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E-marketing on digital information management

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Abstract: Conceptually there is little difference between online and traditional marketing. In both cases there are attempts at achieving customer satisfaction to ensure regular patronage by customers, attract new customers, retain present customers and win over lost customers. Relevancy and usefulness of products and services to customer needs is required to make sure there is constant and continuous utilization. The approaches to the effective use of technologies in marketing will need to be studied.

Key words: Marketing, strategic planning, innovation, knowledge management

Introduction

The pace of development and change has had the effect on libraries of coming to terms with a new environment. There is therefore a need to change and to adapt to the new environment or be left behind marketing as well as no exception. It has to change and indeed is changing. Regardless of the change, the result of the marketing effort should add value that is demanded by the organization with economics of scale and, more efficient processes and effective utilization of resources. To keep ahead of competitors, organizations should create and push products and services successfully through innovation and knowledge management. In doing this those involved in marketing should learn new skills as given below:

- To build knowledge and focus.
- To develop interpersonal skills.
- To manage relationship with customers.
- To measure and track work performance of various processes. To be more customers focused.

- To know how to make processes more market driven.
- To learn project management skills

For marketing to succeed in the twenty first century the following challenges have to be faced.

- All departments have to participate in the marketing process.
- The need to develop dynamic websites.
- Know about and get involved in the e-commerce processes.
- To know and practice customer relationship management (CRM) and possibly eCRM. Practice knowledge management.

Marketing is becoming more holistic. Everybody in the organization is a marketer. All must pay special attention to who their customer is and the products and services that are being delivered to them.

Marketing on the Internet

Many books and articles abound on internet marketing. Many views have been expressed by those who have gone

through the experience. As the web continuously changes with new tools being constantly developed approaches to marketing on the internet will have to be adjusted accordingly. Some views are expressed below.

Internet Culture

People who use the internet often are also known as Internets. They expect a lot of information in the websites they visit. They generally want to receive free information. They expect websites to have good content. They do not appreciate unsolicited mail.

Concepts Regarding Content and Users

Everyone can be a publisher on the internet. To ensure that a site is visited frequently the content and design should be given due attention. There has to be the realization that the internet is a one to one medium and not a one to many as in radio and TV i.e. narrow casting as against broadcasting. Marketing on the internet is essentially a pull activity.

Some do's for Internet Marketing

- Promote the internet together with other media.
- Determine web strategy by thorough marketing and competitive assessment.
- Prepare for the speed and reach of the internet. Screen design should suit web users.
- Avoid duplication of design used on print and on TV.
- Promote online as well as offline
- Management involvement is essential

- Have one person who manages internet marketing rather than a group of persons.
- Know and use the tools available that can enhance internet marketing.

Nature of the Internet for Marketing

- It is fast, changes rapidly with new tools being developed quickly.
- All kinds of new users join in. It is always changing.
- To keep track internet statistics and growth websites such as Global Reach (www.amazonkindle.com), CyberAtlas (cyberatlas.internet.com) and Internet World Stats (www.internetworldstats.com) provide interesting information.

The Internet can be used effectively for the following

- To make known customer services
- To sell directly to intended parties
- To receive feedback To conduct surveys
- To reduce cost of advertising To keep people well informed To carry out market research To receive online orders

When marketing on the web there is a need to ensure that people will visit the site. Having visited the site there is a need to ensure that the site is revisited

again and again. Some ways of achieving this are given below:

- Make the site a gateway to other links and resources.
- Make sure there is sufficient interactivity on the homepage to ensure they return.
- Maintain a dynamic site where there are always items of interest which keep changing.
- Lots and lots of information well presented arouses curiosity which then encourages frequent visits.
- Allow personalization of information. This could prove to be expensive but could bring good returns.
- Have special features like an expert column or a forum for the exchange of experience etc.

Perspectives of e-marketing for e-learning

Conceptually there is little difference between online and traditional marketing. In both cases there are attempts at achieving customer satisfaction to ensure regular patronage by customers, attract new customers, retain present customers and win over lost customers. Relevancy and usefulness of products and services to customer needs is required to make sure there is constant and continuous utilization. The approaches to the effective use of technologies in marketing will need to be studied. Rather than marketing online only it might be prudent to mix traditional and online marketing techniques and methods to tap the advantages of both and for mutual reinforcement.

Marketing requires strategic planning. Limited resources have to be maximized. Decisions have to be made as to the best course of action in a given situation. Outlined below are some strategic perspectives that should be given due consideration.

- Study on how best online and traditional market approaches could be used together for maximum effect.
- Identify methods and approaches for marketing which are cost effective and within the limits of capability.
- Review periodically methods and approaches to marketing for appropriate readjustment.
- Explore and consider co-operative marketing and other forms of affiliations and alliances to enhance marketing effectiveness.
- Integrate marketing activities into the mainstream functions of the library.

E-marketing activities for library

The potential that online infrastructures offer to marketing are tremendous. Knowledge of the technology, its tools, strengths and limitations combined with lively imagination make possible innovative ways of marketing on the internet. Some suggestions and ways of how library services may be marketed online are given below.

E-Learning Information Services

Providing online reference services will be a bonus to customers who are not able to come the library and yet would like to gain access to badly needed information. Many libraries in the west have provided such services either on their own or co-operatively with other

libraries. The general hesitation in providing such a service will always be there because of the uncertainty as to how many people would resort to using such a service. The fear is that if there is an overwhelming demand for such a service the staff available may not be able to cope up with the demand. When that happens the service will suffer as customers would get disenchanted having to wait long for a response to the enquiry made. Regardless, the experience and advice of those who have embarked on such a service would be useful.

Conclusion

Libraries can be more effective if they incorporate marketing as part of their management philosophy. All staff should be involved in the marketing process. Libraries should resort to mixing traditional and online marketing to reinforce each approach. The survival of the library of the future depends very much on the marketing that is practiced by it. There is a social cause for which libraries are established. Librarians must be strongly motivated by the commitment to the cause to raise libraries to the level of being recognized as key institutions to impact on social upliftment and a better quality of life. The continuous development of technology and associated tools set fire to the imaginative capabilities of the stimulated on the many applications that the technology can be used for and the benefits that can be derived. Combining techno-ability and marketing concepts innovatively can result in achieving spectacular results. A study of the Amazon.com and its marketing approaches is a great source of ideas

leading to a fertile imagination and possibly other interesting results.

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