



## ARTICLE REVIEW ASSIGNMENT

Management Of Libraries And Resource Center (Universiti Teknologi MARA)



**FACULTY OF INFORMATION MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
REMBAU CAMPUS**

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(IM110)**

**MANAGEMENT OF LIBRARIES AND RESOURCE CENTER  
(IMD 315)**

**INDIVIDUAL ASSIGNMENT**

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**Title:**

**ARTICLE REVIEW**

*Increasing Awareness and Use of The Library's Resources and Facilities  
Through Relationship Marketing Strategies*

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## Increasing awareness and use of the library's resources and facilities through relationship marketing strategies

Lourdes T. David and Karryl Kim A. Sagun  
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### Abstract

**Purpose** – To increase the use of its resources and services, the Rizal Library of the Ateneo de Manila University embarked on a relationship marketing program targeted at three segments of the market, namely, the faculty, the graduate students and the undergraduate students. This paper aims to investigate this program.

**Design/methodology/approach** – The paper reports the results of its program over a period of time to compare usage before and after the program was implemented.

**Findings** – Results indicate that the program was successful in its implementation. Success indicators showed a marked increase in the use of its resources and services.

**Practical implications** – More relationship marketing strategies involving the students and faculty should be introduced to further make the library more visible, open lines of communication between the library and its users and increase customer satisfaction.

**Originality/value** – The strategy increased library traffic. It could be adapted by other libraries to increase usage of their resources and facilities.

**Keywords** Relationship marketing, Marketing and promotion, Library clubs, User studies, Market segmentation, Philippines

**Paper type** Case study

### 1. Introduction

The strategic development plan of the Rizal Library, Ateneo de Manila University for fiscal year 2001-2005 aimed at developing the professional and personal competencies of its human resources to enable them to respond to the changing information environment and users becoming more and more technology literate. A three-year in-house training program for the staff complemented attendance in seminars and workshops offered by library associations within and outside the country.

Having achieved its objective to have a competent staff complement, it focused on facilities and information resources development in its strategic development plan for fiscal year 2006-2010. By the end of the fiscal year 2009-2010 in March 2010, it acquired 370,000 print volumes of books, 18 databases, 45,000 e-books, and more than 20,000 e-journals in its collection. It was also able to construct two new buildings making the total floor area almost 15,000 sq. m for its 8,000 actual users. One of the new buildings is a paperless library where access to information is only via the local area network and via the internet. It has two discussion areas, two silent study areas with computers and a

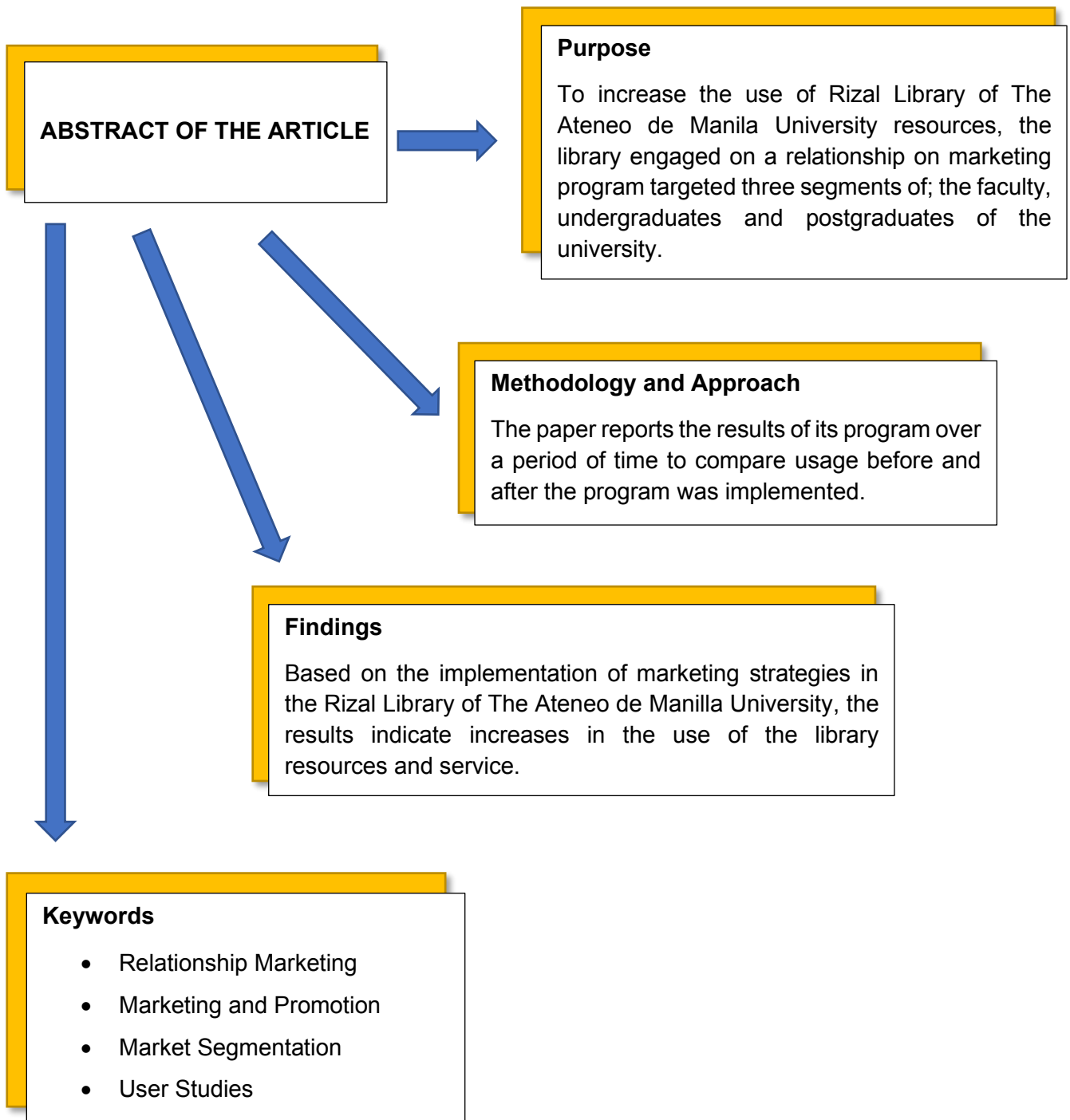


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**Figure 1:** Main Page of The Article Entitled “Increasing Awareness and Use of The Library’s Resources and Facilities Through Relationship Marketing Strategies”

## 1.1 ABSTRACT OF THE ARTICLE



## 2.1 INTRODUCTION TO THE ARTICLE

The diagram below represents the comprehensive and strategic development plan of Rizal Library, Ateneo de Manila University in Philippines for fiscal year 2001 – 2005.

The development plan for Rizal library aimed to develop professional and personal competencies of human resources to enable them to respond to the rapid changes in information environment.

The development plan for the library continues with improvement on the facilities and information resources. More than 370,000 print volumes of books, 18 databases, 45,000 e-books and more than 20,000 e-journals were added in to the collection of the Rizal Library.

Two new buildings making the total floor area almost 15,000 sq. m for its 8,000 actual users. One of the new buildings is a paperless library where access to information is only via the local area network and via the internet.

### **New Facilities Added to The Rizal Library:**

- 2 discussion rooms
- 2 silent study areas with computers
- balcony (drinks and food are allowed)
- Local Area Network and internet connection



### 3.1 MARKETING STRATEGIES IMPLEMENTED FOR THE RIZAL LIBRARY ATENEO DE MANILA UNIVERSITY

The Rizal Library of Ateneo de Manila University highlighted a few elements that considers to be the essence of a good and excellence marketing strategy; visibility, communication and customer satisfaction. Diagram below represents the marketing strategies that have been implemented for each target market of Rizal Library.

#### **Faculty**

- Designing programs to train them on the use of the databases after which the faculty were invited to the training.
- Provision of an “ask a librarian” and “request a book” services in the library web site.
- Publication of library activities in the university web site.



#### **Graduate Students**

- E-mail blasts to announce the availability of library defined user IDs and passwords and how they could avail of the service.
- Designation of a “faculty and graduates only” area.
- Use of social networking sites (Facebook and Twitter) to make announcements and receive feedback from students.



#### **Under Graduates**

- Conduct of orientation seminars and tours in cooperation with the faculty.
- Use of Yahoo Messenger as a vehicle for remote reference service.
- Distribution of handouts at the circulation desk and other points of service.


#### **4.1 CONCLUSION OF THE ARTICLE**

Marketing plays a very important role in ensuring that the library is used by the community it serves. Marketing strategies should be selected based on the targeted segment of the market. Communication, visibility and customer orientation are key factors in marketing. A satisfied customer is a loyal customer and instrumental in bringing in more users to the library.

## REFERENCES

Kim A. Sagun, K. (2012). Increasing awareness and use of the library's resources and facilities through relationship marketing strategies. *Library Management*, 33(4/5), 292–296. <https://doi.org/10.1108/01435121211242326>

## APPENDIX



The current issue and full text archive of this journal is available at  
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