

Strategies for Marketing of Information

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INTRODUCTION

The market is really in our everyday life. There are practically no divergent views as to why a market should be there or what a market does or what exactly takes in a market or who are all the participants in a market? Everyone agrees to the point that market is a place, which serves the people in more than one way.

Generally the concept of marketing is considered to be associated with commercial products where the prime concern is to maximize profit. Therefore, marketing is closely related to selling. Libraries are nonprofit organization. Benefits of libraries are intangible. Hence traditionally it is difficult to think of marketing of libraries

The basic concept of conventional marketing and that of non-profit marketing are not different. The only difference is that in non-profit marketing objective is not profit in terms of money. Marketing of non-profit organization as the concept of sensitively serving and satisfying human needs. This was the great contribution of the marketing concept that was promulgated in 1950s and the concept now counts many business forms in the age of abundance is to develop customer loyalties and satisfaction, and the key to this problem is to focus on the customers' needs.

MEANING AND DEFINITION OF MARKETING

“Marketing is identifying the targeted users and their needs marketing sure your services fit the targeted user’s needs and promoting services to the targeted users.”

Marketing is an appropriate attitude and approach that matches products with market segment needs and has set of tools, techniques and concepts.

Peter Decker, One of the leading management theorists, Summarized marketing this way: “That aim of marketing is to make selling superfluous.”

NEED OF MARKETING

Firstly information centre invest huge funds on collection, processing and storage of information resources and these resources are put to very meager use which implies wastage of funds. Secondly as society has begun to value information more highly, the so-called industry has developed which encompasses publisher. Software developer’s online information services and other business that package and sell information products for a profit. It provides both an opportunity and a challenge to libraries. Since technology has changed and allowed every new ways of creating, sorting, organizing and providing information, public expectation of the role of libraries has increased. For the promotion of the use of information resources, librarian has to act as a public relation officer.

Reasons for going market place as follows

1. Information is identified as the need of human being.
2. Advancement of computer and telecommunication technologies.
3. Huge of information available in digital form.
4. Increasing cost of information.
5. Increasing resource constraints.
6. Optimum utilization of resources.
7. Cater to the information needs of the clientele.

MARKETING STRATEGIES

Public relation officer has to consider the following points at the time of preparing marketing strategies.

1. Identify the potential users in relation to their resources and facilities.
2. Understanding the information needs of such users more accurately and precisely.
3. Gain a user co-operation.
4. Create a demand wide publicity.
5. Develop necessary strategies to create demand for information.
6. Proper training should be given to LIS professionals to acquire necessary skills and tactis.
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Kotler has identified the following six approaches to improve service productivity

1. Service providers to work harder and skill fully through better selection and training procedure.
2. Increase the quantity of service while balancing with quality.
3. “Industrialize the service “with standardization of procedures and adding equipment.
4. Reduce the need for a service by innovative product solutions.
5. Designing more effective service.
6. To present customers with incentives to substitute their own labor for providers labor.

PRICING METHODS

Zais pricing method is given below.

1. Cost based pricing: The price is set largely on the basis of cost of producing the service or product. All costs are included usually with an arbitrary figure for overheads.
2. Average cost pricing: All fixed and variable costs are taken in to account and a single price common to all buyers is arrived at.
3. Marginal cost pricing: It is the ratio of the increase in cost to the increase in output for a small increment in output. It is generally lower than average cost.
4. Demand based pricing: Price is based on what the user will bear or on the perceived value of the product/service. Lower prices are charged where demand is weak and higher prices where demand is intensive, even though unit costs may be the same in both cases.
5. Price discrimination: The product is sold at two or more prices with the price differentials not necessarily corresponding to differences in cost of production.

CONCLUSION

In view of this, it is a right hours to think about production and costs of marketing of information very seriously. Where the information should market with price tag or without a price tag, with profit motive or without profit motive.

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