



# International Journal of Social Sciences Insights

A Globally Recognized Quality Refereed (Peer Reviewed) &  
Online Journal of Multidisciplinary Social Science Research

Web: [socialinsights.in](http://socialinsights.in)



## OBSTACLES IN THE DIGITAL MARKETING OF INFORMATION RESOURCES FOR OPTIMAL UTILIZATION IN UNIVERSITY LIBRARIES, NIGERIA

Priscilla Odeyovwi OSIEBE [I] Lucky Oghenetega URHIEWHU [II]

[I] (CLN), Dennis Osadebay University, Asaba, Delta State

[II] PhD, Dennis Osadebay University, Asaba, Delta State

### Article info

Received – 05 February 2024  
Received revised 12 March 2024  
Accepted -23 March 2024  
Available online -30 March 2024  
Pages: 43-49

Keywords- Obstacles, Digital Marketing,  
Information Resources, Adequate. Optimal,  
and University Libraries

### Abstract

The swift advancement of digital technologies has altered the realm of information resource management in university libraries; however, the efficient digital marketing of these resources has revealed notable challenges that impede their optimal use by students, faculty, staff, and other researchers. This study examines the challenges encountered in marketing digital information resources for optimal utilization in Nigerian university libraries, including insufficient funding, a lack of trained personnel, limited technological infrastructure, inadequate marketing skills among staff, and resistance from traditional users. It also reviews concept of university libraries, marketing and its activities, marketing in librarianship, digital marketing, it also looked at the ways digital marketing of information resources. It adopted Marketing Mix Theory by Neil Borden (1964) and the technology Acceptance Model(TAM) in understanding the obstacles and opportunities for digital marketing in university libraries enhance their digital marketing strategies such as through social media, email campaign and improved websites functionalities .to boost resources utilization among students and staff.

© N.K. Publishing .All rights reserved.

Email:

\*Corresponding Author:

[Priscilla.osiebe@dou.edu.ng](mailto:Priscilla.osiebe@dou.edu.ng)

Orchid 0009-0008-4116-4905

Priscilla Odeyovwi OSIEBE author

[lucky.urhiewhu@dou.edu.ng](mailto:lucky.urhiewhu@dou.edu.ng)

Lucky Oghenetega URHIEWHU

ORCID 0000-0002-2164-7984

## 1.0 INTRODUCTION

The University library is mostly respected due to his collections for research and development. University libraries serve as the university and intellectual heart of a university, providing extensive resources and support to students, faculty, researchers, and the broader scholarly community. These libraries house vast collections of books, journals, digital databases, and multimedia materials, covering diverse disciplines and research areas. University Libraries offer many services, including research assistance, interlibrary loan, access to rare and unique collections, and instruction on information literacy.

They provide students with quiet study spaces, collaborative areas, and access to cutting-edge technology for university pursuits. Librarians in university libraries possess deep subject knowledge and expertise, guiding users in navigating complex research inquiries and promoting effective use of information resources. University libraries often host scholarly events, lectures, and, fostering a vibrant intellectual community. By serving as catalysts for research, learning, and discovery, university libraries play a pivotal role in advancing knowledge and supporting the university's success of students and faculty. (Ashikuzzaman 2023).

Therefore, university library can be defined as a library that is established in the university environment, which supports the mission, objectives and functions of its body- the university by providing information resources, staff and library accommodation to its users. One of the major objectives of establishing a university library is to promote scholarly research and learning in the various fields of academics. University libraries are a critical component of any university institution. They provide students, faculty, and researchers with the necessary resources to succeed academically (Akanwa and Udo- Anyanwu, 2017). They are also important for promoting literacy and a love of learning, as they give students access to a wide range of reading materials. In addition, university libraries play an important role in preserving and sharing knowledge. They serve as repositories for valuable research and historical documents, ensuring these resources are preserved for future generations. University libraries are also important for promoting diversity and inclusivity. They provide access to resources from a wide range of perspectives, and they can help promote understanding and tolerance among university community members. The university library in the bid to satisfy the information needs of its patrons must acquire and maintain a collection/ resources that will be appreciated by them.

These information resources should not only be in the form of prints like books, journals, periodicals, newspapers but digital formats such as e-books, e-journals, and e-theses, etc. the information resources or library can used interchangeably (Shettar, 2018 ; Thompson, 2015). These Library resources are those materials that are acquired, processed and kept for use by the library clients. According to Halsey cited in Akanwa and Udo- Anyanwu (2017) opined that library resources should be only include traditional print- on- paper media like as like books, journals, newspapers, etc, but also audio visual materials like records, audio, cassettes, projector and digital resources in different databases in the library. It could be deduced from the foregoing that information resources or library resources are library materials that are stored and disseminated by the library professional for the benefit of its users. The library professional here is the librarians that providing marketing services to users for promoting and utilization of library resources Akanwa and Udo- Anyanwu (2017). The librarian is a resource that drives other resources and becomes the spearhead in disseminating information in society. The definition of a librarian is someone who has competence obtained through librarianship education and or training and has the duties and responsibilities to carry out library management and services (Fukuyama, 2018).

Currently, librarians are required to think creatively and prioritize innovation. Libraries are now required to continue to be creative in developing various new activities and creativity in order to develop the library. In accordance with the 2011 National Library of Indonesia National Library Standards (SNP), librarian qualifications are at least a bachelor's degree librarian in the field of library and information science, and actively involved in organizations as evidenced by a membership card or certificate (Palumbo, Manesh, Pellegrini, Caputo, & Flamini, 2021). Marketing is a crucial human invention. It embraces the activities we engage in to satisfy our economic and social needs and wants. Its root can be traced to the first appearance of trade among people. Before trade or exchange people obtained what they needed by producing it themselves, but the emergence of trade allowed people to specialize in producing particular goods and services and exchanging them in markets for other goods they needed. Marketing consists of a set of principles for choosing target markets, measuring and delivering them at a value to the customer and a profit to the company.

It involve a set of activities including marketing research, product development, distinction, pricing, advertising, personal selling, and a number of other functions. Marketing is actually a high level integration of several functions designed to sense, serve and satisfy consumers need while meeting the goals of the organization. Kotler & Armstrong, (2014), "The process by which companies create value for customers and build strong customer relationships to capture value from customers in return". Todor (2016) stated that "Digital marketing refers to any attempt at marketing through digital means such as, blogs or social networking sites for promoting brand awareness and enhancing or developing customer relationships through digital means". Business Dictionary (2019) website, defines "Marketing as the management process through which goods and services move from concept to the customer, it includes the coordination of four elements called the 4 P's of marketing; (1) identification, selection, and development of a product, (2) determination of its price, (3) selection of distribution channel to reach the customers' place, and (4) development and implementation of the promotional strategy. Marketing is relevant not only to economic institutions such as manufacturing companies, or retailers, but to every organization that has something to sell such as lawyers, management, consultants, Hospitals and many more, of which library and information services is not excluded. Morden (2009) defined marketing as a social and managerial process by which individual and groups obtain what they need and want through creating and exchanging values with others. Marketing involves building profitable values for customers. Hence we define marketing as a process by which organization create values for customer relationship in order to capture values from customers in return.

Marketing is a process which carries goods from producers to ultimate consumers. Marketing, in its broader sense, is the social instrument through which the material goods and culture of a society are transmitted to its members. According to Kotler, "Marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organization's services in terms of meeting the target market needs and desires, using effective pricing, communication and distribution to inform, motivate, and service the markets." Similarly Stanton has opined, "Marketing as a total system of interacting business activities to plan, price, promote and distribute products and services for satisfying both present and potential customers wants." The above definitions call for various activities in marketing. They are: 1. Market research and customers' analysis 2. Development of products and services pricing 4. Distribution 5. Promotion 6. Evaluation of products and services. All the above mentioned activities of marketing is applied to other industrial sectors are equally applicable to the information products and services sector. Marketing activities whether it is for the profit or non-profit sector, the methods remain the same while the policy varies. Based on the above reviewed the paper want explores challenges of digital marketing of information resources for adequate utilization in university libraries, Nigeria marketing in librarianship Libraries are no longer the only choice for students, faculty staff and other users to source for information; this can be attributed to emerging information technology. With the impact of technologies and other environmental changes, the concept and roles of library services is fast changing. The range of services that take place outside the physical library is expanding due to the new technology. For libraries and information services to stay viable in the current information environment, it is important that they adopt marketing strategies to help meet organizational mission, goals and objectives. Without marketing orientation, a high-tech library or information service would not necessarily be successful. With increased competition in the world of information, marketing is a factor for survival.

Survival of a library depends among other things on its image in the minds of the users and its parent institutions. Marketing, in the librarianship context, refers to those instrument through which information (both raw and processed) are transmitted to its user. Marketing in the case of libraries is necessary to offer benefits to users' want, reduce barriers to use and access, persuade and inform the users, and carefully plan to satisfy users' needs effectively. "Marketing is so basic that it cannot be considered a separate function within the library. Marketing is a central dimension of the entire library. It is the entirety of the library's operations and services seen from a point of view of its final result, that is, from the customer's point of view." Gupta and Savard, (2010). A library without users is useless, there is need to let the users be aware of the benefits of the library in provision of information resources and services in order to succeed. To attract patrons, generate potential user awareness, and raise awareness of available services and resources, libraries need to find ways to promote services and resources to patrons as effectively as possible. As such, promotional approaches are used to convey the availability and value of services and resources to target markets and should be designed to cause library users and potential users to act (Helinsky, 2008; Webreck Alman, 2007) in Yi (2016). Marketing library and information service is an established sub-set of management practices which identifies customer wants and needs and meets those needs within the resources of the organization (Gupta, Koontz & Massisimo, 2013).

Marketing is about keeping the patrons in touch and informed about resources and services that match their interests. The success of university library marketing lies mainly on convincing the patrons that the tools or databases are worthwhile, they must have understanding of what the services are, and must be enthusiastic about how the services will be helpful to them. Marketing is regarded as managerial tools that assist libraries to face challenges now and in the future. Marketing play a very vital role in creating awareness for library and information products and services. The level of services and resources provided by the university library to users will greatly determine the extent the universities achieve their goals. In lieu of this, marketing of library and information services has to be part of everyday work of librarians. A user ascertains the effectiveness and efficiency of a library based on the services provided and not on how large the library is or the number of staff and information materials available. According to Meghana Shripad Chandratre (2015), Ranganathan's famous Five Laws of Library Science Ranganathan (1931) have been discussed in the light of marketing by many authors. Interestingly, these laws can be said to be relatively well aligned to marketing theory where the reader (i.e. the user) is king, and is the focal point of the library; thus the whole organization's (resources, services, facilities, rules and regulations, procedures) becomes user focused.

## **2.0 DIGITAL MARKETING**

Marketing deals with making consumers aware of commodities that are available for their consumption. Kotler and Armstrong in Onwuekwe (2022) defined marketing as, the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. Also African Marketing Association in Onwuekwe (2022) viewed marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Marketing according to Ternenge, (2019) involves studying target market needs, planning for the suitable goods and services, pricing, effective distribution and relation for information and creating motivation for the market. Also Adegoke in Ubogu (2021) viewed Marketing as the analysis, planning, execution, and control of carefully formulated programs designed to bring about voluntary exchange of values for the purpose of achieving organizational objectives. It relies heavily on designing the management offering in terms of the target market's desires and requests, and on using effective pricing, communication, and allocation to inform, inspire and service the markets. Similarly, Madhusudhan in Ubogu (2021) opines that Marketing is a process which carries goods from producers to intimate consumers. The researcher further stressed that Marketing, in its broader sense, is the social device through which the material goods and culture of a society are transmitted to its members.

However, Kotler and Armstrong in Ekwueme and Ilo (2019) describes marketing as human activities directed at satisfying needs and wants through exchange processes, and also a social and managerial process by which individuals and organizations obtain what they need and want, through creating and exchanging value with others. According to reviews by scholars above, marketing is an avenue through which consumers interact with the producers regarding available resources to be consumed. It is same in library and information services as Madhusudhan in Ubogu (2021) noted that Marketing, in the library context, refers to those instruments through which information requirements are compelling librarians to accept marketing in order to advance the management of library and information centres. Madhusudhan further stressed that Librarians have to market their services and brand in order to improve the image of their libraries and themselves.

There is need for marketing in the library because Libraries are no longer the only information services industries. The mega bookstores, online book dealers, information consultants, the Internet services providers, free web access providers and individual consumers will not hesitate to market to potential library patrons (Olorunfemi & Ipadeola in Ubogu, 2021). Kaane (2016) in Agbo and Eyinnah (2022) opined that marketing is necessary component of any organization, be it public or private, due to three basic reasons; helps institutions to achieve high levels of customer satisfaction, helps institutions to enhance the perceived value of their service and to ensure survival of the institutions. Gupta in Agbo and Eyinnah (2022) also summarized the reasons for marketing in the following points; to focus on providing an environment in which users can study and work, to focus on the believe that, each user has unique needs, requirements and expectations when he or she visits the library, and commitments to helping the user develop skills in order to acquire information from various sources. According to Ochogwu, Ugah, Aba and Uganneya in Ternenge (2019), marketing concept is based on the principle of an exchange occurring between two parties (i.e. the librarians and users). This is simply the relationship that exists with the provider of the information resources (Librarian) and the user of the provided information resources (Clientele). The librarian identifies the information needs of the users, makes them available and creates a link of reaching the clientele to be aware of the available information resources so as to have access and utilize them in solving their information needs (Ochogwueta in Ternenge, 2019).

Kumar in Onwuekwe (2022) noted that the aim of marketing is to inform the users (active and potential) of the multiplicity of services that a Library has provided. For example, libraries have to be outstanding in the kind of access and services they provide. Librarians also have to transform the insight of customers and others toward them as information providers. Librarians are to market within and outside the physical library to create awareness on the available information resources and services to improve access and enhance utilization of the resources provided. Information resources and services marketed properly create relationship between the customer and the library which is paramount as libraries are no longer the only source of information provider. Marketing further brings about recruitment of new customers and the retention cum expansion of relationships with existing customers (Adeyoyin in Agbo & Eyinnah, 2022). Marketing information resources and services to the users in academic libraries is aimed at creating awareness of the available information resources and services; identifying and satisfying the needs of the users; and above all creates a strong tie between the libraries and its users (NOUN, 2022) Prior to the advent of information and communication technology, librarians perform this marketing while domiciled in their institution libraries. However, the availability of internet services which gave rise to social media has contributed in easy and quick dissemination of information. This is to say that digital marketing of information resources in academic libraries is the fastest and speedy aspect of marketing because it reaches the expected users irrespective of location and distance. Furthermore, in E-Marketing efforts, libraries need to be served through digital /online media for user satisfactory services in basis of cost, time, place etc., because, only satisfied customers come back again and again (Mohapatra, 2017).

More so, Aniekan, Awa, and Offiong, (2019) described e-marketing of library resources and services as the most effective antidote to remedy poor patronage and sustain library services in Nigerian academic libraries. Aniekan, Awa & Offiong, (2019) also stressed that e-marketing is conceptualized as the process of creating awareness of the existing resources and services in the library using digital technologies. E-marketing is the process of marketing a product using internet to provide vital products to the consumers with speed. Before now, telephone, postal services, newspapers, radio and television were used as sources to communicate the consumers, but now along with these tools, Internet is also a speedy source being used to reach and communicate to patrons (Ubogu, 2021). Ubogu (2021) also noted that e-marketing refers to the application of marketing ideology and techniques via digital media and more specifically through Internet. From the reviews by different author, internet communication or marketing as the case may be is seen as fastest means of communication, and internet marketing is synonymous to digital marketing of information resources and services. Therefore, adopting digital marketing in library and information services is a welcome innovation as it does not only reach the users domiciled in the library place but also reach users that are not within the library space which will improve accessibility of the information resources and services provided. Poor access leads to underutilization, but when these services are marketed digital ally, the users will be aware of the resources and services availability and access will be improved. Nevertheless, improved access enhances adequate utilization of information resources and services which leads to satisfaction of the users.

### **3.0 WAYS DIGITAL MARKETING OF INFORMATION RESOURCES IN UNIVERSITY LIBRARIES**

Digital marketing is an important concept in university libraries because of its speed in reaching the targeted users irrespective of their locations and at same time creating awareness on the available information resources and services to be utilized to satisfy their information needs. With the advent of World Wide Web (WWW), communicating patrons in university libraries has been made easy with the help of emails and social media channels. These new modern technologies brought by Information and Communication Technology (ICTs) have allowed libraries to adopt online marketing strategies in order to promote their information services and many users access information services as quickly as possible through social media platforms (Mwantimwa, in Kizito, Rugambwa & Kanslime 2023).

Social media is seen as tools for digital communication. It is a social instrument of communication; it is a strategy and an outlet for broadcasting/communication (Saidu & Sani 2022). Social media has been embraced by university libraries because of its many benefits such as, easily connecting library users with the library and facilitating information sharing by advertising library resources and services, building brand loyalty, saves time, quick two-way communication, saves costs and rises revenue and also increases the numbers of library users (Mwantomwa & Nkhoma Kizito, Rugambwa & Kanslime 2023). Similarly, social media has been seen as the collection of internet-based communities that allows users to interact with each other online.

This includes web forums, wikis, and user-generated content (UGC) (Anwar & Zhiwei 2019) More so, Abok & Kwanya in Kizito, Rugambwa & Kanslime (2023) revealed that Social media channels like Facebook, Twitter, WhatsApp, Myspace, YouTube, Vine, Pinterest, We Chat, QQ, Instagram and LinkedIn among others are being used by librarian's world over to market their services such as reference services, current awareness services and also interact with remote library users. These social media channel are cheap and affordable by users. They are also helpful in advertising libraries upcoming events However, Tortorella as cited in a research conducted by Tajudeen etal (2021) on application of social media in marketing of library and information services in public tertiary institution libraries, different social media platform and how they can be effectively used for marketing different services in the libraries were highlighted. According to Tortorella in Tajudeen et al, (2021) as mentioned above, statistics of Social media usage shows that there are nearly 700 million active Facebook users, over 100 million LinkedIn members, 5 billion+ images on Flickr, 24 million pages on Wikipedia, 300 million Twitter users posting over 7,000 tweets per second, over 2.9 billion hours of YouTube watching per month. Similarly, Abok & Kwanya as cited in Kirita & Mwantomwa (2023) also noted that social media platforms such as Blogs, Facebook, YouTube, Twitter, Myspace, Pinterest, Google Plus, Instagram, Mashup, Flickr, LinkedIn and Wikis are some of those social media that are been used for marketing of information resources and service in the library.

It was revealed by Landis in Kirita & Mwantomwa (2023) that among these, libraries in the US mostly use Facebook to market their collections; for example South Carolina State Library (SCSL) uses this media followed by Twitter in addition to blogging, YouTube, Flickr, Google Docs and Wikis. Social media is seen as most effective way of marketing information resources and services in university libraries due to its delivery speed and coverage. University libraries world-wide and in Africa in particular, are striving to sustain social media relevancy in information service delivery for the achievement of primary objectives and goals of their parent institutions (Saidu & Sani 2022). However, the adoption of social media in university libraries can be understood in the context of developing an efficient communication and information environment, changing user needs and attitudes, collaboration among library organizations, and improving the connections and relationships between library staff members and patrons (Abdulsami & Dika in Saidu & Sani 2022). Furthermore, Bakare and Umar in Saidu and Sani (2022) opined that marketing of information resources and services with social media can be done by uploading a pictorial expression of the library facilities and the various sections of the library, available resources and library personnel which can be placed on the library's Facebook page or Flickr. Also by creating library account with other social media platforms where users will be added for easy and quick dissemination of information that concerns library services. This approach is a good selling point as it encourages library patrons to access the available resources and services that library can offer. The importance of social media channels in marketing of information resources and services in university libraries to the users can never be overemphasized as it creates awareness on available information resources and services which enhances adequate utilization of the resources by the users. Hence there is need for university librarians to create enabling environment that will curb any challenges that may militate against digital marketing of information resources and services in university libraries.

#### **4.0 THEORETICAL FRAMEWORK**

Marketing Mix Theory by Neil H. Borden (1964) Another theory that is relevant to this study is marketing mix theory propounded by Neil H. borden (1964). According Pamela in Ekwueme (2017), Borden sees marketing mix as a list of the important elements or ingredients that make up marketing programs" as well as "a list of the forces that bear on the marketing operation of a firm and to which the marketing manager must adjust in his search for a mix or program that can be successful" which he published in an article titled "the Concepts of the Marketing Mix". Ekwueme further stressed that marketing mix is made of a product, planning, branding, distribution, promotion, display, servicing, physical handling, facts finding and analysis. These ingredients were later categorized into four today that are known as the 4Ps of marketing comprising of Products, Price, Place and Promotions.

#### **5.0 CHALLENGES OF DIGITAL MARKETING IN LIBRARIES**

There are of course, challenges and difficulties faced by the organizations regarding library marketing. While surveying the librarians mentioned some challenges that they usually find in marketing library services. The major challenges of library marketing faced by the libraries have been discussed below (Akter, 2016): a. Insufficient personnel & expertise The study revealed that the highest number of libraries mentioned that one of the major challenges of marketing library services faced by them is insufficient library personnel. There are very little recruitments of the library personnel in proportion to the original requirements. Obviously lack of expertise is another biggest challenge of library marketing faced by libraries. As skilled and competent personnel are crucial to marketing library services, the recruitment of skilled and expert staff is badly necessary to the successful marketing of library services in private university libraries in Bangladesh (Ofori et al., 2020). b. Inadequate budget Lacking of sufficient budget in any organization is considered one of the major obstacles towards achieving the organization's objectives.

Almost 60 percent of the libraries of the study felt that because of lack of a sufficient budget for marketing sections, it becomes difficult for them to market or promote their library service to the users which is certainly a big challenge towards library marketing. Some literatures have also found the similar challenge faced by the

organizations. c. Lack of interest & awareness It really seems very awful that some of the libraries even do not want to implement marketing strategies in their library services because they are not interested in doing what they serve to the users. Awareness of anything is the half solution of any problem. But lack of awareness is the biggest hindrance of the libraries to implement marketing in library services. And almost 60 percent of the libraries are not aware of the benefit of the library marketing. Therefore, the challenges faced by both libraries and the librarians should be overcome to fruitfully incorporate marketing library services to the users to make their library products and services available and to ensure effective utilization of library materials. Here are some challenges associated with marketing of Library and Information Services. These according to Horsfall (2020) include the following: Ignorance among librarians: Some of the librarians are ignorant about the marketing services of the library in the digital age. Lack of ICT infrastructure: A lot of libraries do not have up to date ICT infrastructure for information marketing. Lack of awareness of the public on their access to information: It is a common problem for some individual to have access to the right information and at the right time and place. Furthermore, Budget limitations constrained the extent of the social media campaign. There were difficulties in assessing the long-term effects of social media marketing on user behavior.

Challenges arose in converting the campaign's success into lasting improvements in library engagement. Lack of funds: For any organization to stand firm and aid development in any angle, fund is needed. For instance, in Nigeria, libraries are not well funded to help them procure their needed materials and improve on current marketing services needed by the library in this age to promote their image. Lack of training and retraining of library staff: Training and retraining of staff has posed problems in most libraries in Nigeria. This deny them of the current marketing strategies of the 21st century obtainable in the western world.

## 6.0 RECOMMENDATIONS

The following recommendations for improving marketing activities in university libraries are suggested on the basis of the above findings (Akter, 2016; Akter and Nowrin, 2016): With a mandate to support its parent organization, every academic library should have a marketing strategy for its goods and service area. Marketing strategies should be incorporated fully to make library products and services more accessible and their maintenance should be done timely. Consumers should be interested in the procedure of developing innovative, tailored services and products for them.

The uppermost popular features of web/library 2.0 based services should be incorporated to broaden libraries utilities. All libraries should appoint permanent staff to look after library marketing activities. Separate and appropriate funding for effective marketing information services should be made available. The standard and selection of its items should continually be preserved and improved by libraries. Library awareness programs and user orientation schemes should be conducted on a regular basis.

## 7.0 REFERENCES

- i. Agbo, D. A., and U. A. Eyinnah. 2022. "Effectiveness of Information Services Delivery through Marketing of Information Resources and Services." *Journal of Information and Knowledge Management* 13 (2). <https://dx.doi.org/104314ijikm.v13i2.7>.
- ii. Aladenyi, C. 2018. "Utilization of Library Information Resources by Undergraduate Students of University of Medical Science Ondo, Ondo State, Nigeria." *American International Journal of Contemporary Research* 8 (4): 84-92. Available at <http://www.doi:10.30845/aijcr>. <https://www.researchgate.net/publication/347439493>.
- iii. Aniekan, A. D., P. C. Awa, and A. A. Offiong. 2019. "E-Marketing of Library Resources and Patronage by Students in University Libraries of Akwa Ibom State, Nigeria." *Library Philosophy and Practice (e-journal)*. <http://digitalcommons.unl.edu/libphilprac/2413>.
- iv. Ekwueme, L. O., and P. I. Ilo. 2019. "Marketing of Library Services for Enhanced Accessibility in National Open University of Nigeria: Challenges and Strategies for Intervention." *Library Philosophy and Practice (e-journal)*. <https://digitalcommons.unl.edu/libphilprac/2252>.
- v. Ekwueme, L. O. 2017. *Marketing of Library Services for Improved Accessibility to Students of National Open University of Nigeria*. Unpublished dissertation, Department of Library and Information Science, University of Nigeria, Nsukka.
- vi. Kizito, M., N. O. Rugambwa, and V. Kanslime. 2023. "Using Social Media Platforms to Enhance Marketing of Library Services by Staff at Hama Mukasa Library, Uganda Christian University, Mukono." *Library Philosophy and Practice (e-journal)*. <https://digitalcommons.unl.edu/libphilprac/7638>.
- vii. National Open University of Nigeria. 2022. *Advocacy and Marketing of Library and Information Services*. Nigeria: National Open University of Nigeria Press. <https://nou.edu.ng/coursewarecontent/LIS%20316%20PDF.pdf>.
- viii. National Open University of Nigeria. 2022. *Information Resources in Subject Areas*. Nigeria: National Open University of Nigeria Press.
- ix. Ncube, M., and T. Phiri. 2020. "The Role of E-Marketing in Promoting Academic Library Services in Zimbabwe." *Journal of Information Science and Technology* 10 (2): 58-72.
- x. Onwuekwe, C. N. 2022. "The Marketing of the Information Products and Services in the Libraries." *Library Philosophy and Practice (e-journal)*. <https://digitalcommons.unl.edu/libphilprac/7019>.
- xi. Saidu, D., and J. O. Sani. 2022. "Using Social Media as a Tool to Re-Define and Transform Academic Library Services in the 21st Century." *Library Philosophy and Practice (e-journal)*. <https://digitalcommons.unl.edu/libphilprac/7418>.
- xii. Tajudeen, O. O., et al. 2021. "Application of Social Media in Marketing of Library and Information

- Services in Public Tertiary Institution Librarians in Lagos State University: A Case Study of University of Lagos, Akoko and Lagos State University, Ojo-Lagos, Nigeria." *International Journal of Library and Information Science Studies* 7 (5). <https://www.eajournal.org>.
- xiii. Terlanga, U., et al. 2019. "Availability and Accessibility of Information Resources by Students in Tertiary Institutions: A Case Study of Gboko Polytechnic Gboko-Benue State, Nigeria." *Library Philosophy and Practice (e-journal)*.
- xiv. Ubogu, J. O. 2021. "E-Marketing of Library Resources and Services." *Library Progress International* 41 (1). [www.bpasjournal.com](http://www.bpasjournal.com).
- xv. Gupta, D. K., and R. Savard. 2010. "Marketing Library and Information Services." *Encyclopedia of Library and Information Sciences*. Available at DOI: 10.1081/E-ELIS3-120044552.
- xvi. Gupta, D. K., C. Koontz, and A. Massisimo. 2013. *Marketing Library and Information Service 11: A Global Outlook*. Munich: K.G. Saur Verlag Publishers.
- xvii. Kotler, P., and G. Armstrong. 2014. *Principles of Marketing*. Upper Saddle River: Pearson Prentice Hall.
- xviii. Morden. 2009. *Principles and Practices of Marketing*. New York: Prentice Hall Inc.