

IMPORTANCE OF INFORMATION-LIBRARY ACTIVITY MARKETING

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Abstract: It allows to study the forms and methods of library marketing and to put it into practice, to forecast the state of the information market, to study information requests in accordance with the purpose, to foresee the information and bibliographic requirements. At the same time, the use of marketing methods is of great importance in the development of library-information and related services.

Keywords: methodological foundations of marketing, information-library activities, marketing requirements, commercial and non-commercial marketing.

With the development of the information society, the demands placed on the libraries should also increase, and the library staff should gradually develop with the society.

As a social institution, the library must look for new ways to develop the information products and services provided. The implementation of news is accompanied by various difficulties and obstacles in organizational, economic and psychological terms. Solving these types of problems requires studying marketing, types of marketing and their practical application, as well as the specific features of advertising and public relations in information-library activities. Also, the success of any organization today depends on employees who are able to increase its efficiency. Therefore, personnel issues are becoming an important feature of library staff management. Personnel is the core of the organization, so management issues are the most urgent today.

Specialists of modern libraries, first of all their managers, need to know the theoretical foundations of marketing and know how to apply it in practice as a market concept of management of information-library institutions. Library management staff's mastery of marketing tools will help each library determine its strategic direction in the future, as well as teach changing tactics in daily work. In the field of information-library activities, traditional commercial and non-commercial marketing have been used together, but more space has been given to non-commercial marketing. When using marketing in the library, it is necessary to ensure that the document fund has the necessary quality, to pay attention to the library's resources and its development.

Commercial marketing is very relevant in the non-budget initiative management of the library, in the structure of the Information-library and other business units, and in the conditions of cooperation of the library with other institutions. Profitability requires coordinating and aligning

commercial efforts, activities, and meeting existing demands with competitive services and products, relying on comprehensive demand study and stimulation techniques.

Instead of paid information-library services used in libraries, commercial work is gradually being done based on the study of market requirements and with the aim of obtaining real profit. In this activity, it is now required to work on the principles of commercial marketing, to increase profits and develop commercial activities. These works primarily include business libraries, practical information centers, economic and legal offices (departments, halls), practical literature and conjunctural information, as well as autonomous or fully independent information, education or free time. can be used in the implementation and proof processes of the transfer problem-referral department. The majority of modern libraries in their daily practical activities are socially giving priority to providing free services to readers, and in doing so, they are trying to achieve a balance between their economic interests and the social situation. In such cases, the non-profit marketing methodology for librarianship is a priority. Non-commercial marketing appears as an effective means of achieving public interest in the activities of the budget sector. As a tool for organizing and managing interactions with various consumer groups, and as a powerful tool for receiving and directing certain services and products, creating a positive image of a specific structure/product .The guiding principles of nonprofit marketing include:

- lack of desire for financial gain;
- a comprehensive approach to the study of demand and development of proposals to satisfy them;
- constant “feedback” with consumers (clients, users);

The goals, tasks and objects of marketing in non-profit organizations, including libraries, include:

- promotion of specific types of services (marketing service);
- promotion of the institution (organizational marketing or self-marketing);
- promotion of leading employees, specific specialists (individual marketing or personal marketing);
- promoting the object's location (location marketing).

The social responsibility of non-profit marketing is to achieve three important factors: client demand (users), public interests, economic feasibility (target relevance). Its importance in public practice has many aspects:

- consideration of consumer requests;
- taking into account the requests of manufacturers themselves (product and service);
- taking into account the long-term interests of consumers;
- taking into account the long-term interests of society.

In the management system of the organization, marketing is a complex philosophy of industry management that takes into account market relations in its own way. His strict theoretical concept is the basis of professional thinking of the managers of modern information-library organizations. It is

appropriate to use non-commercial and commercial marketing together in the practical activities of specific information-library institutions. This leads to a proactive approach to library management. In this case, the wide application of perspective ideas, an informal joint approach to solving current tasks begins, the interest of individual employees and the team in the final result of their daily activities increases (internal marketing).

At the same time, it is necessary to clearly strengthen the information and communication function of the library, to increase the number of new categories of consumers (including those who pay for their services), the types of services and products provided, both paid and non-paid. It should not be forgotten that increasing the types of services is often related to paid services. It should be noted that the main principle of marketing in the management of a specific library is the selection of free, but proven specific goals. At the same time, it is necessary to have a certain strategy of operation and development. Based on this, the library administration, together with marketers, isolates a specific group of consumers, attracts partners, evaluates the available resource possibilities and, with the basic budget activity (free for readers), can be realistically paid for consumers. It is necessary to proportionally connect the amount received for the types of services. Here, timely use of various structural elements of industry marketing, their various application, development and implementation of targeted marketing programs play a crucial role.

Information-library marketing services can carry out multi-faceted complex research and analytical work, correction of the activities of other departments. When organizing a marketing service, it is appropriate to organize it according to functional characteristics.

In this, employees will have the opportunity to control their work and responsibility for the decisions they make. It is important to pay attention to the following factors:

- internal and external conditions (state)
- setting and goal (strategy)
- ways and means of implementation (tactics)
- financial expenses (budget)

The components of the marketing complex of an information-library institution may be different in the activity of certain goals and directions, but they are logically the same based on their sequence and management tasks. The effectiveness of marketing management in library activities is implemented using three main directions:

- To study the potential environment in which information-library influence is shown: (information micromarket);
- organizational and economic analysis of existing resource bases (its capabilities);
- determination of functional priority.

In order to achieve the necessary results in the information activities of the library, choosing the right types of marketing at the right time plays an important role. Below is the classification of marketing according to its purpose. The above types of marketing can be used in specific cases to achieve the necessary results in information-library activities. In the next chapter, we will try to cover more widely some of them that are actively used in the activities of libraries. It is known that libraries

can use different types of marketing at the same time depending on the goals they have set for themselves and the existing conditions.

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