
With Dwindling Budget, the Need to Marketing Libraries Products and Services as an Infoprise: A Systematic Review

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doi: <https://doi.org/10.37745/ijliss.15/vol12n3122>

Published July 27, 2026

Citation: Onwubiko E.C. (2026) With Dwindling Budget, the Need to Marketing Libraries Products and Services as an Infoprise: A Systematic Review, *International Journal of Library and Information Science Studies*, 12(3),1-22

Abstract: *With the global economic meltdown, no library in the world can claim to be self-sufficient financially on the ground that the sponsoring body or institution is meeting up to their running budget. A situation that has called for libraries to think outside the box as to knowing other means of raising funds to run the libraries. This paper therefore focuses on the need to start running libraries as enterprises with the aim of making profit with the title: 'With dwindling Budget, the Need to Marketing Libraries Products and Services as an Infoprise: A Systematic Review'. The paper adopted the preferred reporting items for systematic reviews and meta-analyzes PRISMA- SLR guidelines to produce a systematic review. The paper succeeded in conceptualizing marketing, service, information, and marketing of information services. Based on the reviewed literature, the paper identified various ways through which libraries can market their products and information services in this contemporary digital ecosystem which include displaying and exhibition of new arrivals, and using websites, how to enhance marketing the library services as an Infoprise, as well as certain conundrums that may militate against effective marketing of library products as an Infoprise. It was based on the outcome of the review, that the paper recommended inter-alia: that for libraries to fully succeed in making libraries an Infoprise, there is need for proper orientation, acculturation and training of entire library workforce and that they should embrace the marketing 4Ps approaches in running the library as an enterprise which are product, price, place and promotion.*

Keywords: Infoprise, Marketing, Information, Service, Information Service Marketing, library

INTRODUCTION

Library of any sort as known, is a social institution designated to serve heterogenous customers as regards to satisfying their information needs regardless of stratum, race or creed. In recent time, the growing need for knowledge management has influenced every component of a library. This is built on the fact that it is only by transmission of knowledge by each succeeding generation can civilization maintain itself and make advance upon the knowledge of the past (Onwubiko, 2020).

With the emergence of new technologies that facilitates access to information, an economic struggle has arisen in libraries. The library, as a conduit for information, serving a wide spectrum of information seekers, has a critical role to play in the facilitation of knowledge generation; hence, an unhindered access to knowledge is essential in a development process as the library serves as a liberator from poverty and deprivation and as a springboard in the quest for innovation and change (Onwubiko, 2020). As a matter of fact, a library is a social and service institution providing information to its members with traditional functions as selection, acquisition, storage, processing, circulation, and reference. Over a period of time, due to change in the nature of demands by the clients, libraries have expanded their functions to include documentation and document delivery systems

The above assertion projects how important library services are to global development, and in an era where information is priced as the greatest asset library stands out as the groom of information services but the disheartening aspect is that the library does not have enough budget to realizing this goal. In this scenario, the library is expected to think outside the box as to knowing how to source for funds so as to discharge her primary function to her heterogeneous users. To get out of this morass library should be seen as an Infoprise being an information hub that has the ability to come up with new ideas of how information can be created, organized, stored and disseminated, and at the same time ensuring that each process succeeds. In this regard, should be rewarded. This is where marketing library information services as an Infoprise comes in. Service as defined is an intangible offering where no physical product is transferred, but value is created through experiences, processes, or expertise. It involves activities performed to meet customer needs, or benefits in terms of offerings to meet needs for people or organizations (Dwivedi, 2026). On the other hand, marketing information services involves the application of core marketing principles as product, price, place, and promotion to information products and services (Twin, 2026). In this case, it will assist libraries, knowledge centers, and digital databases identify user needs, create relevant solutions, and communicate their value to maximize resource utilization but this time with a fee.

The aim of marketing library information services as an Infoprise is asserting the obvious that contemporary library should be perceived as profit-oriented information hub in line with the principle of marketing which is identifying, anticipating and satisfying consumers' needs through the creation, promotion and distribution of products and services with the aim of making profits.

Generally, recent dynamisms in the global ecosystem such as the information revolution, the winds of globalization, marketization, and privatization have been sweeping away the long-held political and economic beliefs, countries clamoring for immediate fulfillment of ever-rising social and economic expectations, therefore asking what information can do for the overall national development, and increase in the number of clientele interested in information services and products have left librarians pondering on how to resolve the following bottlenecks: increase in clientele, their variety, their demands, and their expectations; increase in the initial or capital cost of information and information technology, and the need to leverage the technology and find new

levels of economies of scale to serve the increasing potential clientele, drying up of the public sponsorship and subsidy, and the need to find alternate sources of revenue as well as complexity in ways of identifying clients and their requirements, and servicing them.

Against this backdrop, it behooves Librarians and libraries to show their initiative and entrepreneurship (entrepreneurship). The obvious is that the time is here for libraries and librarians, to discard most of their old beliefs, and come up with novel avenues of doing things. The orthodox idea of seeing a library or an information center as a social service for knowledge, for the sake of knowledge, and library, for the sake of library, has overstayed its usefulness. Suffice to say, that the warehouse and custodian perspective of librarians and information managers needs transformation. The concept that information is acquired and organized and disseminated when needed by users should be seen as an old school as librarians and libraries should be pragmatic and have to give in to a more systematic anticipation and research of the future requirements of different clients, leading to the preparation of appropriate products and services and making these available to the clients as membership-patronage-subsidy comfort has ended. The whole situation calls for libraries and librarians to be infoprising in that as information hub, they should have, and also show the ability to think of novel ways of creating and disseminating information, and at the same time, new ways of working to satisfy the information needs of their teaming users and ensuring that the new approaches succeed profitably.

It is as a result of the above development, that the writing of this paper becomes imperative with a view to conceptualizing marketing and information marketing as well as ascertain ways library information services can be marketed as an Infoprise especially in this contemporary digital ecosystem where information has remained the epicenter of both individual and societal development. It is also aimed at closing the gap in knowledge in this part of the globe and to contribute to the growth of literature in this field. This paper is also significant as it took a new approach to discussing marketing of library information services with the introduction of libraries as enterprises capable of making profit through their services.

Objectives

The objectives of this paper are:

- I. To conceptualize marketing, services and information services;
- II. To identify how libraries are marketing their information services;
- III. To identify strategies through which information marketing becomes financially profitable for libraries as an Infoprise,
- IV. To ascertain the conundrums that are militating against marketing library information services

Research methods

The study adopted the preferred reporting items for systematic reviews and meta-analyzes PRISMA- SLR guidelines (PRISMA 2020) to produce a systematic review. Single line and line by line search methods were applied using Google search engine in which concepts such as

‘marketing, ‘service, information services’, ‘marketing of information services’ and ‘marketing library information services’ among others were searched for, with no restriction to any particular database or specific journal indexing. Only articles published in English language were considered, while recency and relevance were key factors used in considering articles that formed part of the review. This was employed because PRISMA provides a standard methodology that contributes to the quality assurance of the revision and replication process. A systematic review was developed by explaining the article selection criteria, search strategy, data extraction, and data analysis procedures. In general, the PRISMA method is divided into several steps as follows: Determine the source of information, Study selection, Data collection process, Determine eligibility criteria, and Selection of data items.

Conceptual Overview

Marketing

There is this assumption among some librarians that marketing and public relations are one and the same concept. This is far from the truth as public relations is the act of creating goodwill and rapport by an organization, institution or business with her public, while marketing in the commonest sense is all about selling, or creating awareness of the availability of certain products or services with a view to increasing patronage, and by extension, profits. Basically, public relations perform the role of a link between an organization and its various publics (Onwubiko, 2006). On the hand, marketing has been variously defined. According to Chartered Institute of Marketing (CIM) (2023)), marketing involves all steps utilized in identifying, anticipating, and satisfying customer needs. In this case, it is an embodiment of all the activities an institution, a firm, organization or a business undertakes to promote, price, distribute, and sell its products or services, by so being, creating value for both the customer and the outfit. To Snyder (2024), it is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

It was also perceived in the same vein by Twin (2026) and ENAE International Business School (2024), as they defined it as the process by which a company identifies, anticipates and satisfies consumer needs through the creation, promotion and distribution of products and services. In the view of Forsey (2022), marketing are actions a company takes to attract audience to the company’s products or services through high-quality messaging. It is the action or business of promoting and selling products and services. According to Forsey, marketing aims to deliver standalone value for prospects and consumers through content with the long-term goal of demonstrating product value, strengthening brand loyalty and ultimately increasing sales. The purpose of marketing is to research and analyze the consumers all the time, conduct focus groups, send out surveys, study online shopping habits and asking underlying questions, where, when, and how does our consumer want to communicate with our business.

As explained by Twin (2026), the arrowhead of most marketing strategies is embedded on the Four Ps, which are: Products, price, place and promotion. While the product talks about what are being

sold, and how they met the customers' needs; price, is on charge placed on the product or service putting into consideration the profitability and the willingness of the customers to pay the fixed charge, while place hinges on where, and how the products or services are distributed or sold, and promotion which involves advertising, public relations, and campaigns utilized to communicate the product's value (American Public University, 2025). It is imperative to state that effective marketing does much more than just make a sale. According to the American Marketing Association (AMA), its principle purpose is to build long-term relationships and exchange value with customers, clients, partners, and society with key benefit including brand awareness which helps target audience recognize and remember the business; customer education which is an avenue through which, customers are informed about how a product or service can solve their specific problems as well as business growth which is all about increasing sales and opening up new opportunities for expansion.

On the types of marketing, it is pertinent to reveal that the emergence of information and communication technology and other related technologies, the methods of marketing goods and services have also dived to that direction making them viable tools for businesses to get to their audience. To this end, major categories include: Digital Marketing of which Utilizing Google Advertisings, search engine optimization (SEO), and social media have become veritable platforms to reaching consumers online. There is also Content Marketing through which valuable, informative contents are created to attract and retain a defined audience, such as blogs or videos, and relationship marketing that focuses on customer loyalty and long-term engagement rather than just a one-time transaction (Twin, 2026).

Service as a Concept

In the real sense of the word, service is a work done that cannot be easily quantified as it is not physically assessed but it's worth can only be justified by the price tagged. Suffice to say, that services are intangible outcomes of human efforts that can satisfy some human needs and thereby can command prices in exchanges. It is on this ground that Dwivedi (2026) defined it as an intangible act, performance, or work provided by one party to benefit another, without resulting in the transfer of physical ownership. It often involves expertise, convenience, or labor rather than a tangible, physical good. Likewise, Alam (2022) sees it an intangible offering where no physical product is transferred, but value is created through experiences, processes, or expertise. It involves activities performed to meet customer needs, benefits in terms of offerings to meet needs for people or organizations.

On the other hand, services management is the process of creating and delivering services for which clients or primary inputs are ready to receive in exchange of prices. The prices the customers are willing to pay must be sufficient enough to bring some profits for the service providers. Services have some unique characteristics and delivery/receiving processes for which management of services is different from that of physical goods.

Information

Information as a concept is like the analogy of the seven blind men and the elephant. Which implies that information to many professions, means different thing(s). Information therefore is to one what he assumes it to be. One thing that is very fundamental is that it is a resource which individuals in every society should aspire to get. As the world is evolving, new ideas, knowledge and understanding are emerging and information is the veritable instrument to achieve all. According to Onwubiko (2016), information is seen as the communication of news and knowledge and that which helps to reduce uncertainty and assist us in decision making. Information is also used interchangeably as news, facts, data and knowledge. Some of the concepts of information, reveals Aina (2014), are: resolving decision making, a physical surrogate of knowledge, all published and unpublished knowledge about any given subject, body of knowledge. Information when adequately disseminated and utilized assist the user to fill in the gap of what he had known and that which he needs to know in order to improve upon his performance in his area of specialization. According to Ifukor (2011), information is any message or news either read, viewed or told verbally which adds to our awareness or understanding of some topics, problems or events. To Aina (2014), information touches all aspects of life, knowledge and understanding as well as keeping one abreast of events. In line with this Afolabi, (2013) reasoned that information is a conveyor, a change agent, a reinforcement of ideas, and opinions. This means that with useful information, someone's character can be molded, reformed and transformed for the better.

Information services marketing

The act of information services marketing could be traced to Ranganathan's 1931 concept of the five laws of library science which stipulates that 'Books are for use; 'Every reader his book.' Which makes a reader a prime-uno in library services whose needs must be satisfied, 'Every book its reader, which implies that a reader must be found for each book, 'Save the time of the reader in that information must be organized in such a way that the reader finds the needed information without wasting time and finally that 'a library is a growing organism which emphasizes on comprehensive and evolutionary growth of the library. Be that as it may therefore, information services are the services that the librarians provide to users according to their individual or group information needs. It could also be seen as the assistance a librarian renders to the clientele or library users from the library (Iwuchukwu, 2025). These services are mainly concerned with the provision of information for either academic or private purposes. These services ensure that, the person/ group has easy and quick access to the type of information needed. Effective and efficient provision of information services in libraries help to market the library by creating good impression on the capability of the libraries. Rowley (2006) states that, typical information-based services include services providing access to databases, electronic current-awareness services, subject gateways and portals, documents delivery, inter-library loan services and computing services. Other services of libraries include: Current Awareness Services (CAS) and Advisory Services (AS).

While Information services marketing on the other hand, involves the application of marketing core principles which are product, price, place, and promotion to information products and

services. This approach helps libraries as information hub, identify user needs, create relevant solutions, and communicate their value to maximize resource utilization. In this context, the libraries utilize .major marketing strategies and frameworks such as market research and Segmentation; The Information Marketing Mix (4Ps), Digital and Social Media Marketing that Leverages on platforms such as WhatsApp, Facebook, YouTube, and Twitter to engage remote users, share resource updates, and promote information literacy and Internal Marketing in which staff and organizational stakeholders are educated on how to utilize available information systems to market information services. The bottom line is that every successful marketing campaign is built on a solid foundation of the 4Ps of marketing, also known as the marketing mix. Those learning marketing are often introduced to this core concept early on, as it provides a structured way to think about how products and services are positioned in the market (American Public University, 2025).

Need for Marketing Library Information Services

In the words of Forsey (2022) marketing is any actions a company takes to attract audience to the company's products or services through high-quality messaging. Emphatically, it is the act of promoting and selling products and services. As explained, the aim of marketing is to deliver standalone value for prospects and consumers through content with the long-term goal of demonstrating product value, strengthening brand loyalty and ultimately increasing sales. Going by the above definition, one does not think that the act of marketing library information services is different. Basically, marketing of library and information products and services is required to create awareness of the content of the library services.



Marketing library and information products and services has become an essential component of modern library management, driven by the need to engage users and ensure that library resources are utilized effectively. Traditionally, libraries have been hubs of information access, offering physical resources such as books, journals, and reference services. However, with the rise of digital technologies, libraries are now tasked with promoting a broader range of services, including e-books, online databases, digital archives, and virtual research tools. The marketing of these

resources involves more than simply advertising; it requires a strategic approach that addresses the specific needs and preferences of diverse user groups, including students, faculty, researchers, and the general public.

Effective library marketing involves using so many channels to reach various audiences. Social media platforms like Facebook, Instagram, and Twitter have become crucial for promoting new services, resources, and events. Libraries can use these platforms to showcase newly acquired digital resources, announce workshops, or share educational content. For instance, many academic libraries use email newsletters to inform users about upcoming library services, new collections, or training sessions. Such campaigns ensure that library offerings remain visible to their communities and are seen as valuable learning tools. In addition, in the case of academic library, partnering academic departments and other university units are often leveraged to increase engagement, particularly when promoting resources that align with specific course materials or research initiatives. Apart of the social media platforms, libraries can also use the following for marketing their services; packaging annual reports, packaging inserts, television shopping, charitable donations, brochures and direct response through sponsorships, booklets, radio, magazine., publications, posters and leaflets, and newspaper, community relations, directories, kiosk shopping, lobbying, display signs, Free samples, news (events/Point-of-purchase people/products), displays, public interest articles, audiovisuals in media, symbols and logos (Kotler, 1995).

A critical aspect of successful library marketing is understanding and responding to user needs. By gathering feedback through surveys or usage statistics, libraries can tailor their marketing efforts to better meet the demands of different user groups. For instance, a situation where a library decides to design a targeted campaign for students to highlight advanced research databases, while promoting introductory resources for undergraduates. Personalized marketing can also include promoting access to digital resources for distance learners, who may have different engagement patterns compared to on-campus students. Moreover, libraries need to create a strong brand identity that resonates with their users, clearly communicating the library's value and relevance in an increasingly digital world. This is especially important as many users may not be fully aware of the breadth of services libraries offer. Libraries that successfully market their services can drive greater engagement, improve resource usage and support the academic and research missions of the institution. The underlying factor is that, the marketing of library and information products and services is not solely aimed at increasing awareness but it is also geared towards fostering an ongoing relationship with the library community, enhancing user experience, and ensuring that library resources are fully utilized (Gupta and Jambhekar, 2003)

In recent time, as a result of the evolving of technology, librarianship is undergoing tremendous transformation for effective and efficient service delivery. With the transformation of the globe into a digital ecosystem and with information communication technology under the auspice of the internet bringing information at the door of all and sundry, it behooves libraries and librarians as a necessity to market their resources and expertise to both the library users and the general public.

It is in this regard that, Onah (2025) posits that, libraries must develop proactive marketing approaches to improve their public visibility and service quality in order to adapt to changing user expectations. In his view, this transformation represents a vital requirement for libraries in that, they are moving from their storage role to develop dynamic information centres. The emphasis is that the range of services that do take place outside the physical library is highly expanding due to the new technologies, and for libraries to be viable in the current digital world, it is necessary to adopt marketing strategies to help meet library goals and objectives.

Survival of any library depends on its image in the minds of the users and parent institutions. The advent of new technologies and their applications in libraries have opened new waves for marketing the library resources, products and services. Where this is not done, modern technologies like internet and other social media will take over the services of library. Kumar and Kumar (2014) were of the view that, technologies like computer networks, multimedia, the internet, among others, have been incorporated into the many areas of modern libraries as a result of the information revolution. As opined, information is being created, stored and distributed in new ways due to the advent of global computer networking, which is advancing communication technologies at a lightning speed. The assertion is that, libraries must ensure users' awareness of both the resources available to them and how to access them. It is on this ground that Ogunbodede and Okwu (2023) declared that marketing library resources and services is all about the practice of promoting the library resources, services and programs to their end users. This therefore implies that marketing library information services are a stance and an attitude that focuses on meeting the needs of users. It is therefore, a means of ensuring that libraries, librarians, and librarianship are integrated into both today's and tomorrow's emerging global culture.

Besides, marketing offers both a theory and a process by which libraries can link products, results, and roles. In that it can assist libraries in determining their future and in identifying quality products; services, programs, and materials. Additionally, a marketing audit and the resulting plan can contribute to a library's ability to find a niche in the present as well as in the future and to fill that niche by an optimal allocation of resources. While marketing orientation can assist libraries in defining their role and in guaranteeing their future, marketing generally, provides a theoretical framework within which to address the specific library and information science questions facing public, school, special, and academic libraries in both the public and private sectors. Above all, what the library will look like and what it will offer as products can be determined through the use of modern marketing theory and practice.

Be that as it may, where this fusion of planning and marketing succeed, it will create in a near future a situation where the annual reports of libraries and information centres would look like that of any business organization indicating the targets set at the beginning of the year and the performance achieved rather than, a mere indication of how many books have been acquired, how many have been catalogued, and how many new members came into the fold. Moreover, organizational planning and performance evaluation will lead to individual staff planning and performance evaluation which, in turn, would lead to the much-needed vitality in the information

profession and management. The fusion of planning and marketing and its positive aftereffects would lead to the organic and dynamic sustenance, and growth, of libraries and information centres. At least, a map of the organizational functioning would be available to guide the information managers to monitor and intervene as and when needed.

Furthermore, marketing is a process that can help librarians and information centres in achieving their objectives of improving access to their clientele, increasing the satisfaction of their clients and reaching financial self-sufficiency. The marketing process, in case of libraries and information centres, implies that these objectives be achieved by offering improved and competitive information products and services. Thus, marketing the process of creating, offering, and exchanging products and services which meet organizational objectives, as well as customer requirements has great relevance for libraries and information centres.

How to Market Library Information Services as an Infoprise

Marketing library information services as an enterprise is seeing library as a business venture that can make profit by applying effective marketing strategies that will both market the library services to their teeming users, and at the same time, making money through these services rendered.

Marketing strategies as explained by Edom and Edom (2019), are led down plans or principles an organization can apply so as to sell its products, and maximize profits. While Chaudhary (2011) sees it as a process that can permits an organization to focus its limited resources to grab the greatest opportunities to increase sales and achieve sustainable competitive advantage. On the side of the library, the strategies should be perceived as management practices aimed at identifying clients' wants and needs and be able to meet these needs with available information resources of the library. The success of libraries marketing depends mostly on convincing the clients that, the products and services of the library are worthwhile, making them understand what the services are, and being enthusiastic about how they will be helpful.

Emphatically, libraries have many products and services to market what they need in the present dispensation is to create the desire awareness using appropriate channels that can also enhance their marketing for money. The implication is that libraries should on yearly basis, workout the plans of how to market their services and products this should be tenaciously applied to the later as to enhancing library patronage. It is believed that marketing of library products and services is a veritable tool of creating awareness which definitely assist users to know about a library programmes and activities. As a result, Onah (2025) did state that, the strategic marketing of library services allows libraries to demonstrate their essential contributions towards addressing the digital media dominance. According to Benson, Udo-Anyanwu and Onuoha (2022), some strategies for marketing library products and services include:

- ❖ Display and exhibition of new arrivals through continual display of new material acquired by a library as current awareness service, will awaken the sub-consciousness of users as to knowing the availability of new materials in the library which in turn facilitate the patronizing of the library services.

- ❖ Creation of library websites which is a gateway to utilizing the internet is veritable tool for advertising and promoting library products and services. Possessing a library website, is a plus for the library as through it, the library can afford to communicate and place advertisements on various services offered as well as available information materials.
- ❖ Another method, is through the organization of Library orientation during which, potential clientele is kept abreast of the services offered by the library and all that are expected of them as potential users.
- ❖ The library can also market her information services by Organizing programmes that showcase their services and these can come via workshops, seminars and webinars.
- ❖ Direct advertisements using various channels to widely publicize to library users and other stakeholders, information services of the library. In this situation, channels like newsletters, bulletins, memos, circulars, newspaper/magazine, radio/television programmes and the social media are all valuable tools.
- ❖ As a follow up to the above, libraries can also advertise their products using billboards in which case, they will be placed at strategic positions where both old and potential customer can site them.
- ❖ In the introduction of this paper, it was state that marketing is not the same thing as public relations but public relations can effectively serve as one of the tools be applied for functional marketing: It is all about projecting the library and her services in good light and maintaining the goodwill and rapport between the library and her publics.
- ❖ A library can also through regular provision of guidance and counselling services to users market her services.
- ❖ In the case of academic libraries, establishing institutional repositories is one good way of marketing an institution's intellectual outputs to the global biosphere. To add value to it, the repository should not be openly accesses rather should be password accessed, which implies that only those users that have paid their dues should have access to it.
- ❖ Libraries can also market their products through promotions such as book fair, and through free trainings.

Furtherance as suggested by Chandratre and Chandratre (2015), libraries can also market their information products and services through the following:

- ❖ By communicating to desirable clientele arrival of new materials such as databases or e-journals based on the principle of current awareness services (CAS). Users requiring CAS should be meant to pay certain fees for such services to be rendered as it is purely personalized.
- ❖ Librarians can meet users to discuss and gather information about their needs as well as to promote the offered information services, and with such special attention, such users should be given a price for such services.

The use of posters, handbills, mobile public address systems and leaf-lets, carefully written to introduce the products and services provided in libraries are also valuable means of marketing

library products and services in libraries. These marketing strategies as revealed, will assist libraries tremendously in marketing their products and services (Chandratre & Chandratre, 2015). All in all, libraries and librarians should adopt strategies that will assist them in marketing their products and services if they are to remain relevant in this contemporary digital ecosystem. Basically, the hood does not make the monk rather what is in the monk. This is also the case with libraries, as marketing the product can only be viable if librarians have in-depth knowledge of the library users and sound knowledge of marketing strategies. As broadly stated by Uwandu and Osuji (2022), librarians marketing efforts for library and information services require specific strategies that encourage proactive actions, like motivation of librarians to participate in marketing activities which depends heavily on strong leadership support to maintain active engagement.

How Libraries Can Effectively Market Their Digital Resources and E-Information to their users

In this digital era, libraries are facing the challenge of ensuring that their digital resources, including e-books and online databases, are effectively marketed to users. The first step in this process is understanding the distinct needs of each group. Users typically seek resources that support their information needs, while in the university, faculty search for materials that assist them in teaching and scholarly work. By gathering insights through surveys or analyzing usage patterns, libraries can tailor their marketing efforts to highlight the most relevant resources for each audience. Once the target audience is understood, libraries must ensure that their digital resources are easy to access. This can be achieved through a user-friendly platform, such as an intuitive website or digital portal, where students and faculty can easily search for and access e-books and databases. Clear instructions on how to use these resources, along with a searchable catalog, can help users find what they need quickly and efficiently.

In recent time, the social media has become the most utilized source for disseminating information as they are being used by all classes of persons. In this regard, social media and digital communication channels are seen as powerful tools for raising awareness about digital resources. Against this backdrop, libraries are in advantageous position as they can utilize platforms such Facebook, Twitter, Instagram, and LinkedIn, WhatsApp, among many others to promote new acquisitions, share tips on accessing resources, and inform users about upcoming events. Visual content, such as infographics and videos, can make the marketing materials more engaging and easier to understand. In addition to social media, email newsletters are another effective method for communicating updates and highlighting specific resources. By sending personalized emails to students and faculty, libraries can ensure that they stay informed about new e-books or research tools that may be of interest.

Training and support are also critical components of marketing digital resources. Many users may not be familiar with how to navigate e-book platforms or research databases, so libraries should offer workshops, webinars, and online tutorials to teach users how to make use of most of these tools. These sessions could cover topics from basic access to advanced search techniques and

citation tools. Online guides, step-by-step instructions, and FAQs can also provide on-demand assistance, helping users overcome any barriers they may face when using digital resources.

To market digital resources effectively, libraries must emphasize their convenience and value. Digital resources, such as e-books, offer 24/7 access, allowing users to access materials at any time and from any location. Libraries can highlight the advantages of digital resources, such as the ability to access multiple copies of the same resource simultaneously, making them especially valuable during busy periods. Additionally, the search functions and note-taking capabilities available with e-books can enhance the research process, offering users more efficient ways to work.

Collaboration with faculty as in the case of university libraries is essential to increasing the visibility of digital resources. Faculty members play a key role in encouraging students to utilize library resources, particularly when these resources have been incorporated into the course curriculum. Librarians can work with faculty to incorporate digital resources into reading lists or syllabi, ensuring students know how to access them. By promoting e-books, journals, and specialized databases that align with course materials, libraries can increase student engagement with these resources.

Finally, libraries should regularly monitor usage data and collect feedback from students and faculty to evaluate the effectiveness of their marketing strategies. Analyzing usage statistics can help libraries identify which digital resources are most frequently used and which need more promotion. Feedback from users can also provide insights into areas where improvements can be made, whether that be in resource availability, accessibility, or support services.

Strategies Libraries Can Adopt to Increase Awareness of Their New Services or Collections

As libraries continue to evolve, they increasingly offer new services and collections that cater to the transforming needs of their communities. Whether a novel digital resource, an updated database, or an innovative service like a makerspace or virtual reference desk, libraries must effectively raise awareness to ensure these offerings are used to their full potential. Increased awareness can help attract new users, engage existing patrons, and promote the value of the library as a resource for academic, personal, and professional development. Here are several strategies libraries can adopt to effectively raise awareness of their new services or collections:

- ❖ **Leverage Digital Platforms and social media:** One of the most effective ways libraries can increase awareness of new services or collections is by using digital platforms, particularly social media. With a large portion of library users engaged on social media platforms such as Facebook, Twitter, Instagram, WhatsApp, and LinkedIn, these tools offer a powerful avenue to reach a broad audience. Libraries can post regular updates about new resources or services, using visually appealing content such as graphics, videos, and infographics to highlight the features and benefits of the new offerings. Short, engaging

posts that explain how these resources can benefit students, faculty, and the general public can spark interest and encourage users to explore further. Hashtags (#) and targeted campaigns related to academic subjects, seasons, or upcoming events can help expand the reach of these posts. Furthermore, creating dedicated social media campaigns to promote new collections can also be effective. For instance, launching a “Resource of the Week” campaign, where a new collection or service is featured each week, can keep the audience engaged and informed about what the library has to offer. Interactive posts, polls, and user-generated content can also foster engagement and increase the visibility of the library’s new services or collections.

- ❖ **Email Campaigns and Newsletters:** Email campaigns and newsletters are valuable tools for directly reaching library users with news and updates. By maintaining an up-to-date email list, libraries can send targeted messages about newly acquired collections, upcoming services, or changes to existing offerings. These emails can be segmented based on user groups such as students, faculty, or general patrons so as to ensure that the information is relevant to each audience. In addition to basic information, libraries can create visually appealing newsletters that provide brief descriptions of new services, along with links to more detailed resources or tutorials. Newsletters can also include tips for using new digital resources, success stories, or interviews with faculty members who have utilized a new collection, making the library’s offerings feel more accessible and practical.
- ❖ **Create Dedicated Resource Pages and Portals:** Libraries should develop dedicated webpages or portals to promote new services or collections. These pages can serve as central hubs for users to learn more about the resource, access it, and find tutorials or guides on how to use it effectively. For instance, if a library has recently added a new database or e-book collection, a dedicated landing page with clear instructions, search features, and access links will help guide users to the resource quickly. These pages should be well-designed and easy to navigate, with an emphasis on user-friendliness. Indeed, including visual elements like screenshots or video walkthroughs can enhance the appeal of the page and assist users understand the value of the service or collection. Additionally, creating a resource or service highlight page that features a different collection each month or season can keep users informed about new acquisitions and encourage them to explore new areas of the library’s offerings.
- ❖ **Collaborate with Faculty and Campus Departments:** This is peculiar to university libraries where faculty and other academic staff can be instrumental in raising awareness of new services or collections, particularly in academic settings. By partnering faculty members, libraries can ensure that new resources are integrated into course curricula or recommended as supplemental materials. Libraries can also reach out to faculty through emails, meetings, or presentations, introducing them to new collections or services that might support their teaching or research. Faculty members are likely to share these resources with students, further extending the reach of the library’s offerings. Libraries

could also organize special sessions or workshops for faculty to showcase new services, ensuring that educators are equipped to guide students in using these resources. As addendum, libraries can as well as, collaborate with other campus departments, such as student services, academic advising, or ICT departments, to cross-promote services. Coordinating efforts to reach a wide audience through campus-wide communications, departmental newsletters, or joint events ensures that new services and collections are visible across different areas of the institution.

- ❖ **Host Workshops and Events:** Another effective strategy for raising awareness is hosting workshops or events that introduce new collections or services. These events could be in the form of webinars, in-person workshops, or informational sessions, where library staff demonstrate the use of new resources, provide tutorials, and answer user questions. Workshops can target different user groups, including faculty, students, and researchers, and can be tailored to address the specific needs of each group. For example, if a library introduces a new research database, a workshop might be offered to help students learn how to use it for academic papers, while a separate session might teach faculty how to incorporate it into their courses. Hands-on training during these workshops can engage users and help them see the value of the library's resources. Libraries can also host special events such as "launch parties" for new collections, featuring presentations, live demonstrations, and opportunities for users to explore resources firsthand. These events can create excitement around the library's offerings, encourage social interaction, and increase engagement with new services.
- ❖ **Engage with Local and Online Communities:** Expanding the reach of new services and collections beyond the immediate community can help libraries raise awareness more effectively. Engaging with local communities, alumni, or other external stakeholders through partnerships, outreach programs, or local media channels can increase the visibility of library offerings. or instance, libraries can partner with local organizations, schools, or businesses to promote their new resources, offering joint events or promotions. Online communities and forums, such as academic social networks or professional groups, can also serve as platforms to showcase new library services. Posting about new collections or services in these forums allows libraries to reach a wider audience and engage with users who might not be regular patrons of the library but could benefit from its offerings.
- ❖ **Utilizing Word of Mouth and Peer Recommendations:** On a final note, one of the most effective ways to raise awareness of new services or collections is through word-of-mouth marketing. Encouraging existing users, students, faculty, and staff to share their positive experiences with new resources can aid generate organic awareness. Libraries can facilitate peer recommendations by creating user-generated content, such as testimonials or reviews, which can be shared on social media or the library's website. Additionally, rewarding or recognizing users who share their experiences or help others discover new resources can further encourage this type of organic promotion.

Generally, to increase awareness of new services or collections, libraries must employ a multi-channel marketing approach that combines both digital and in-person strategies. Leveraging social media, email campaigns, and dedicated resource pages can help libraries reach a broad audience, while collaborating with faculty and hosting workshops can ensure that the resources are integrated into the academic experience. By engaging with local and online communities, utilizing word-of-mouth marketing, and ensuring that resources are accessible and easy to use, libraries can successfully promote their new services and collections, ensuring they reach and benefit a wide range of users.

The Role of Social Media Platforms in the Promotion of Library Resources and Services

If there is any channel that has attracted every age in this contemporary digital world, it is the social media. It is indeed called the madness of Gen Z. Social media platforms therefore, are playing vital roles in promoting library resources and services, offering libraries a powerful tool to increase visibility, engage users, and build a sense of community. With the growing use of social media by students, faculty, and researchers, libraries can leverage platforms like Facebook, Twitter, Instagram, and LinkedIn to raise awareness about new acquisitions, services, and events. Through regular updates, visually appealing content, and interactive posts, libraries can highlight e-books, research databases, and special collections, ensuring users are informed about available resources. Social media also allows libraries to target specific user groups, tailoring messages to students, faculty, or researchers, making outreach efforts more effective.

Additionally, social media enables libraries to engage with their users directly, answering questions, providing tutorials, and offering educational content. This interaction fosters a sense of community and allows libraries to guide users on how to access and use resources more effectively. By hosting live Q&A sessions, webinars, or sharing how-to guides, libraries can educate users on using their digital tools and services. Social media also provides a platform for libraries to promote events such as workshops, author talks, and study sessions, increasing participation and engagement. Post-event content, such as photos, videos, and highlights, can keep the community engaged and encourage attendance at future events. Moreover, social media is essential for promoting library services that go beyond books, such as research assistance, study spaces, or interlibrary loan systems. By using these platforms, libraries can ensure that users are aware of all the services available to them, driving higher usage and greater satisfaction. Through regular promotions and engagement, libraries can keep their community informed about new offerings and reinforce their value as a key academic and community resource.

Social media offers immediate feedback, allowing libraries to monitor user engagement and adjust their marketing strategies accordingly. By analyzing metrics such as likes, shares, comments, and clicks, libraries can refine their outreach efforts and improve their promotional tactics. Direct engagement with users through comments and messages also helps build stronger relationships and provides valuable insights into user needs. In conclusion, social media plays a crucial role in promoting library resources and services, enabling libraries to increase visibility, foster

engagement, and build a stronger connection with their users. By effectively using these platforms, libraries can enhance their mission of supporting education, research, and community development.

Conundrums Against Marketing Library Information Services as an Infoprise

Libraries and Librarians may have failed to adopt marketing theory and practices for a variety of reasons. It may be because they misunderstand marketing and believe it to be simply another term for public relations and publicity. At another level it may be because of a real or perceived lack of resources to devote to marketing processes and the coordination of a marketing approach even when many of these processes, if not the organizational orientation, are already part of their organizational culture and operation. Besides, libraries may not have adopted marketing because of a concern with the basic tenet of marketing theory that moves the locus of control from the librarian-expert to the clients. A societal-marketing orientation as described by Kotler (1982) and interpreted by Baker (1993) provides for both the satisfaction of immediate client needs and the long-term needs of society which might be identified by experts or, in this case, librarians.

Because most librarians and documentalists have not been trained with the concept of 'marketing,' the introduction of marketing to information services has not always been easy. There is also some reluctance to market because many documentalists and librarians still feel information should be free. In most cases, because of lack of expertise in marketing, documentation and information centres have difficulty in introducing the marketing concept which starts by the identification of the potential users to fulfil the mandate of the service, the identification of their needs, among other.

There is also this challenge of apathy on the side of some libraries where the generation of revenues from information services is slowly starting. Besides, there are information and documentation centres having difficulties in promoting their information services and products even when they are free as they have this difficulty in developing strategies, not only to generate revenues, but simply to reach their target users, a situation that is common in Africa.

The lack of use of marketing concepts and tools in libraries and information centres, as noted may be attributable to the following reasons:

- Confusion at the conceptual level among librarians and information scientists that marketing is nothing but promotion and sales.
- Lack of a definite marketing policy—end user policy, product policy, distribution policy, tariff policy, services policy—either at the national or at the local level.
- User Needs Assessment Studies are inadequate due to methodological deficiencies and due to the fact that they are not carried out on a continuing basis.
- Lack of proper market research and segmentation studies.
- Product development and targeting leaves much to be desired due to the absence of market research and segmentation.

- Reluctance on the part of the users to pay for information services resulting in the adoption of economy measures. As a consequence, the physical quality and get-up of products are adversely affected.
- Evaluation of information services and products is conspicuous by its absence (Gopalkrishnan, 1988). Marketing concepts are either not taught or least emphasized in library schools. In most cases, it does not form part of the curriculum.
- Information is a low priority item of users, and the motivation to share is even lower.

Information consolidation activities/products, especially, value-added products which are very useful to users are not generated to the extent needed.

Four major issues which are Attitude, Structure, Systemic and Environment have also been identified as barriers to libraries embracing marketing approaches. As explained attitude wise, information professionals, like many other professionals, have been inward looking and contented with satisfying a limited clientele, that too when asked for, and happy with jealously guarding their importance. To be outward looking, from the client's point of view would require them to make a 180 degrees turnaround. Secondly Structure wise, the staff which comes into contact with the public or clients are the front desk library assistants and less frequently, the reference librarian and the librarian. As a result, there is no staff to reach out and capture the point of view of the client. To introduce any such layer would be resisted from the existing staff and the turf holders. Moreover, the libraries and information centres are a part of a large organization which does not follow the marketing approach as well. Also, traditional security of the job, common to public institutions, and lack of involvement of professionals in the management of the library or the information centre, in developing countries, is conducive to a no-change syndrome.

On system wise, libraries and information centres, so far, have been more storage, security, and audit conscious. They do not allow the client or the client's point of view inside the system. Guarding or protecting the information is more important than utilizing it for the satisfaction of its clientele. Therefore, any changes in the system to make it more client or service oriented, would be to ask for both attitudinal as well as structural changes. While on environment wise, the culture, especially in the developing countries, still believes that information should be free and should be sought by clients themselves. Dependence on government and private largesse in many areas is taken for granted. There is no attempt at seeking out clients. Marketing and payment for a variety of services, like education or information, is considered infra-dig both for the giver and the taker.

CONCLUSION AND SUGGESTIONS

Going by the literature that were reviewed, one notable observation is that library marketing as in most libraries is aimed at creating awareness of availability of products and information services rendered all geared at satisfying the needs of the library users. It was also noticed that most librarians and libraries perceived public relations activities as pure marketing rather than a tool in marketing. The implication is that little attention was paid to issues such as the use of information

and sustainability of information systems and services, and impact of information on development. The paper further identified, various channels through which libraries can market their information services, use of social media in marketing information services; how libraries can leverage social media and other means to market their products, as well as conundrums against libraries marketing their information services as an Infoprise.

All the same, most libraries especially in developed nations of the world have in last decade, paid more attention to identifying user needs and the promotion of information products and services. At the same time, information projects evolved to target decision-makers at government level, local communities, small scale industries, and other groups of users. Besides, the emergence of information and communication technology and in recent time artificial intelligence (AI) and its offshoots have increased the cost of accessing information through on-line databases, purchasing databases and acquiring journals, and the need to purchase and update information technology, such as computer equipment, to provide appropriate information services are forcing information and documentation centres and libraries to charge for some information services to recover, at least in part, the cost of providing information and to re-inject the funds generated for updating information or equipment. Indeed, such measures were initiated several years ago with charges for services like photocopying, on-line access, and subscriptions to newsletter and other publications. In the present dispensation, libraries can longer survive with such peanuts for services rather need to go commercial for all services to be paid for by bona-fide users.

The bottom line is that the time has come for libraries of every sort to get at the necessity of information. After all, we are in an information age where information is the key for both personal and national development therefore must be paid for by all and sundry. In this regard, libraries and information centres need to ask, what business are they in? Is it only information sorting, storage, securing, and retrieving for potential users? Or is it something beyond it, to look for needs, wants, and demands of various clientele, innovate products, and reach out to the client rather than wait for the client to come. What role would librarians as infopreneurs like to play in this transition from an industrial to an information society and at what cost? It is against this backdrop that the following suggestions are put forward by this paper:

- To fully succeed in making libraries an Infoprise, there is need for proper orientation, acculturation and training of entire library workforce. This is because services are intangible as a result, require personal interaction. The latest development is that some libraries and information centres who have realized the imperativeness of marketing information products and services, have acquired a marketing department or a marketing manager to perform the task of external marketing. But this is not enough. The personnel who interact with the client system also need to be oriented. The attitudinal change would have to come across the total management and staff of the immediate and the parent organization, and not merely the marketing department or marketing personnel. In the absence of this overall transformation, the marketing department or marketing manager may not be able to achieve much.

- In essence, marketing provides conceptual and analytical tools to plan and manage the information organization for achieving the financial viability or balance, as well as other objectives, germane to the business and profession of libraries and information centres. Therefore, marketing is not merely a tool to achieve economic results but to achieve total information results. Information professionals have been accustomed to utilizing user studies. The five laws of library science inculcate the customer perspective. Now, only a jump is needed for the librarians and libraries to use marketing effectively so as to meet the challenges facing them. This jump is to embrace the marketing 4Ps approaches in running the library as an enterprise.
- Furthermore, if libraries and librarians should in this digital era measure the impact of information on development through demonstrating the need to utilize information for and its impact on development, libraries and information centres would be able to persuade users, the organizations and the communities as the case may be, to bear part of the costs of information.
- Libraries should keep track of how contemporary markets are evolving as it will go a long way to assisting in preparing the library to design and market those product and services which meet the requirements of the customers better. Customer requirements (needs) as explained above, are influenced by macroenvironmental forces. However, in the beginning, nobody knows how to satisfy these requirements. In other words, libraries and librarians as infopreneur should at all times work towards understanding information and other related requirements of its clientele. This would help in thinking about the type of products and services that could be designed to tap the new requirements of customers. Ultimately, such products and services could be designed to serve the emerging market according to resources and capabilities.
- It is true that most libraries in developing countries like Nigeria, are owned and financed by government. This implies that this ownership pattern and control may have an important bearing on the role of price. In our context where government is no longer funding libraries adequately, libraries from public to academic should be run as if owned by commercial organization which may have to run on commercial lines and not only recover the costs of its operations, but also contribute to its profits. On the other hand, a library that is being reasonably supported by a private company, academic institution, organization, government agency or by a donor; may from the most altruistic of motives, charge only token prices for their products/services. In this case, the decision of token pricing should be meticulously made, as it has the potential to not only comprise revenue earning capacity, but also damage the image of the library in the eyes of the clientele.
- Academic and public libraries should embrace the practice of current awareness services (CAS) and selective dissemination of information (SDI) which are personal services oriented and users in need of such services, should be meant to pay a fee rather than been seen as a mere satisfaction of customers' information needs. In the present dispensation, information is the most priced asset, and is in hot demand by those who know their worth. This is as revealed by Onwubiko (2026) that regardless of the presence of AI, librarians are the only trained professionals that are not only managing information and ensuring

that they get to the right users, they are now marketers of library resources creating that cordiality between the library and the users through personalized services.

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