

# Marketing Strategies of Digital Product and Services in Modern Era



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## Abstract

This paper deals with the Role of Digital information Products of library services in the Digital global era. It discusses about the information concept of todays covering various customers satisfaction. It also defines the products and its current approach to marketing of digital product and services with strategies.

In recent years, product and services is introduce a digital product and services in developing countries .product and services are like customer products and services in many aspects .now it is high time to change our attitude .marketing of digital products and services means transference of information to the potential users and customers digital storage media make it possible for centers to introduce digital products and services to fulfill information needs of customers /users act of digital product and services driving force in achieving quality of services that meet information needs of the community .in modern world strategies means to analysis and influence in the knowledge needs of customers. Marketing strategies can play more significant role in catering to the need different groups of the users .it is more responsible to their users needs and wants and more effectively achieve the market goals and objectives .in modern developing countries have taken initiatives to introduce rising prices of reading materials .information technology shrinking funds that have made it possible for profit organizations to operate efficiently effectively and profitably.

**Keywords:** Digital Product, Strategies, Management.

## Introduction

Marketing acts as IT products and services, and maximizing customers' satisfactions at the lowest delivery cost. A market orientation program that promote the user of IT products and services in libraries need to be instituted in order to create superior values to customer by increasing benefit relative to the cost of IT products and services.

Some of the India government policies and programs that have major influences to information needs of the India societies are:

## Marketing Strategies

IT products and services should be considered by librarians in providing quality services. They are:

1. Responsiveness i.e. willingness to help library users with prompt services according to the specific time needed by the library user. Timeliness is crucial for quality information service, as information has value to its intended user only when it is delivered at the time when information is needed for decision making.
2. Reliability i.e. that library users have confidence and trust that information delivered to them are accurate and current for them to make quality decision making.
3. Availability i.e. that IT products and services are always available when users want to use them. IT products must be arranged systematically so that it is easy to locate. Library users should be able to reach library services from any locations at any time through integrated online library systems.
4. Caring i.e. that the library staff is able to provide friendly and personalized attention to each and every library user. Library users do not feel intimidated at the moment of truth when they first encounter with library personnel. For specialized and personalized information services, the library staff should be able to search, retrieve and consolidate information, not available in library collection, from other libraries or from the WWW, and repackage the information according to the specific users.

5. Environmental friendly, that the library provides conducive learning environment for its users as well as its staff. The use of IT products and services must be made easy and user friendly so that it will be better use from making full use of its services.

The 5 Ps of marketing mix, i.e. product, pricing, place, promotion and person (staff Librarians must formulate short-term and long-term strategic plans for the provision of IT products and services in order to meet the changing needs of the society. Librarians must be sensitive to the "pulse of the nation" in term of the information needs of the society.

#### **Seven Strategies for Marketing in digital world:**

When you start to talk about marketing library products and services, the four P's of marketing come to mind: product, pricing, promotion, and placement. Traditional marketing plans identified the product or service features that would satisfy the wants and needs of consumers, as well as the right price, the method of promotion, and the merchandizing or distribution. Many librarians focus their marketing energy and time around promotional activities including advertising, special events, publicity, and brand awareness. But in today's world, marketing managers need to have Web 2.0 strategies and techniques as part of their library marketing plans.

#### **Seven Ways to Market via Web 2.0 Technology**

##### **Learn about Social Media**

Social media be sure user can easily see and understand what materials or contents your search facility searchers.

##### **Create a Web 2.0 marketing plan**

Web 2.0 easy to use web design software program that lets any one create professional looking web pages in minutes.

##### **Social Application**

Participate social media application there are lots of ways to join in social media by learning about it firsthand.

##### **Be remarkable**

Social media is a form of two way streets .which is allow to users to get their ideas and interest.

##### **Help your Library Content**

In this research we applied the 7Ps of the marketing Strategies .this can actually be a services technical challenges for some Library sites.

##### **Be part of The Multimedia Wave**

Millions marketing opportunity to overlook with different multimedia ways .like youtube and others video sharing sites.

##### **Monitor, Engagement and Learn**

We also monitor engage and learn by marketing strategies which is instruct and assist by the new modern ideas and thought.

##### **Marketing Plan**

Digital products and services to promote the use of these which is must develop by market analysis and plans.the market plan should include the following services:

Market plan is based upon the knowledge storage from the market analysis. plan of this is the actual process.

Online community services are very useful for the society .which is access by the variety of online database.

Information packaging and repackaging services are very important to the market strategies because several users are depend on it.

IT tools will maintain a database on user profile for users that register under this program.

#### **Promotion and Advertisement**

Promotion and advertisement activities can take many forms and the promotional media will depend on the nature of the target.audience and on promotional objectives:

1. Production of brochures and posters.
2. Campaign to business.
3. Tours
4. Promoting and advertising
5. Business and trade exhibition

#### **Monitoring and Review**

Monitoring of the system and services of the institution is designed to measure effectiveness of the market .review of the process involves the many staffs and users feedback data collection and conclusion of marketing strategies.

#### **Conclusion**

In the modern era now information generally called as a product and user is a consumer of information .information is a vital resource for research and development of any nation .information services should be user oriented in order to satisfy their information needs effectively .marketing strategies of digital product along with special collections e-books,e-journals and bibliographic services.

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