centres could be:

- **Attracting** a variety of users to library’s website/ web resources. Often the term ‘attracting’ refers to online and other media promotions and advertising strategies used to get individuals, groups and organisations to visit the website of the library and/or use the library. This can be done in many ways, e.g. through banners, gifts, games, free products, virtual tour, video promotions, etc.
• **Informing** is linked to the capacity of the Web to gather and present information about products, services, events and ideas of library and information centre. The exchange of information with library and information centre’s stakeholders (e.g. users, funders, employees, suppliers, politicians, community, etc.) is important to web-based business strategies.

• **Positioning** is an important aspect of marketing. The services that a website of a library provides help the library to establish its uniqueness and enhance its presence in the virtual marketplace. Factors which can be used to examine this strategy include a comparison of types of online transactions, market targeting, community relations and domestic and international links to affiliated libraries.

• **Delivering** a service which is demanded by the users. This requires technical infrastructure, staff’s efforts on delivery of information and service and presentation of the service on the library website which should be interactive, reliable and fast.

Web marketing is very important for marketing of library’s products and services. It includes e-mail marketing, chat, banner advertisements, search engine optimisation, e-newsletters, affiliate marketing, virtual marketing, etc. Web marketing is a key enhancer of the marketing activities of a library. Present day users expect equal response from library as they get from commercial service providers over the telephone, e-mail, chat, etc.

**Self Check Exercise**

**Note:** i) Write your answer in the space given below.

ii) Check your answer with the answers given at the end of this Unit.

2) Discuss the potentials of web marketing.

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**13.4 WEB MARKETING ANALYSIS**

The library and information centres must use web marketing as an effective and efficient tool for their outreach services and programmes for their targeted communities. Management, therefore, needs to understand the use of technology in library work processes. In essence, the careful integration of web technologies, library processes and current marketing tools and channels could lead to the following: satisfying patron needs, creating a strategic edge when delivering a piece of information or service, ensuring that resources are utilised properly to maximise library operations and services, identifying further favourable marketing opportunities, and engaging the community in the knowledge repository flow.

Web marketing process is guided by the philosophy that information technology can be applied to assist in increasing revenue and share in the market as well as
lowering the costs. Therefore, there is a need to apply digital data and information technologies both effectively and efficiently.

Library and information professionals must first go through the environmental scan and SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis prior to creating a web marketing plan and integrating information technology with the existing marketing strategy for their library.

The important tasks involved in the analysis are as follows – review of the library’s environmental analysis and SWOT analysis, review of the existing marketing plan of the library and review of the libraries e-business objectives, strategies and performance metrics. The most important environmental factors that may affect any web marketing plan are legal, technological and market-related.

Web marketing strategic planning involves demand and supply analysis to be conducted to identify various segments (user groups) in online markets. Such segments can be formed on the basis of demographic characteristics, geographic location or some selected psychographic characteristics like attitude towards technology and wireless device ownership and past behaviour towards the product such as purchasing patterns online and offline.

13.5 WEB MARKETING MIX

Marketing mix is probably the most famous phrase in marketing/e-marketing. The elements of marketing mix are the marketing “tactics”. In the digital world, elements change. Success of marketing programmes depends highly upon right combination of the elements. Web marketing affects traditional methods of marketing in two ways: first, it increases the effectiveness and efficiency in traditional marketing functions and secondly, web marketing transforms many marketing strategies which results in the development of new business models that not only adds value to the customer satisfaction towards the service but also results in increased profitability for company.

Hence, we deduce from the above mentioned points that web marketing in today’s world allows for more effective and efficient marketing strategy and tactical implementation. Internet technology has greatly influenced library and information services. It helps libraries to offer services anytime, anywhere and to anyone. Since library and information services come under the purview of services marketing the 7P’s of services marketing are also applicable for developing an effective web marketing strategy for LIS services. The 7P’s are explained in the below given sub-sections.

13.5.1 Product

The most important web marketing mix in the case of libraries is the product, which can be offered to a user to satisfy her/his information needs. Products in libraries and information centres would include physical resources, e.g., books, journals available in print form, CD or on-line and services, such as making reply to queries, services related to databases and bibliographies, etc.

Information producers and consumers are rapidly increasing. Information can be sold like any other product. The most important consideration is that it should be with reference to the user needs. Libraries and information centers must study
the users’ needs for the kind of products they want, the form in which they want and when and where they want to use. Today’s market environment is technology-oriented and it would be more meaningful if libraries employ technologies to organise their resources, deliver library services and bring out information products.

**Access:** Access to a library product must take into consideration the following: as 24x7 Web access facilities, opening hours, learning and studying places, borrowing facility, document delivery, reciprocal borrowing with other libraries, resources sorted and catalogued, classified and stored for easy retrieval, navigability of website.

**Resources:** Selected resources must be of quality and relevance.

**High Tech/High Touch Relationships:** It includes service points like face-to-face interaction, reference desk service, liaison librarians, information literacy classes, help and teaching documentation, curriculum integration, virtual reference – telephone, e-mail and chat reference service.

For the above-mentioned functions, appropriate services can be created online. By the use of the Internet working costs can be lowered in the long run. Users can seek benefits in terms of effective web navigation, quick download speed, clear website organisation, attractive and useful website design, secure transactions, free information services and user-friendly web browsing.

### 13.5.2 Price

The value of the information product or service varies according to the circumstances and the needs of the user. The library and information service providers should charge the appropriate price for the information product or service. Giving or offering the product or service free of cost may be a difficult pricing strategy. The main feature of the Internet in terms of pricing strategy is *Price Transparency*, which means that both buyers and sellers can view all competitive prices for items sold online. With the Internet, it is also possible to have an option of *Dynamic Pricing* i.e., varying prices for individual customers or *Fixed Pricing* i.e. every user pays the same price.

### 13.5.3 Place

Earlier, library buildings and the place provided to users for study and group work used to be an important resource for the users. Now, the products and services are available when and where needed i.e., easy accessibility. Hence, creating physical environment on the Internet would add value both to the users as well as service providers. With more and more users searching information on the Internet, a good website is an effective marketing tool in itself. New services and resources should be promoted prominently on the website.

### 13.5.4 Promotion

All methods of communicating with users either one-way or two-way are included in promotion. For library the aim of promotion is to build awareness among its users about what the services library offers and also to reduce the perceived and actual barriers to use the library. To achieve this objective a combination of various communication channels can be utilised to reach the maximum number
of target users. Web 2.0 technologies can be used to promote information, attract users towards information products and services and maintain a close relationship with them.

13.5.5 Process

To ensure the efficiency of user’s resources (creating value for the users) libraries can create facilities in terms of reliable network and systems, easy navigability, availability of help, print and accessibility of web documents, self-service options in terms of online renewals and reservations. Process is the integration of technologies, resources and systems. All the above mentioned processes must be ensured for user-oriented library and information products and services.

13.5.6 Physical Evidence

The concept of library as a physical place is being replaced with library within the space. The products or services in the physical space must show some evidence of being qualitative and value-based in order to attract and retain users for a longer time.

13.5.7 People

Library staff is a part of production and delivery of the product. They are involved in service interaction with users. Library users need information to resolve a query and they also ask for customised solutions for their queries. In e-marketing of library services, face-to-face communication is missing, therefore, service levels should be created where users get prompt response to all their problems. At the same time rewards and recognition scheme for employees would help to strengthen the delivery of effective services. Library staff should be given incentives in the shape of rewards and recognition which would help in strengthening of effective delivery of products and services.

By focusing on 7P’s of services marketing, the library and information services can develop a marketing orientation and appropriate management style to further exploit the potential of the Internet and other web-based services.

Self Check Exercise

Note: i) Write your answer in the space given below.

ii) Check your answer with the answers given at the end of this Unit.

3) Describe the web-based information products, a library can offer to its users.

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13.6 WEB MARKETING PLAN

‘Plan’ is a blueprint for a web marketing strategy formulation and implementation. It is a guiding document that links the organisation’s e-business strategy with technology driven marketing strategies and lays out details for plan implementation through marketing management. Outline of the various parts of web marketing plan is given below:

a) **Objectives/ Goals**: Identify general goals of web marketing strategy. They should address the following aspects – what is to be accomplished, how much time frame is required. As we all know that libraries have been traditionally non-profit organisations, therefore, objectives should be such that the exchange should look fair to both the parties (libraries and users) involved.

b) **Web Marketing Strategy**: Revenue streams are to be identified which are flowing from e-business models. The web marketing strategy involves designing of the offer, value and other management strategies regarding the 4Ps i.e., offer (product), value (pricing), distribution (place) and communication (promotion).

- **Product Policy and Design**: Libraries can create awareness on their websites and adopt an e-business model where online membership can be offered. There can even be provision of offering customised services to each individual user. Basic issues involved in it are: a) *products/services mix* – This includes industrial information, directories, databases, packaging (customising thematic packages), delivery (guarantee delivery), quality assurance (production scheduling); b) *copyright* – It involves intellectual property rights, new product development (generate ideas/concepts, design and test products, design and test the marketing programmes, decide commercialisation, research budget).

- **Costing**: Identify all cost elements: relative costs of formats, methods and formulae (fixed costs, variable costs and investments), cost and volume relationship, value-added.

- **Pricing**: It takes care of pricing policy-general considerations. For example, to charge or not to charge, to offer discount or not, effect of pricing on sales, methods of pricing, differential pricing for different segments/users, sustainability/self-financing/revenue generation, income generation with contributors.

- **Pricing Options**: Other sources of funds for libraries should also be taken into consideration. Pricing of services in library and information centres is a strategic decision based on issues like – costs involved in generation of services and whether services should be provided free or priced and if services are to be charged then what should be the criteria: price vs. cost, price vs. user benefits, price vs. competitor’s price, foreign currency issues, foreign vs. local currency pricing, devaluation problems and convertibility.

- **Promotion**: This component of marketing mix also includes methods of communicating with users (one-way or two-way) to create awareness as well as attracting users to avail library services. This includes:
objectives (to create awareness, to convince the user of a product or service, to transform potential users into real users – creating a need), whom to promote, what messages to create, channels of promotion in e – marketing for example, e-mail, computer access, diskette delivery, etc.

- **Distribution**: In today’s world libraries are seen not only as physical places, due to the fact that the services of the libraries have expanded beyond the libraries walls and this change has resulted into the creation of e-libraries or digital libraries with enhanced electronic collections, virtual reference and collaboration with services offered by other information providers. Libraries are now defined in terms of space (digital libraries or virtual libraries) and now the question is how to attract users to this form as designing an appropriate distribution strategy. The important aspects involved are: distribution techniques, commercial policy (easy access, credit cards, etc.).

c) **Budget**: It includes revenue and cost targets, guidelines on preparing costs, revenues and cash-flow budgets.

d) **Monitoring/ Control / Evaluation**: The main focus here is on identifying and understanding the benefits being derived from information activities as perceived by different clients and stakeholders and on exploiting this knowledge to the maximum advantage. It is done by measuring the inputs and outputs of information activities. It is basically the feedback on how to get information, how to process the information received from various sources. The steps involved would be: determining the object of assessment i.e. product or service, specific measures of inputs (resources utilised) and outputs (in terms of products and services), usage (use or non-use), outcome in terms of consequence of use or non-use and the environment within which product or service operates, measures or indicators include performance, cost effectiveness, cost-benefit and return-on- investment.

e) **Library’s Business Plan**: The business plan reflects the understanding of the business environment, strengths and weaknesses of the network, business strategy, information products, their placement or distribution on network, promotion, price and expected cash flows. The business plan for a library also indicates the changes brought into the original plan while implementing it over a period of time, e.g. consolidation of budgets for all products/markets with the budget of the library and information centre.

### 13.7 MAXIMIZING WEB MARKETING EFFORTS

The first and foremost thing for web marketing is that the library must have a user-centered website. It is important because that main goal of libraries and information centres is to cater to the users to provide the information they need. It should be effective, efficient and satisfying for users as well as providing services and information to users according to their preferences.

But creating and maintaining library website is not enough for web marketing. Efforts should be put to attract users to use, access and share the information. Dr. Ralph F. Wilson, an e-commerce Consultant, has created a checklist of 37 items, which one needs to consider for getting more visitors to a website for online
business. These could be related to search engines, linking strategies, social media strategies, traditional media strategies, e-mail strategies, paid advertisement strategies and miscellaneous strategies.

The 37 checklist items are divided into seven main headings and are given below:

a) **Search Engine Strategies** include the following points:
   - Writing a Keyword-Rich Page Title
   - Writing a Description META Tag
   - Including Keywords in Headers (H1, H2, H3)
   - Positioning Keywords in the First Paragraph of Your Body Text
   - Including Descriptive Keywords in the ALT Attribute of Image Tags
   - Using Keywords in Hyperlinks
   - Making Navigation System Search Engine Friendly
   - Creating a Site Map
   - Developing Webpages Focused on Each Your Target Keywords
   - Fine-tuning with Careful Search Engine Optimization
   - Promoting Local Business on the Internet
   - Promoting Video, Images and Audio Content

b) **Linking Strategies** include the below mention actions:
   - Submitting the Site to Key Directories
   - Submitting the Site to Trade Organization Sites and Specialized Directories
   - Requesting Reciprocal Links
   - Writing Articles for Others to Use in Websites and Newsletters
   - Issuing News Releases

c) **Social Media Strategies** refer to the following actions:
   - Beginning a Business Blog
   - Becoming Part of a Social Media Community
   - Promoting Your Site in Online Forums and Discussion Lists
   - Asking Visitors to Bookmark Your Site

d) **Traditional Media Strategies** include the following actions:
   - Including Your URL on Stationery, Cards and Literature
   - Promoting Using Traditional Media
   - Developing a Free Service

e) **E-mail Strategies** refers to the below mention activities:
   - Installing a “Signature” in Your E-Mail Program
   - Publishing an E-Mail Newsletter
   - Aggressively Asking for E-Mail Sign-ups
   - Sending Transactional and Reminder E-Mails
- Sending Offers to Your Visitors and Customers
- Exchanging E-Mail Mentions with Complementary Businesses

f) **Paid Advertisement Strategies** include the following:
- Advertising in an E-Mail Newsletter
- Beginning an Affiliate Program
- Purchasing Pay Per Click (PPC) Ad
- Listing the Products with Shopping Comparison Bots and Auction Sites
- Renting Targeted, Commercial E-Mail Lists

g) **Miscellaneous Strategies** contains the following actions:
- Announcing a Contest
- Devising Viral Marketing Promotion Techniques

### 13.8 SOME CASE STUDIES

Libraries are the treasure of information/knowledge and it is necessary for the libraries to show their holdings, activities, information products and services and expertise to the users so that they understand the value of libraries and how libraries can change their lives. Here, two cases have been presented and discussed from the point of view of how libraries can use the Web as a marketing tool in making the library popular, improving its reputation and bring out the information products and services to the notice of the users and substantiate relationships.

**Case Study-1**

In the first case study we have described how the University of Bergen Library has made the use of promotional video as a tool for library marketing. We have taken the reference of a multimedia presentation from the film which was posted on University Library’s website. If you visit YouTube, which is a social media website, you will also come across many such other video programmes prepared by many institutions/libraries for marketing/promotion purposes.

![Fig. 13.1: The University Library: Your Source of Information](http://www.youtube.com/watch?v=wytQ3pudf5k)
“Library and information professionals are always keen to improve their image in different ways; the Web 2.0 tools offer great many opportunities in this regard. One such effort was made by The University of Bergen Library (http://www.uib.no/ub/en) which wanted to make a multi-media presentation of the library to provide an interesting, exciting and fun review of the library collections, resources and departments. In the above screen shot you can observe that the video has been used as a tool for library marketing. The library started with a clean slate and the goal was to create something new and different. The video was developed to convey the fantastic opportunities the library offers by presenting it as an exciting, inspiring and cool place. The video was also meant to challenge prejudices about libraries in general.

The general impression was that knowledge of the University Library and the broad range of resources offered by the library was not good enough. In particular, special collections, photo collections, and our many departments were not well known. The Library simply wanted to increase the public’s desire to use the library. The target group was the university’s patrons but with a special focus on new students.

The primary target group for the film is students and the film was posted on our website (link) and used in training and information seminars. The library wanted the students to gain a better understanding of the vast collection of resources the library can offer, and highlight the potential of the library as a meeting place.

The video has created greater awareness of the library in the academic society as well as among the students. The librarians use the film to kick off training sessions, and it is experienced that large number of people watch the video on the YouTube.”


**Case Study-2**

Information products and quality reference services are important for today’s information professionals to enhance their visibility and to contribute to overall organisational growth and strategy. To make you understand this, we are citing here a case study of the Learning Resource Centre (LRC) of the Indian School of Business (ISB). This case study reflects on products and services of the LRC of the ISB. The main purpose of this film is to create awareness among the users about the resources and services of LRC.

Fig.13.2: Information Products Enhance Visibility and Quality of Your Service
(Source: www.isb.edu)
“The Learning Resource Centre (LRC) had proactively realized the need for a number of products at the Indian School of Business (ISB). The LRC understands that the stakeholders are always pressed for time and are unable to utilize the wealth of resources for their academic and other decision making purposes. The flagship info-product of the LRC “Global InfoWatch” was conceptualized with the clear objective of extended value added service of providing the latest and up-to-date information on B-schools in India and across the globe, industry trends and market research updates to help students to perform better in their assignments, projects and other academic pursuits were also provided. The product is very useful for stakeholders in taking informed decisions as it tracks and disseminates data on success parameters such as admissions, b-school profiles, placements, executive education, and intellectual contribution across the other business schools from published literature. The Placement Guide and Industry Watch under the umbrella of Global InfoWatch extend the content with specialized updates on the recruiters who come to campus for placements, industry updates, and market trends. These products give students the edge during placements interviews as the latest information is accessible on a single platform in a personalized way, i.e., students and other stakeholders have the privilege of setting their preferences and can modify their interests from time to time, dynamically. The other sub-products such as Course Guide, CD-Watch, etc. also help the stakeholders in enhancing their performance. This concept and such info-products would definitely enhance the visibility of the organization and the quality of the learning experience for its stakeholders.”


Self Check Exercise

Note: i) Write your answer in the space given below.
   ii) Check your answer with the answers given at the end of this Unit.

4) Describe the items covered in a web marketing plan for a library.

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13.9 SUMMARY

After going through the contents of this Unit, it is clear that the scope of web marketing for libraries and information centres is extremely wide. With the rising use of websites, web-based services, the use of web marketing in libraries and information centers is likely to grow in the time to come. For web marketing, the Internet-specific strategies should be devised for segmenting and targeting the users based on the data from market research which highlights their information use pattern/behaviour. After developing effective and efficient systems and
procedures for achieving desired targets, the staff must be able to communicate and deliver services in the customer preferred ways to satisfy the customers. The benefits and advantages of the library’s products over the competitors should also be communicated to the users so that the library’s relevance is maintained to its prime clienteles. In the present day scenario the libraries and information centres which will utilise the potential of web marketing to its fullest, will stay close to their users.

13.10 ANSWERS TO SELF CHECK EXERCISES

1) Nowadays users expect customised information products which offer value to them. The web-based technologies offer ample marketing opportunities to give users round the clock delivery of services, in the format and at the speed they need. Web marketing is a much wider concept.

2) Web marketing is an important aspect of marketing library’s products and services. It helps in creating awareness, informing, attracting, delivering the existing products and services and determining their appropriateness from users’ point of view.

3) As we all know that a service can be a product and a product can be a service. In case of library and information centres, the products could be any type of information which is accessed through websites, databases, e-resources.

4) Web marketing plan is a blue print of the web market, strategic formulations and implementation. It covers various aspects such as: objectives, strategy, budget, evaluation, appropriateness with the business plan, etc.

13.11 KEYWORDS

Affiliate Marketing : Marketing practice which rewards the affiliate (s) for each visitor or customer brought about by the affiliate’s own marketing efforts.

Analytics : A key component of online marketing that involves a measurement and analysis of data produced by websites, online campaigns and other interactive initiatives. Analytics can be used to document the effectiveness of online efforts, calculate financial returns and discover worthy enhancements as indicated by user behaviours.

Banner Advertisement : An advertisement that is placed on a website and which is generally links back to the advertiser’s website. Banner advertisement varies in size and may be created in different formats including static, animated and video.

Conversion Rate : Typically represents the percentage of targeted web users that take a desired online action step such as completion of a form, purchase, etc.

Keyword : Search engines define keywords as the word or set of words used to conduct a search. Online
advertisers will purchase keywords that match searches relevant to their products or services. Keywords may also be utilised to optimise a website and gain better natural rankings with those same search engines.

<table>
<thead>
<tr>
<th>Metrics</th>
<th>Most often associated with web analytics, metrics are what the marketer has determined to measure for the purpose of monitoring and improving the performance of one’s website, advertising campaign, etc. Simple metrics might be the number of unique visitors to specific web page, the average number of pages viewed by a visitor or number of online registrations per week.</th>
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<tbody>
<tr>
<td>Outreach Activities</td>
<td>Wider interactions with the community or specific group about the services/products/offers of the library and information centres.</td>
</tr>
<tr>
<td>Return on Investment (ROI)</td>
<td>Although heavily used in the finance industry, online marketing can be structured to produce the data necessary to calculate the return gained as a result of the marketing investment.</td>
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<tr>
<td>Relationship Business Model</td>
<td>Business in which more emphasis is given on one-to-one relations on sustainable basis in order to keep customers trust for long time. For that purpose allocation of resources to build strong business relationship is made with a view to achieve relationship outcomes.</td>
</tr>
<tr>
<td>Search Engine Optimisation</td>
<td>A process of increasing visibility of website/web page through search engines.</td>
</tr>
<tr>
<td>Service Marketing</td>
<td>A field of marketing that includes marketing of telecommunications services, financial services, hospitality services, car rental services, air travel, health care services, library services and other services.</td>
</tr>
<tr>
<td>Traffic</td>
<td>Web traffic is the term used to describe the volume of visitors that enter a website and is often expressed as the number of visitors within a given period of time. The pathways taken by visitors once they enter the website are often analysed and known as traffic patterns.</td>
</tr>
<tr>
<td>Value-added Services</td>
<td>Value-added services add value to the services offered by the library. These services are with more features in comparison to normal/basic services.</td>
</tr>
<tr>
<td>Visitors</td>
<td>Representing the number of visits to a specific web page or website during a period of time by users/browsers. If an individual returned to the web page or website multiple times during this period, each visit is counted.</td>
</tr>
</tbody>
</table>
Web Products and Services

**Web 2.0 Strategies**

Using online tools and platforms strategically so that library staff and users share opinions, insights, experiences, and perspectives with each other, more frequently.

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**13.12 REFERENCES AND FURTHER READING**


