

Full Length Research Paper

The magic words: marketing, marketing concept, and marketing strategies: the application to library Service

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This research studied the theoretical claim by marketing experts that the extension of the marketing domain into the educational and public sector rests on the concept of the marketing. The aim of marketing is to satisfy customers, achieve production or brand differentiation with an advantage over competitor's product. The future production of library services lies with the adoption and usage of marketing, marketing concept and strategies to non-profit organization like the libraries that has fully adopted a modern marketing orientation. Marketing is characterized by a particular mix of product design, distribution system, pricing and promotional strategy, blended to appeal to the needs, wants, demands, and offer those products, services and experiences.

Keywords: Marketing, marketing concept, marketing strategies, library service

INTRODUCTION

(READING MAKETH A MAN/WOMAN)

There is the theoretical claim by marketing experts that the extension of the marketing domain into the educational and public sector rests on the concept of the marketing. This concept states that the anticipation and identification of the needs and wants of the customers is the essence of the establishment of a business/Organization. This concept states that marketing and its strategies is appropriate for all organizations in their relations not only with their customers but with all publics. Marketing has a vital role to play in bringing economic and social changes in any sector. On the other hand, the neglect of marketing may largely explain the inefficiency and ineffectiveness that characterizes many activities in the public enterprises and government owned companies. The concept of marketing is inherently simple-which is business success via a process of understanding and meeting customer needs. Few would argue with this basic principles, and even the most in experienced of business managers would intuitively see the sense. Given this basic simplicity, why do we need something as complicated and time consuming as a marketing strategy especially

in library services? While basic business principles may be simple common sense, achievement involves many complex, interdependent or even conflicting tasks. Increasingly such tasks are undertaken against a backdrop of constant changes, intense competition and limited resources. To further enhance the challenge, managers are often at the mercy of incomplete data and unexpected events, often being left to 'second guess' customer and competitor's reactions. It is to this end that marketing strategy has become component of success. A well considered, effectively implemented marketing strategy should go some way to alleviating those problems and reducing the complexity of business tasks. Strategy should restore simplicity to the art of management, especially to the library, which is the knowledge nerve center of educational institutions, especially the primary, secondary, tertiary institutions. The library is a crucial center in the educational development of man/woman at any level, especially in the academic pursuit, and even in the communities.

In essence the strategy is a series of tools and techniques that will guide (hopefully) the library

managers to the marketing panacea, - success via a process of understanding and meeting customer/public needs. This paper will look at what determines marketing, marketing concept, marketing strategies, library and the role of marketing strategy in the offering of library services and what magic marketing orientation can do to improve library services and what magic marketing orientation can do to improve library services. KEY WORDS: Marketing, marketing strategy, Marketing Concept, Strategy, Library Services.

What determines marketing, marketing concept, strategy, marketing strategy and library Marketing

Ask 100 experts the meaning of marketing, and you will get 100 different answers. It indicates how interesting marketing is. A Google search on internet of the term marketing generates an outstanding 35.4 million matches, and the phrase marketing defined, yields a small but still spectacular 1.63 million matches from this search. It becomes an apparent that the term marketing is vast and wide. Marketing equally has a bad press. Phrases like marketing gimmicks, marketing puffery, marketing tricks, abound. The result is that marketing is condemned by Association. Yet this is unfortunate and unfair because the essence of marketing is value, not trickery. Successful companies/organizations rely on customers/ [publics returning to purchase. The goals of marketing are long term satisfaction, not short term deception. This view is reinforced by the writing of top management consultant peter Drucker who stated, *"Because the purpose of business is to create and keep customers, it has only two central functions-marketing and innovations. The basic function of marketing to attract and retain customers at a profit"*

The learning from this statement is four fold,

Firstly, It places marketing in a central role for business success, since its concerned with the creation and retention of customers.

Secondly, it is a reality of commercial life that it is more expensive to attract new customers than to retain existing one. It consist five to seven times as much to acquire a new customers as it cost to get a current customer to buy from you again. Consequently marketing orientated companies recognize the importance of building relationships with customers by providing satisfaction and attracting new customers by creating added value.

Finally, Since most markets are characterized by strong competition, the statement suggests the need to monitor and understand competitors, since it is to rivals that the customers will turn to, if their needs are not being met.

Short hand definitions of marketing

- Discovering what goods and services customers need and want, and providing these items for them, in the

places where the customers are, at the times that they want them, and at prices that they are able and willing to pay.

- A matching process between a company's capabilities and the wants of customers.

- The performance of business activities that direct the flow of goods and services from the producer to the customer/user.

- It is a democratic process in which consumers have the right to select preferred candidates, by casting their money votes to those who apply the goods and services that satisfy their needs.

A more detailed definition sees marketing as,

- A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

- The performance of business activities that direct the flows of goods and services from the producer to the customer.

- It is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services, so as to create exchange that satisfy individual and organizational objectives and goals.

The explanation of this definition brings out these core marketing concepts such as

needs, want, demands, marketing offers (products, services and experience), value and satisfaction, exchanges, transactions, relationships and markets

Needs Human needs are state of felt deprivation. They include basic physical and natural needs for food, clothing, warmth, safety, individual needs for knowledge and self expressions. These needs are not created by marketers. They are the basic part of human make up. Human needs are the most basic concept underlying marketing.

Demand: Demands are when wants are backed by buying power.

Marketing offers: products, services and

experiences: Companies address needs by putting forth a value proposition, a set of benefits that they promise customers to satisfy their needs. The value proposition a set of benefits that they promise customers to satisfy their needs. The value proposition is fulfilled through a marketing offer. This offer are some combination of products, services, information or experiences offered to a market to satisfy a need or want. Marketing offers are not limited to physical or tangible products. Marketing offers includes, services, activities or benefits offered for sales that are essentially intangible, and do not result in the ownership of anything. Example includes library services, airline and hotel services.

Most managers make the mistake of paying attention to the specific products that they offer, than to the benefits and experiences produced by these products. They see

themselves as selling a product rather than providing a solution to a need. These managers and sellers suffer from “marketing myopia”. They are so taken with their products that they focus only on existing wants, and lose sight of underlying customer needs. They forget that a product is only a tool to solve a customer problem. These managers and sellers will have trouble if a new product comes along that serves the customer's needs better or less expensively. The customer with the same need will want the new product.

Value and satisfaction: Customers usually face a broad array of products and services that might satisfy a given need. They choose among those many offers, by making their choices based on their perceptions of the value and satisfaction that various products and services deliver.

Customer value is the difference between the values the customer gains from owning and using a product and the cost of obtaining the product. Customers form expectations about the value of various marketing offers, and buy accordingly. Customer satisfaction with a purchase depends on how well the product's performance lives up to the customer's expectations. Customer satisfaction is the key influence on future buying behavior.

Exchange, transaction and relationship: Marketing occurs when people decide to satisfy needs and wants through exchange. Exchange is the act of obtaining a desired object from someone by offering something in return. Whereas exchange is the core concept of marketing, a transaction is the marketing unit of measurement, a transaction consists of trade of value between two parties. One party gives ‘M’ to another party and gets ‘N’ in return.

Marketing consists of actions taken to build and maintain a desirable exchange relationship with target audiences, involving a product, services, ideas or other object. Marketers want to build strong economic and social connections by promising and consistently delivering superior value.

Markets: This is the set of actual and potential buyers of a product. These buyers share a particular need or want that can be satisfied through an exchange relationship.

Marketing management: Is defined as the art and science of choosing target markets and building profitable relationships with science of choosing target markets and building profitable relationships with them, this involves getting, keeping and growing customers through creating, delivering and communicating superior customer value. Thus marketing management involves managing demand, which in turn involves managing customer.

Marketing concept

The marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets, and delivering the desired

satisfaction better than competitors do. Here customer focus and value are the paths to sales and profit.

Instead of a product-centered ‘make and sell’ philosophy, the marketing concept is a customer-centered sense and response philosophy. It views marketing as “hunting” but as gardening. The job is not to find the right customers for your product, but the right product for your customers.

Strategy: Strategy is concerned with making major decisions affecting the long-term direction of the business.

- It is also seen as a set of decisions taken by management on how the business will allocate its resources and achieve competitive advantage in its chosen markets.

Strategy therefore sets the direction of the business in which products and markets it is going to invest its resources and efforts, - and the means of getting there – how it is to create customer preference in these areas.

- The original meaning is derived from the military application of the word, where strategy is concerned with the overall disposition of forces in military campaign.

Tactical decisions are those decisions taken on the ground, by operational military commanders, often in the heat of battle and in direct response to an enemy maneuver. Strategic decisions concern the identification of high-level military objectives and the disposition of forces to achieve this. Central to such a decision is the fact that there is an enemy who is also making strategic decisions and who can be expected to try to anticipate and counter our strategy. In business strategy and in marketing strategy, this military analogy is helpful. Strategic marketing decisions are made away from the scene of marketing warfare, and concern the overall disposition of marketing battle, often in direct response to a competitor initiative.

Major business decisions are strategic and focus on
Business Definition: A strategic fundamental is defining the business we are in business leaders need to define the scope (range) of the organization's activities and determine the markets in which the organization will compete organizations need to anticipate and adapt to change by keeping in touch with the external competitive environment.

Core Competencies: The organization must be competitive now and in the future. Therefore strategic decisions need to define the basis of sustainable competitive advantage. What skills/resources are needed in order to prosper within our defined markets and how can they be used to optimum advantage.

Integrate: Strategy has a wide-ranging impact, and therefore affects all functional areas within the organization. Effective strategy is able to co-ordinate the different functions and activities within the organization in order to achieve common goals. By taking a ‘whole organization’ view of the corporate synergy. Synergy occurs when the combined effort of function/activities is greater than their individual contributions. It is vital that

Business leaders articulate a common vision and sense of purpose in order to achieve and integrate approach.

Consistency of approach: - Strategy should provide a consistency of approach and offer a focus to the Organization. Tactical activities may change and be adapted readily in response to market conditions, but strategic direction should remain content.

What is marketing strategy

Marketing strategy is characterized by;

- a. Analyzing the business environment and defining specific customer needs;
- b. Matching activities/products to customer segments and
- c. Implementing programmes that will achieve a competitive position superior to competitors.

Therefore marketing strategy address three elements- customers, competitors and internal corporate issues

- The customers: - We will determine how the market is defined. What segments exist and who should we target.
- Secondly, how can we best establish a competitive position and advantage? We need to have a detailed understanding of our competitors within targeted market segments.

Finally we need to match internal corporate capabilities with customer need, the successful achievement of these factors should enable the Organization to develop and maintain a strong market position.

Essentially a marketing strategy coming to deliver the following;

- Segmentation: this process breaks the market down into groups displaying common characteristics, behaviors and attitudes. Fundamentally this process aims to understand need and forecast reactions and/or demand.
- Targeting: this involves evaluating and selecting market segments. We aim to look for opportunities which are sustainable, where we can build long term relationships with opportunities which are sustainable, where we can build long term relationships with customers.
- Positioning: we have to establish distinctive superior positions relative to competitors. The competitive positions adopted should be based on matching product attributes to customer needs.

It goes without saying that the three keys constitutes of marketing strategy

- Customer competitors are *dynamic and constantly changing*.

Therefore, organizations must develop and deploy processes, procedures and techniques that ensure market strategies that are;

- a. Relative to the current/future business environment
- b. Sustainable
- c. Generating optimal benefits to both the Organization and customers and

d. Correctly implemented



Figure 1: The basis of marketing strategy

As a process strategic marketing has three distinct phases

• **Strategic Analysis**

To move forward: We must answer the questions; where are we. The stage entails a detailed examination of the business environment, customers and an internal review of the Organization itself. Tools such as portfolio analysis industry structure model keep management to objectively assess the organization's current position. Equally it is important to develop strong view regarding future trends. This is achieved via forecasting and defining assumptions about the future market trends.

• **Formulating Strategy**

Having analyzed the situation, we then determine a way forward. Formulation involves defining strategic intent-What are our overall goals and objectives. Managers need to formulate a marketing strategy that generates competitive advantage and position the organization's products effectively. To be successful, this must be based on core competencies. Additionally, formulation emphasizes the need to form relationships with customers and other business. The formulation stage culminates with the development of a strategic marketing plan.

• **Implementation**

Consideration needs to be given to implementing the strategy. Marketing manager will undertake programmes and location that delivers strategic objectives. Such

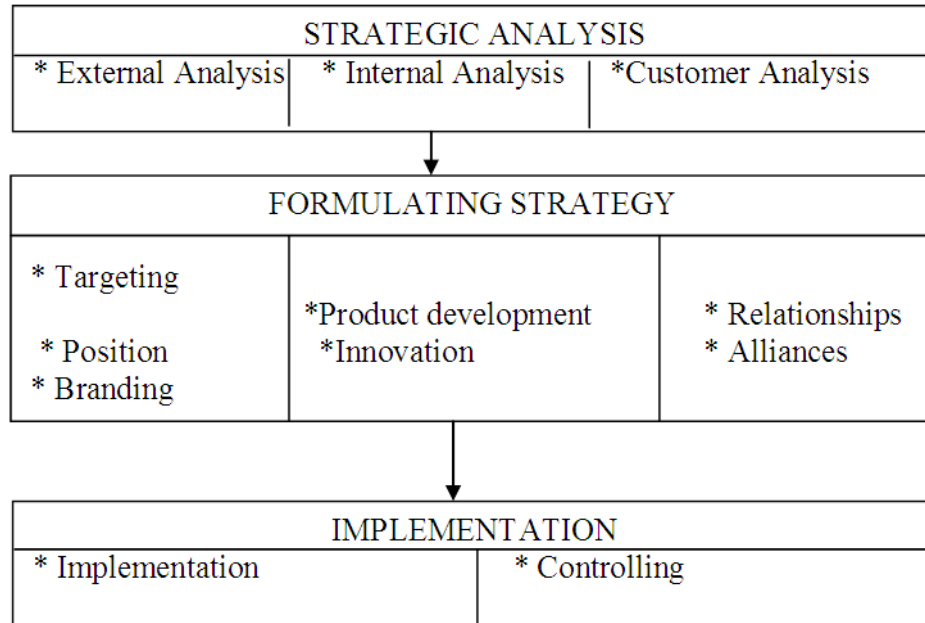


Figure 2: Strategic Marketing

action will focus on individual elements of the marketing mix. Also a process of monitoring and control need to be put in place. This ensures compliance and aids decision making.

What is the difference between strategy and tactics

A strategic decision involves the creation, change or retention of strategy normally a strategic decision has a time frame than one year, sometimes decades are involved. Broadly speaking strategic decisions are important decisions that will affect the direction of the business for a long time and that have a considerable impact on the way in which organizational resources are allocated.

In contrast a tactical decision is usually costly in terms of the resources and time required to reverse or change it. The cost of altering a wrong decision may be so high as to threaten the very existence of an Organization. Tactical man oeuvres tend to be sufficient to cope only with short term and localized conditions and circumstances.

Practical implications of this are that strategic decisions are usually taken by senior members of the organization (in large firm-by top executives and that decision making can be a lengthy process.

Tactical decisions are made by members of the organization of many different levels and are often made quickly. For example a sales executive may have to make a decision within seconds while sitting in a client's

office – would the offer of a small additional discount to be enough to win a substantial order.

Other authors like McDonald (1999) made time the key factor distinguishing strategic planning from tactical planning. A strategic plan is one that covers a period beyond the next fiscal year, usually three to five years, while a tactical plan goes into great details about action to be undertaken in the short term (usually on year or less)

The concepts of the library

The library is the nerve center of educational institutions. It is a crucial center in the educational development of man of any level and more particularly so in any academic pursuit. Time is invaluable in any research, hence it is pertinent for one to know how to find out what he wants in the library quickly, and easily too.

Libraries have become a place entrusted with the acquisition, Organization, preservation, storage, retrieval and dissemination of information in whatever format it might appear. Hence libraries are not just institutions, buildings, warehouses, stores etc of materials, but are agents of educational, social, economic and political changes or revolution in the community and their doors are open to all need them.

Libraries whether they are public, school libraries, academic, college and polytechnic, university, ancient, national, medial, public or special, specifically perform the below listed services, and it is from these that the

marketing strategies would be operationalised.

Services performed by the libraries

- Provide instruction to people/students in certain areas of knowledge.
- Provide public service by training people for various professions, especially in areas of need.
- Made information available to members of the academic and non-academic community, and those from outside within the limits of the resources available.
- Conduct research and extend the frontiers of knowledge.
- Contribute to the efforts in finding solutions to specific problems of the society.
- Preserve organize and disseminate the research findings of their members to the world at large. In doing this, most Academic libraries perform these functions.
- Acquire and organize relevant materials for the use of students, researchers, lecturers, teachers, and the general library users.
- Preserve and transmit knowledge through bibliographical instruction and proper organization of the library collections.
- Contribute to the extension of the frontiers of knowledge through the provision of relevant research material to aid researchers and teachers as well as professionalized services.
- They enrich the programmes of those pursuing courses leading the award of degrees and diplomas by providing them with up to date information and helping them to obtain information from other sources.
- Public libraries are set up to assemble, preserve and administer books and related educational materials in organized collections in order to promote through guidance and stimulation and enlightened citizenship and enrich personal lives.
- To serve the community as a general centre of reliable information.
- To provide opportunity and encouragement for children, youth, men and women, to educate themselves continuously.

Who are the public of the library

- Those that use its service e.g. students, lecturers, non academic staff, parents, internet users, reprographic users, lover of knowledge, people who live within the community, the management.
- Those who supply its resources workers in the library (employees), the management, students, various donors, financiers, corporate bodies, lovers of the library philanthropists, politicians, staff, lectures.
- Those the library need their support – lectures, students, the community, politicians, churches, mosques, traditional bodies, the opinion leaders, the

school heads, rectors, vice chancellors, the local chiefs and their councils, school children.

Who are your competitors?

- Cultist, Armed Robber, Illiterates, School drop-outs, never do wells.

What do you sell to the public

- Individual and group desire for knowledge and success not just books, journals, newspapers and magazines.

General problems

- Poor and insufficient funding
- Inadequate staffing
- Outdated collection of book/journals
- Lack of awareness on the part of the public and its non reading habit.
- Non provision/inadequate provision of computer/internet facilities.
- Very poor Organization of the libraries.
- Non provision/inadequate provision of computer/internet facilities.
- Very poor organization of the libraries.
- Non provision of academic and recreational facilities in the libraries.
- Lack of orientation on the part of the reading public.
- Poor infrastructural facilities.
- Unattractive building facilities/physical evidence
- Non-Automation of the library facilities.
- Lack of cooperation among various units of library and other libraries.
- Lack of cooperation among the libraries in the acquisition of materials inter-library loans.
- Lack of clear cut impression of what is to be achieved.
- Poor infrastructural facilities.
- Making poor selection of library staff/employees and failure to motivate/educate them.
- Under estimating competition (e.g. redundancy, idleness and competitions, cultism, armed robbery).

Marketing problems of the libraries product

- Non-provision of internet and telecom facilities in the library
- Lack of information on what it is out to provide. The library does not just provide and lend books/journals, but is a custodian of knowledge.
- Outdated and in most cases irrelevant books.
- Poorly produced and packaged products.
- Obsolete and outdated products.
- Unavailability of modern books and information

facilities.

Price

- Poorly priced library facilities
- Too high or low prices of library facilities.
- Inconsistent price with current economic realities

Promotion

- Lack of basic information on the part of the reading public on what the library does.
- Lack of promotion of the library activities and facilities.
- Non-provision of information on old or new books available
- Lack of information on the services rendered by the library.
- Sales promotion is ignored completely in the library.
- Non provision of brochures, pamphlets on new arrivals in the library.

Place

- Poor maintenance culture of facilities.
- Inadequate reading facilities and space in the library
- Unattractive infrastructural facilities.
- Unavailability of photocopying facilities
- Unidentified library building in some case.
- Un-conducive nature of the reading spaces.

Physical evident

- Unattractive building befitting a library
- Poor infrastructural facilities
- Poor security facilities.
- Poor library image and concept,

People

- Scarcity of trained librarians.
- Lack of marketing orientation and knowledge by the few librarians on the need to attend to their customers.
- Poorly remunerated staff
- Inadequate library staff.

Process

- Methods of attending to library users unattractive.
- Lack of modern method on the provision of library services.
- Connivance of library staffs with library users to steal library book.
- Lack of motivational facilities for librarians and even the library users.
- Non provision of library mentors to library user, to act advisers on how to enrich the library
- Non automation of library services, most of the functions are manually done.

Bad management

The constraint of most library managers is that they lack a clear cut comprehension of what the library is expected to achieve in terms of goals and objectives, and in noting that the marketing concept is the soul of all profit and non-profit organizations. As a result they are unable to establish a programme of future activities based on sound information. They maintain little or no control records and performance standards and this makes it impossible to permit a proper balance of time spent on various activities defined in their positions. Some are unwilling to delegate authority as they see their positions as GOD given and not a competitive position which can be maintained through hard work and application of marketing strategies. So all the benefits of using valuable inputs from other workers who perhaps are more qualified are lost,

How the library can use marketing strategies to improve on their activities

An application of the elements of marketing and marketing concept to the provision of library services has been found to be more successful than those that disregard the marketing technique. Remember that marketing is life and life is marketing in all its ramifications. I have looked at the general problems. Application of marketing and marketing concept can create a big difference in the provision of library facilities.

On people

- Train them on modern library services management and most especially on the need to be library user friendly i.e. very polite, amiable, friendly, eager to assist, humble but assertive, friendly but security conscious, patient with users, hardworking, and alert.
- Need to be moderately and smartly dressed.
- Provision of incentives and motivation to the library staff (e.g. On the best mentally alert library worker, most friendly, most cautious, best dressed-through a survey by the library users and staff.
- Training of library staff on internet and telecom facilities.
- Training them on being marketing and user oriented.

Marketing research

- There is a need to maintain communication and flow of information between the library and its users (customers). Marketing research will help the library to realize all the objectives. It will provide information on the users, the library itself, the desires, aspirations, and types of books, facilities, staff and most importantly the views of the users (customers). Such feed back is then used by the library as a way of determining what books,

products, services, programmes, incentives, library sales promotion activities to introduce, the prices to charge, and how to distribute and promote your services. It will also inform the library about the shortcomings of their services, and the changes need for improvement. It will help to ascertain the desires of the users ascertain their reactions to a given purpose. Questionnaires must be administered on all users, and staff, at regular intervals, so as to ensure that all policies, decisions, programmes, and activities are based on the views and desires of the library users.

Products

- The library must improve the physical appearance of the library, the entrance, the reception and the staff, and try to reduce the time users spend at the collection points.
- New, modern, and relevant books must be provided, subject to funds. But the library should be aggressive in sourcing for new books from local and international publishers, donor, and authors. Appeals could be made early every year.
- The library staff must adjust their behavior to be consistent with consumer's expectation, or to re-educate the consumers (library users) so that their expectations will be up the service levels that can be achieved. Introduction of internet, telecom facilities, virtual library, photocopying facilities will increase greater awareness of library services.

Promotion

- Library advertising should emphasize on some tangible cues that will help the users evaluate the services. The cues may be the library physical facilities on which the service is performed or some relevant tangible objects that symbolizes the service itself e.g. *the library of the federal polytechnic ilaro can be seen as very clean, quiet, conducive, prestigious and ideal for knowledge acquisition, just like union bank is big, strong and reliable.*
- Occasionally, organize library oriented promos i.e. Best Student to patronize library, Best Staff to use the library facilities, most friendly staff, Best security conscious staff, most vigilant staff, Best student to handle library books. Academic certificate and books can be organized for library users. Focus on your advertising on the characteristics they believe library users want from the library example *quite, serene and conducive area* for knowledge.
- Personal selling is also powerful in the provision of library services. It lets the users and the library staffs to interact. When users enter the library transaction, they must interact with the library staff. Customer staff personnel can be trained to use this opportunity to

reduce customer/user uncertainty, giving assurances and hope and promote the reputation of the library. Promise the users hope, happiness, success, goal achievement and serene environment in the library.

- Consumers tend to value word of mouth communications. So library staffs must stimulate word of mouth communication. This they do by stimulating the lecturers, students, and other library users to tell their friend's about their satisfactory performances, or by feature testimonies on what the library has done for people; e.g. TELL your FRIENDS IF YOU LIKE OUR SERVICES, and TELL the LIBRARY if you do not.
- On the internet or the institutions website, the library services must be professional marketed, as a must visit place for all staff and students.

Pricing

- Services is the library can be bundled together and sold for a single price i.e. project/thesis binding, photocopying and delivery to the departments, letting the library know of the relevant pages for researches and the photocopying of such pages and books at a very reduced price, and the delivery to user at the appropriate time.
- We can discount the price of one library service/product, when the user purchases another services e.g. getting all past questions and answers, binding and selling them as services to users. All these reduce the stealing, tearing and pilfering of library books and journals.
- Students/Staff can be encouraged to get discounted prices during the holidays to encourage them to use the library at all times. Using a lower price can be used to stimulate demand during the holidays and encourage people to always use the library services at all times.

Distribution (place accessibility)

- Place decisions refer to the ease of access which present and potential users of library services have with the library. Here distribution will be making the services available to prospective users.
- The library assistants must be fast, friendly, courteous, ever willing to help, and be neatly dressed.
 - There should be the application of TECHNOLOGY and the use of electronic product delivery channels in registering users and in inter-library, loaning facilities and exchange. Users do not get to go to register libraries before accessing to books borrowing or even t use the internet telephone or fax facilities, internet, and other technological facilities have enable people to have access to a lot of facilities over widely dispersed geographical areas. These above mentioned facilities is a must have for any modern library to be patronized and used.

Process

- Processes are of critical concern to library users. A library user is affected positively or negatively by the manner in which the staff serves them and the amount of waiting appointment, or queuing determines this. Services are labour intensive, so mechanization/technology can be used to improve the efficiency of the service production, especially in the libraries.
- Customers/library users will be willing to pay more in order to relieve themselves of parts of the co-production responsibilities e.g. you can deliver materials to some classes of users at a little cost.

Physical evidence

- The environment in which a library service is offered and consumed is central to the consumers understanding of the service, and his/her enjoyment or satisfaction. Whether in a Bank, Restaurant or library, the physical evidence matters. The layout, décor, upkeep, noise, neatness, arrangement, aroma, general ease of access and use, should become part of the library service.
- The library officers in planning should reduce the level of risk by offering tangible evidence of the promised service delivery by; issuing simple brochures that describe books, journals, new and old and important aspects of the library e.g. new arrivals, internet section, telephone section, photocopying unit, etc.
- A tidily dressed library officer gives evidence that the library is run professionally with care and attention.
- Nice buildings as we are seeing with the banks are used to use to give evidence of what to expect, from the Bank and the library.
- A clean bright environment is used to reassure library users that they will get the best services.

People

- People are vital elements of the marketing mix. The employees are the business, most especially in marketing.
 - The way the library officer dresses, uses good language at work determines the acceptability of the services. The attitude to work has a direct effect in the customers. In library service delivery, every body is a PART TIME MARKETER, must be seen to be practicing marketing and marketing concept.
- Library service requires interactions between the consumer and services firm personnel, or consumers interacting with each, or the organizations staff interacting with one another. The level of human involvement must be given maximum attention, if users.

are to maximize their use of the services and optimize their satisfaction

Library staff selection, training and motivation must be given a critical attention. If the building is excellent and the workers demoralized and unmotivated, they will begin to deliver low quality, and insufficient services, resulting into users dissatisfaction.

CONCLUSION

The aim of marketing everywhere is to satisfy customers, achieve production or brand differentiation with an advantage over competitor's product. The future production of library services lies with the adoption and usage of marketing, marketing concept and strategies. Specifically a non-profit Organization like the libraries that has fully adopted a modern marketing orientation will note the following;

"It will be customer centered
It will rely heavily on research
It will define competition heavily
It will have strategies, using all elements of the marketing
Mix, not just communication"

This implies that marketing is not marketing if a particular element is taken out of its context and applied to a specific situation. For example marketing cannot be said to have successfully been extended into the public sector simply because a communication program has been effectively used by a public sector Organization. Marketing is characterized by a particular mix of product design, distribution system, pricing and promotional strategy, optionally blended to appeal to the needs, wants, demands, and offer those products, services and experiences which bring the desired value and satisfaction.

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