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THE ROLE OF DIGITAL MARKETING IN THE MANAGEMENT OF LIBRARY INFORMATION RESOURCES

The development dynamics of the digital marketing system in the management of the information resources of libraries in the digital environment, which is widely explained in the article, reflects the main characteristics of modern libraries. Modern librarians should create ample opportunities for readers, whose demand is increasing and expanding day by day, to quickly receive unique and fresh information through the digital catalogue, allowing to enter the global information space and use the universal intellectual potential. From this point of view, the important documents that have started a new stage in the development of library work in Azerbaijan, the organization of work with digital resources in libraries, are Decree of the President of the Republic of Azerbaijan “On improving the activities of libraries in Azerbaijan” (April 20, 2007) and “The State Program for the development of the library and information field in the Republic of Azerbaijan in 2008-2013” (October 6, 2008). Decree of the President of the Republic of Azerbaijan “On some measures related to the improvement of management in the field of digitization, innovation, high technologies and communication in the Republic of Azerbaijan” (October 11, 2021) confirms the recognition by the Azerbaijani state of the construction of libraries as a priority area. In the article, the concept of information resources was analysed in the context of the library, and the place and role of digital marketing in this field was systematically studied. The study canvassed the concept of digital marketing of library, information and knowledge products and services among librarians in selected academic libraries in Azerbaijan. The authors explored the existence of the digital marketing concept in selected academic libraries, as well as the benefits derived from digital marketing of library, information and information products and services. Based on the results of the survey, it was concluded that certain information products and services can be priced, and that the centuries-old practice of providing all kinds of library, information and intellectual services free of charge should be reconsidered.

***Key words:* library, information resources, marketing, library-information services marketing, library advertising.**

Динаміка розвитку системи цифрового маркетингу в управлінні інформаційними ресурсами бібліотек у цифровому середовищі, яка широко висвітлена у статті, відображає основні характеристики сучасних бібліотек. Сучасні бібліотекари повинні створювати широкі можливості читачам, попит на які зростає і розширюється з кожним днем, швидко отримувати унікальну та свіжу інформацію через цифровий каталог, входити у світовий інформаційний простір і використовувати універсальний інтелектуальний потенціал. З цієї точки зору важливими документами, які започаткували новий етап у розвитку бібліотечної справи в Азербайджані, організації

роботи з цифровими ресурсами в бібліотеках, є Указ Президента Азербайджанської Республіки «Про вдосконалення діяльності бібліотек Азербайджану» (20 квітня 2007 р.) і «Державна програма розвитку бібліотечно-інформаційної сфери Азербайджанської Республіки на 2008-2013 рр.» (6 жовтня 2008 р.). Указ Президента Азербайджанської Республіки «Про деякі заходи, пов'язані з удосконаленням управління у сфері цифровізації, інновацій, високих технологій та зв'язку в Азербайджанській Республіці» (11 жовтня 2021 року) підтверджує визначення Азербайджанською державою будівництва бібліотек як пріоритетної сфери. У статті проаналізовано поняття інформаційних ресурсів у контексті бібліотеки, системно досліджено місце та роль цифрового маркетингу в цій сфері. Розглянуто концепцію цифрового маркетингу бібліотечних, інформаційних і наукових продуктів і послуг серед бібліотекарів у вибраних академічних бібліотеках Азербайджану. Проаналізовано переваги, які можуть бути отримані від цифрового маркетингу бібліотечних, інформаційних та інтелектуальних продуктів і послуг. За результатами опитування було зроблено висновок, що на певні інформаційні продукти та послуги можна встановлювати ціну, а також що багатовікову практику безкоштовного надання всіх видів бібліотечних, інформаційних та інтелектуальних послуг слід переглянути.

Ключові слова: бібліотека, інформаційні ресурси, маркетинг, маркетинг бібліотечно-інформаційних послуг, бібліотечна реклама.

INTRODUCTION

By the beginning of the 21st century, the information revolution has embraced almost all aspects of social reality. D. Bell wrote in the early 1990 s: “The introduction of computer technology has fundamentally changed the entire production process, mechanical engineering, architecture, printing, the information system, medical care. The computer, combined with the screen, is beginning to change the way we think, the way we receive information, the nature of business relationships”. According to librarian scientist, professor X. I. Ismayilov, the information security system of library management can be presented as a pyramid that combines three levels. The lower level of this pyramid should serve the implementation of operational management issues, the middle level – implementation of tactical tasks, and the upper level – implementation of strategic tasks. The levels of formation and use of information support for the management of library work in Azerbaijan can be determined as follows [9] (Table 1).

Literature Review

In modern times, information and communication technologies are developing very rapidly. However, the opportunities they offer for the development of society and economy have been widely used only in recent years. At the present stage of their development, one of the main goals of the Internet is to help people find business partners, employees and means of production.

Lately, even the smallest organization has an Internet presence. A number of companies offer the possibility of ordering products and services via the Internet. In modern times, it is impossible to imagine society without terms such as “Website”, “Chat”, “E-mail”. The results of recent studies have shown that the application of Internet technologies to marketing has real economic value [19]. This allows companies to reduce their costs on the one hand, and on the other hand, to increase the level of profitability. The role of Internet marketing in the current state of building the information society is increasing. The application of Internet technologies to the economy has opened great opportunities not only at the level of individual enterprises, but also at the macroeconomic level. The trend of the emergence of a new economy began to be observed not only in microeconomics, but also in the reconstruction and improvement of economic relations as a whole. The advantages of the Internet for enterprises include the following [16]:

1. Cheap means of communication.
2. Interesting information.
3. Possibility of reducing internal technical and administrative costs.
4. The convenience of building information systems that allow creating an attractive image of the company on the Internet.
5. Significant savings in time spent on information search.

Materials and Methods

There exists a considerable body of literature on digital marketing strategy in library-information institutions, the main advantages of digital marketing and its place and role in the library sphere, showing the existing problems in digital marketing and mentioning their general analysis. The rapid growth of the Internet is also associated with its decentralized nature – no single firm owns or controls the Internet. In the new virtual world, anyone can create an informational image that reflects his capabilities and goals. The Internet is becoming the prototype of a new global information infrastructure. Such information has a substantial impact on the local business practices of various firms (Fig.1).

Research model hypothesis H1: Digital marketing practices have a significant positive impact on library services and resources. Research model hypothesis H2: Traditional marketing practices have a significant positive impact on library services and resources. Research model hypothesis H3: Skilled full

library staff has a significant positive influence on marketing practices in libraries [6].

E-commerce is all about e-marketing. E-marketing is the marketing side of e-commerce. Digital marketing consists of attempts to promote and sell the company’s products and services via the Internet. Thus, “Amazon.com”, “Scwab.com” and “Dell.com” do digital marketing on their websites. The main driving force of e-commerce is e-marketing. In turn, e-marketing reflects the buying side of e-commerce. E-commerce involves the purchase of goods, services and information from online suppliers. During the e-commerce process between firms, e-marketers and e-buyers come together in a giant e-commerce network. For example, Global Exchange Services (GXS) runs one of the world’s largest business-to-business e-commerce networks (www.gxs.com). GXS, which was first created by General Electric and later became independent, has more than 100,000 trading partners in 58 countries. It also includes giant companies such as General Electric, FedEx, DaimlerChrysler, JCPen-

Table 1

The levels of formation and use of information support

Level of information	Use of information
For strategic purposes	External information to determine the development prospects of library work
For solving tactical issues	Internal and external information for the purpose of managing various local and network libraries
For operational management purposes	Internal information used in the management of current affairs of libraries

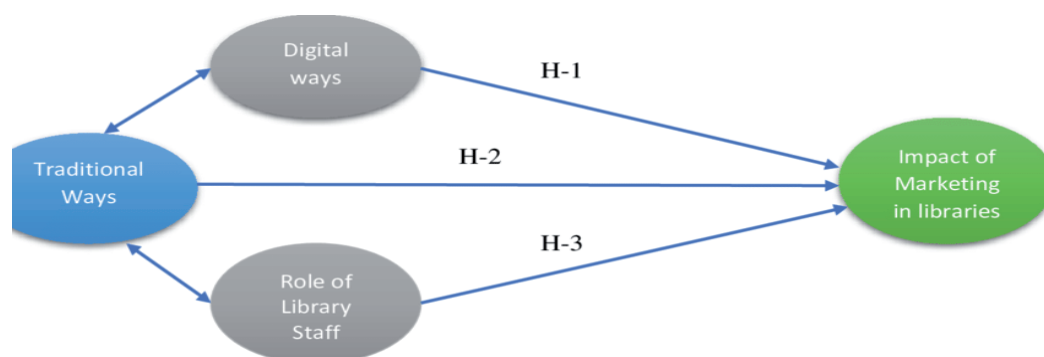


Fig 1. Research Model Hypothesis

ney, Sara Lee and Unilever. GXS annually concludes about 1 billion contracts for goods and services worth 1 trillion dollars. GXS also runs the GE Global Supply Network, one of the world’s largest private marketplaces. This network serves GE’s business entities and trading partners. E-commerce and the Internet bring many benefits to customers as well as sellers.

In response to the question of digital marketing, an example is the promotion of products or brands using digital devices or the Internet. This includes text messages, instant messaging, video, apps, podcasts, whiteboards, digital television and radio channels, and more. Examples of e-marketing include social media ads, email, pay-per-click (PPC), search engine optimization (SEO), and more [21].

The importance of e-marketing for modern companies lies in the fact that E-marketing offers:

- multiple online marketing strategies;
- financial marketing solutions;
- advanced targeting and personalization options;
- proper campaign tracking and measurement;
- continuous campaign performance feedback.

With online marketing, a company can choose from a number of tactics, including: SEO, PPC, content marketing, conversion rate optimization (CRO), social media marketing and advertising, etc. (Fig. 2).

Traditional marketing assumes using only a few channels such as radio, print and TV. Most of these channels are quite expensive, which further limits the choice.

Using internet marketing gives a company access to a number of strategies which allow it to choose the best path for the development of business, to set the goals and choose the target market, and as a result, to increase the profit. Embedding web marketing into a company’s business strategy also allows for a number of additional targeting and personalization options. Traditional marketing cannot compete with what e-marketing can provide when it comes to targeting [25].

These targeting options can help improve other e-marketing benefits, such as efficiency. For example, when running a PPC campaign, you can use location and device targeting options to target the ads to users who are most likely to visit a brick-and-mortar store.

Creating a personalized experience for users from an email marketing campaign or

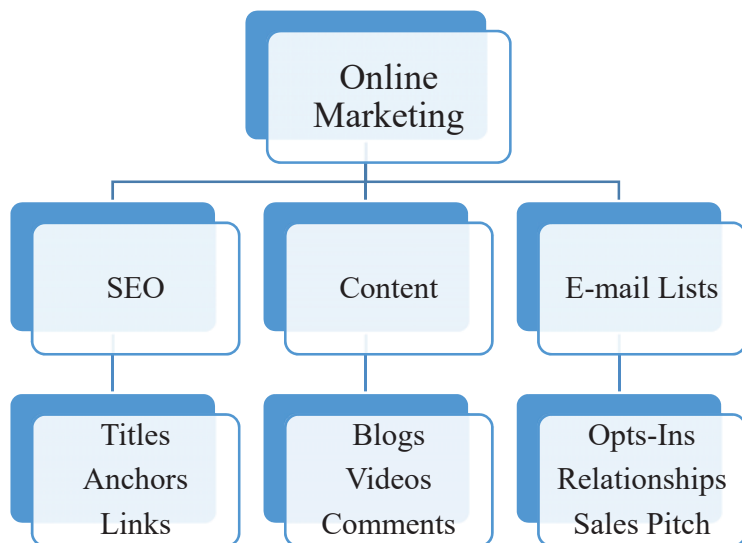


Fig 2. Online marketing strategies

website can lead to better marketing results. A product recommendation email based on a subscriber's past purchasing behavior may lead to a new sale.

Tools like Google Analytics, Google Search Console, and Google Ads easily track the chosen strategy. Google Analytics can track website traffic, user behavior and website conversions. In comparison, Google Ads provides a 360-degree view of the PPC ads. What's more, software such as Google Data Studio can be used to compile all email marketing data into easy-to-read and shared reports. Such tools help analyze as well as showcase online marketing products [27].

Discussion and Results

The traditional methods of promoting library activities are displaying books acquired by the library, providing open access to the collection of books, displaying a list of new arrivals with special notice, newspaper clippings and posters of subscribed databases. Other methods, such as striking signage's signifying library circulation counter, reference area, Internet cell to attract more and more visitors to the library were the common practices. A. Library Manual assist consumers to know about the dream declaration, library profile, acquisition policy for books, journals, various databases, equipment/infrastructure of library, membership rights, rules for loss of books, information about library group, and physical clarification about library.

The library user guide helps visitors learn about the dream declaration, library profile, book acquisition policy, journals, various databases, library equipment/infrastructure, membership rights, book loss policy, library group information, and physical clarifications about the library [26].

Moreover, the marketing of library and information services can be effectively managed to improve information literacy in support of Nigerian library services in the digital age. It helps to achieve organizational goals by identifying the needs and desires of the target audience. Libraries and librarians can raise public awareness through LIS marketing, as advertising is important in promoting

library services. A library can advertise its products and services in newspapers, scholarly journals, magazines, newsletters, radio, television, Web, etc. Advertisements help in image-building and may be in the form of short messages, or staff members may write longer articles about new and existing library services. Librarians can speak on local radio and television highlighting the new role of libraries in this era. There are various ways to advertise online [23].

The concept of "E-Marketing of library and information services" is still not fully understood by many librarians. In order to appreciate the e-marketing of library services, it is helpful to know what library marketing entails. Essentially, library marketing aims to:

- understand the purpose of the library;
- identify the core business of the library;
- understand the changing relationship between the library and its environment;
- know enough about the library users to establish meaningful and mutually beneficial relationship with them;
- assess and monitor the information needs of library users periodically.

A library is a process where research, strategy and action are continually taking place at various stages of the process with the purpose of achieving user satisfaction. Regular interaction with users enhances better understanding of user's information needs. Purposeful action to increase the visibility of the library and its services creates constant awareness among users, which encourages greater use of the library [26].

There are some challenges associated with marketing of Library and Information Services:

- ignorance among librarians: some of the librarians are ignorant about the services of the library in the digital age;
- lack of ICT infrastructure: a lot of libraries do not have up-to-date ICT infrastructure;
- lack of public awareness of access to information: there has been a problem of having an access to the right information and at the right time and place;
- lack of funds: for an oorganization to keep both feet on the ground and develop,

funds are needed. Some libraries in Nigeria may not have the funds to purchase the materials they need and upgrade the current equipment the library needs at this stage.

· lack of marketing strategies: this has posed challenges to librarians/libraries who do not have the strategies to market library and information services in the digital age.

Conclusion

Currently, there are a number of main factors that determine the relevance of the problem of organizing marketing activities in the field of managing digital information resources in republican libraries. These include:

- analysis and study of the state of development of the scientific-theoretical basis of transformation of libraries based on marketing activity;

- analysis of the use of marketing and its separate elements in the activities of libraries;

- studying the system of library services (traditional and paid) and determining the optimal nomenclature of library services according to the needs of users;

- study of the characteristics of the price policy of library services;

- studying the theory and practice of advertising and design work in libraries and using new opportunities to improve the image of the library;

- development of a marketing activity model for a new type of scientific library;

- making recommendations for the development of off-budget financing and fundraising methodology for the financing of libraries within the framework of the marketing system;

- conducting experiments on the creation of the marketing department and franchising sector in the National Library of Azerbaijan named after M.F. Akhundov and the Central Scientific Library of ANAS and studying their impact on the library's system of changes;

- preparation of recommendations on effective use of marketing activities in libraries according to the results of the conducted research;

- preparation of recommendations for the organization of secondary, higher, and continuing education to prepare a new type of librarian-marketers.

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