

Marketing of Library Services and Resources: with reference to the public libraries in Matara District, Sri Lanka

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Abstract

Marketing is an approach to achieving user satisfaction. Marketing products in industries is essential to increase sales and, consequently, gain profit. However, the promotion and marketing of library resources and services must be aware of the library services. Therefore, a public library is a center where different readers can be found. The marketing of library services is the best method to take the library services and resources to the reader. This study focuses on identifying the methods used in the marketing of library services and identifying the challenges faced while implementing the strategies. The librarians representing 30 public libraries in the Matara district were involved through the random sampling method. A questionnaire was distributed among the participants to collect data. The findings revealed that under the marketing of library services and resources, most libraries use techniques such as content page service, new arrivals, education fairs, seminars, competitions, exhibitions, managing notice boards, and storytelling hours. 37% of the libraries considered for the study involve mobile library service as a service marketing method. 34% uses electronic modes. Mainly, Facebook social media is used by the majority of the libraries. However, it revealed that they hadn't paid adequate attention to modern technological trends such as web pages, online catalogs, and databases. The primary reason for these libraries not to engage modern methods is the lack of technical knowledge of the library staff. An inadequate number of electronic devices and a lack of support from the mother institute were also listed under the challenges. Enlightening the librarians about the importance of marketing library services and resources, making awareness of relevant methods which can involve modern technology, providing practical training opportunities, organizing seminars and workshops can be recommended to upgrade the marketing of library service and offer quality service to the readers.

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