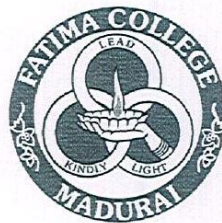# INTERNATIONAL CONFERENCE ON

DIGITAL MARKETING – A GLOBAL PERSPECTIVE

10th AUGUST 2018

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DIGITAL MARKETING – A GLOBAL PERSPECTIVE

DIGITAL MARKETING TOOLS USED IN ACADEMIC LIBRARIES: A SPECIAL REFERENCE TO FATIMA COLLEGE, MADURAI

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Abstract

Information Communication Technology has had a significant role in academic field. Numerous digital communication tools have emerged to promote the institutions primary mission and vision. Hence, the library has provided free access, it is necessary to promote their products and services through the technological way. They also used the digital marketing tools to promote themselves in the fast growing world.

Keywords: *Marketing Tools – Libraries; Digital tools-libraies; Marketing-libraries.*

Introduction

In this information era all the profit and non-profit organizations need to promote their products and services through digital marketing tools. Since library has come under the non-profit organization which has served their products and services at free of cost, it also needs to promote their products through online marketing tools. It is general assumption; hence library has providing free service there is no need to marketing, but library is a primary information provider to compete the competitors in the same field, it has to be market their own products and various services through online marketing tools. Hence the explosion of e-resources and other digital products the library has promote to implement marketing techniques.

Literature Study

The literature review is the back bone of any research, without literature review there is no proper findings. In library information science the following areas are concentrated in marketing ethics like use of Library materials, Information Products and Services, Information services provide and Marketing approach. There are numerous studies available in the field of digital marketing in the field of library and information science. Garoufallou (2013) explores marketing is the primary tool to reach the customers with the firm's primary vision and mission. Alves (2016) study shows that the social media marketing has focused not only the firm's perception on the usage of media, but also on the implementation and measurement of results. Owens (2009) study explores the gradual development of marketing and its changing applications. In 2013, Marcos's study reveals digital marketing tools creates impression of brand values. Richard (2017) explains in his study that the usages of digital tools are teaching marketing in academic libraries.

Purpose for Online Marketing

Online tools offered a great potential for targeted and personalized communication medium for the following purpose:

Newsflashes – it helps the users to now the special events and currents topics of the library.

New Arrival Information – a special e-mail message has send to the patrons according to their discipline wise.

New Product Availability – It has announced the latest services provided by the library.

Promotional Offers – the delivery speed of email regarding staff request.

Press Release – It has helped to attract the wide audience.

Order Confirmation – The online tools has helped to place the orders through offline and online orders.

Personalised Greetings Messages – Wishing religious holidays and wishing award winning students through whatsapp, facebook, twitter …

Reminders – This service has helped the patrons to remember their career oriented examination dates, Book return dates and so on.

Status – This tool has helped the patrons to know about the availability of the books with due date, so as other users may aware about the availability of the particular book.

Newsletters – Content Curation tools are helped to publish the current topics to prepare the newsletters on user's needy base.

Customer Survey – This is the most important tool in the marketing. It has helped to analyse the views and thoughts of the users, which helps the organization to improve their quality of service based on.

Thank You Messages – this acknowledgement has helped the users to create a positive vibration with the concern. The immediate reply has made them happy. So the customer relationship is healthy.

Fatima College

Fatima College has promoted its products and services through library blogs, Youtube, and facebook. Fatima College library has developed its own blog and gives service to its users. The blog contains college activities, announcements, students' achievements, library circulars in the content space. Sidebars and widgets display the important posts, a link to the external websites. The users are able to access open source journals through the library blog. Through the library blog, they come to know the most famous digital libraries; they can read the newspapers; they know about the career opportunities. Differently-Able Persons can be used the audio books for their reference. Tamil scholars are accessing the important websites through the library blog. The users are encouraged to post their comments through the blog. Each and every activity of the library is posted on the blog. Users access the library information and s
\ervices from anywhere at any time (24X7).

Rosa Mystica Library

MISSION : Quality – Service – Efficiency VISION: Elevating Rosa Mystica as a strong research oriented Library. User friendly for differently abled students in Madurai city. Networking & free membership with reputed libraries in India & Abroad. WORKING HOURS: On Working Days - 8.00 a.m. - 5.30 p.m. If Saturday is a holiday 9.00 a.m. - 1.00 p.m. Library service is not offered on Government holidays & Sundays.

| Home | OPEN ACCESS DATABASES | Digital Libraries | RML Journals List with Impact Factor | Fatima College Professional Library | Newspaper | FCWebnode |
| NEW ARRIVALS | Library OPAC (Test) | Library Tools - Reference Management Tools | FC Institutional Repository |

Tuesday, 19 June 2018

E-Oreintation

E-Resource Orientation for II PG Students

தினம் ஒரு குறள்

குறள் பால்:
பொருட்பால்குறள் இயல்:
அமைச்சியல்.
அதிகாரம்:அமைச்சு.

GK QUESTION CORNER

ROSA MYSTICA LIBRARY
GENERAL KNOWLEDGE
QUESTION &
ANSWER

Courtesy:www.gktoday.in

Which of the following IITs of India has unveiled "world's first" remotely operable Local Electrode Atom Probe (LEAP) microscope?

[A] IIT Kharagpur
[B] IIT Madras
[C] IIT Bombay
[D] IIT Delhi

Which of the following missiles of India is a "supersonic cruise missile"?

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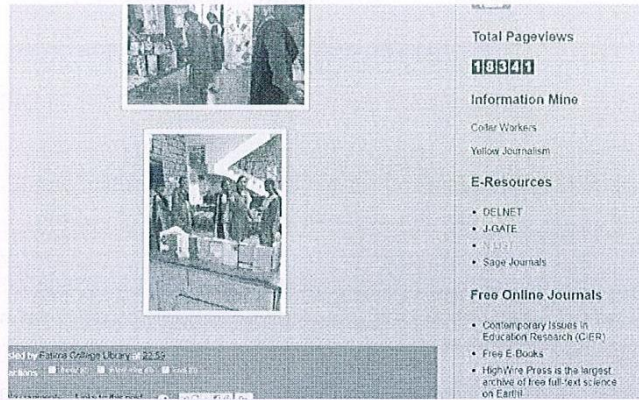
Fatima College library has promoted their students and faculty perception on library services as well as their own products like poem, short stories through library club activities. It has owned YouTube channel for their promotional.
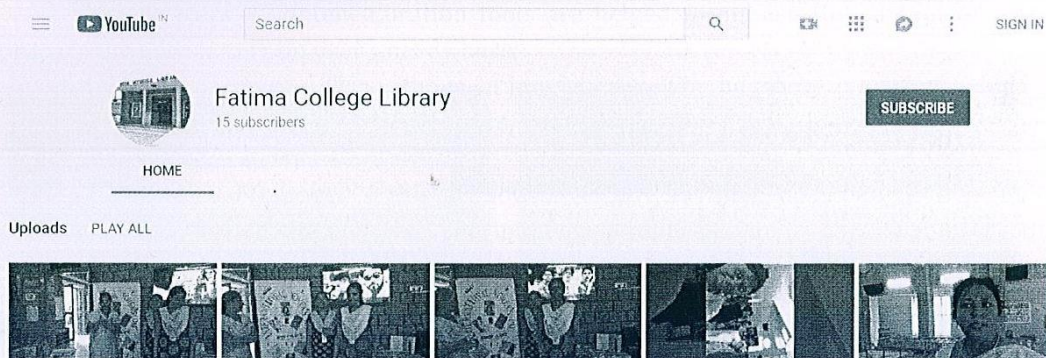
Fatima College has promoted its service to the wide audience through facebook. It has shared the events to all the students and alumnae connected with Fatima College library facebook ID.
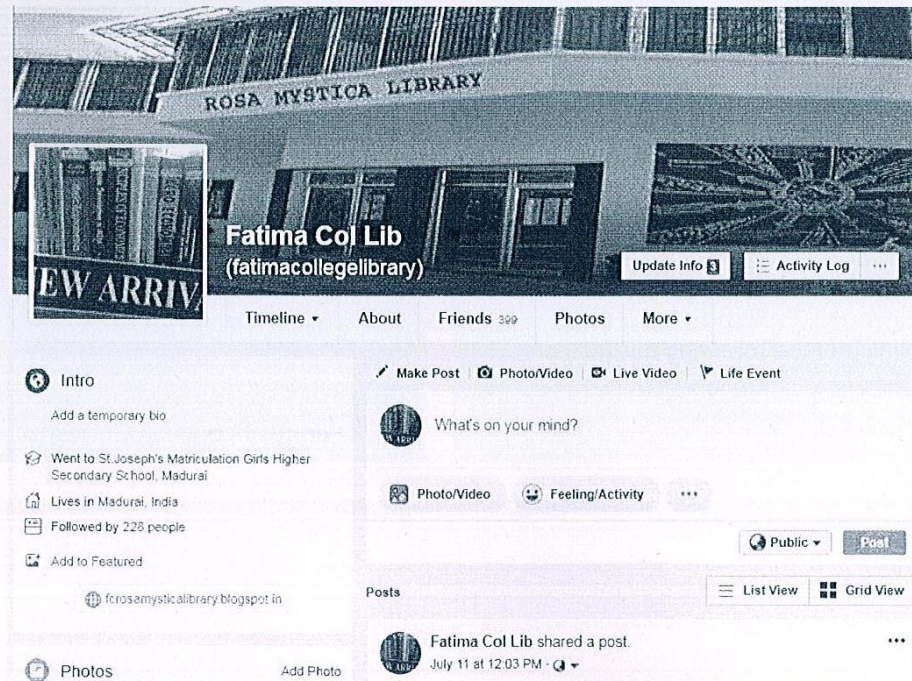
Conclusion

The web tool has helped the libraries to stabilize themselves in the globalization world. The two way communication has provided a new challenge for developing effective customer relationship management. E-mails, blogging, Facebook, YouTube are all effective delivery mechanism to satisfy the user needs. The library has a power to control about the messages of what they receive, how and when.

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