

# The Marketing Innovation of Library\*

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The marketing innovation of library has become a focus problem in the construction of public cultural service system in China. The library carries the main content of public cultural services. How to effectively enhance the role of library in the construction of public cultural service system has become the core issue of both theory and practice. This article, through the analysis of the library in the process of building public culture service system of the status and role, present situation, and development trend, studies the main ideas and important point of view of the library in the construction of public cultural service system of marketing innovation service and puts forward the strategies and suggestions of the library in the construction of public cultural service system to realize the marketing on the development of innovation.

*Keywords:* library, public cultural service system, marketing model, innovation

## Current Situation of Public Cultural Services in Libraries

### The Achievements of Libraries in the Construction of Public Cultural Service System

Libraries provide important places for public cultural services. As the consultation and guidance center, knowledge support center, social education center, and the development center of public cultural entertainment, library plays an important role in promoting the construction of public cultural service system. In recent years, as the main force in the construction of the modern public cultural service system, library has been vigorously developing the public library. In terms of management concept, it has realized the transformation from traditional type to modernization and established the board of directors system. In terms of service mode, it has realized the transformation from extensive type to standardization, and clarified the construction, management, service, and evaluation standards of libraries at all levels. In operating mechanism, it realizes the transformation from single type to socialized type. Through cooperation with relevant departments, we jointly complete the task of creating a national public cultural service system demonstration zone. On the whole, the comprehensive development strength of public libraries has been continuously enhanced, and a series of remarkable achievements have been made as follows:

**Solid progress was made in the construction of library infrastructure.** At present, 99.3 percent of towns and townships (subdistricts) have comprehensive cultural service centers, and 95.6 percent of administrative villages (communities) have cultural courtyards (rural book houses). After renovation, 60% of them meet the construction standards for comprehensive cultural service centers. Public libraries at all levels are equipped with books, newspapers and periodicals, and electronic books and periodicals to provide free

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lending services. Public libraries carry out mobile library services 12 times a year. The per capita collection of books at the county level reached 1.8 volumes.

**The digital service capacity of libraries has been further improved.** Cultural sharing projects achieve full coverage. The interconnection of public libraries and the co-construction and sharing of digital resources provide more personalized and diversified digital library services to the grassroots. In addition, the “house of light” digital library for the blind has also made new progress. Building grassroots visually impaired digital reading room. Public libraries at all levels and all townships (streets) and eligible villages (communities) have completed the construction of public electronic reading rooms. Free Internet service is provided to realize the smooth connection between the public electronic reading room management information system and the country.

**The service system and mechanism of library have been constantly innovated.** In the innovative service mode of the library, it has become a unique “library + academy” mode. The public library has built up a standard Nisan academy, which also has the functions of classic reading, popularization of sinology, education of rites and music, moral practice, and interest cultivation. Comprehensive service cultural centers in urban and rural communities built Confucian lecture halls. In terms of the construction mode of public library, a three-level (city-district-street, county-village-village, or community) public library system has been established to integrate the collection resources of public library, township comprehensive cultural station, and rural library. By promoting the construction of the general branch library system with city and county libraries as the main body, exploring the operation mode, and establishing the linkage mechanism, the integrated operation of urban and rural public culture has been realized. In addition, the branch library has been creatively extended to public places, such as bookstores, banks, and cafes to improve the service efficiency of the general branch library system. For example, the bank branches and cafes will be used to build branch libraries and carry out nationwide reading activities.

### **Problems Existing in the Construction of Public Cultural Service System**

Although we have made remarkable achievements, there are still many problems in the construction of library public cultural service system, mainly including:

**Insufficient government supervision and support.** At present, the construction of public cultural service system in China is still in the infancy. Due to the lack of constraints and norms of relevant laws and regulations, as well as the supervision and implementation of authoritative departments, governments at all levels have not paid enough attention to it. The construction of national public cultural service system lacks standardization and standard. The development of library is not guaranteed.

**Imperfect management mechanism.** Effective service and continuous operation of public culture need to be guaranteed by scientific and standardized system and mechanism construction. From the development of the library, the emergence of these rules and regulations has received some benefits, but it is still not enough. First, these systems and rules are of a lower order. Compared with the authoritative laws and regulations, it is lack of enforcement, which leads to the difficulties in the implementation of various administrative units and insufficient enforcement. Second, the content of the system is too general. In general terms, there are few concrete, targeted norms that can solve practical problems. The effect is not significant.

**Inadequate modern service level.** Generally speaking, the level of modernization of cultural services in public libraries is insufficient. Service innovation is weak. There is a significant gap between reader service and

meeting people's growing spiritual and cultural needs. The concrete manifestation is: (i) The public library cultural service facility supply insufficiency and the waste coexist; (ii) the cultural services of public libraries are out of line with the needs of the masses; (iii) the poor quality of cultural services in public libraries is far from the people's expectations; and (iv) public library cultural service content and form of innovation is poor.

**Lack of high-quality employees.** Among the existing staff, the knowledge structure of librarians is single, and high-quality professionals are scarce, especially the leaders in the field of public cultural services. Not only that, there are few professional talents in the staff of basic level library, even there are no practitioners with intermediate or above titles. The quality of the staff is generally not high and the level of business, professionalism, and service concept is weak, resulting in the service level is difficult to improve. A lot of staff work enthusiasm is not high; their understanding of the library is not enough. They do not care what the library is doing, let alone what readers' preferences and needs are. It is common for libraries at all levels to have specially-assigned posts without specially-assigned persons, unprofessional specially-assigned persons and difficult to pass on.

**Weak awareness of reader participation.** China's public culture construction started relatively late. Social reading atmosphere is insufficient, lack of reading environment. The national has not formed the good reading habit, lacks the dependence to the library; the reading consciousness is weak; and the reading rate is generally low. The public library in China is still in the initial stage. The ability of library cultural service is seriously inconsistent with the level of economic and social development and the people's spiritual and cultural needs. The library lacks the public attraction and the public participation is not high.

### **The Marketing Innovation of Library**

The innovation of library marketing mode is to find the source and method to improve the value of user transfer. On the one hand, increase the total value of users. Discover and focus on the actual or potential needs of target customers, design and combine information products and services based on user needs, and combine effective communication and interaction to enhance the image of the library and enhance users' value perception. On the other hand, reduce the total user cost. It mainly focuses on the convenience, rapidity, and reliability of user information inquiry, information acquisition, and service provision. In general, a successful marketing model requires excellence in both, or at least one. In recent years, the emergence of new communication technologies and media, as well as the emergence of new readers and demands, has led to revolutionary changes in the marketing environment of libraries, and then spawned many new marketing models. Generally speaking, there are three main innovation paradigms: marketing model innovation based on new technology application, the marketing mode innovation of user value multiplication strategy, and resource integration. According to the existing problems of library marketing in the construction of public cultural service system, combined with the three main marketing modes innovation paradigms, this study gives six library marketing innovation modes to cope with the current background of The Times.

#### **New Media Marketing**

New media marketing of library (Zhang, 2015) refers to the marketing mode of promoting library resources and services by using new media platform. Nowadays, the Internet has entered the era of new media communication 2.0, and various emerging media have emerged, such as blog, Micro Blog, WeChat, TAG, SNS, RSS, BBS, WIKI, and so on. New media marketing transforms the traditional "publicity mode" to

“participation”. By publishing information on new media, the library builds an interactive platform for users to participate in specific marketing activities. At the same time of expanding the marketing channel of library, we should provide more opportunities for users to participate, so as to achieve the purpose of library publicity and promotion and improve the utilization rate of library resources.

### **Cause Marketing**

As a non-profit organization, the mission and responsibility of the library is to deliver various resources, information products and services to users, and to meet users’ needs with public welfare activities. Public welfare marketing of library is the cooperation between library and public welfare organizations, making full use of the authority and public welfare resources of the organization to build a marketing platform that can be recognized by the public. Through this platform, the library can communicate with users, so as to enhance its own image and build brand value. Public service marketing of library (Zhang & Guo, 2017) can effectively integrate library, users, and public service activities together, and help the library understand the marketing environment and user needs, so as to improve the popularity of the library and improve the utilization rate of resources and services by improving marketing methods and innovative marketing channels. For example, Linyi library has carried out volunteer activities in rural areas, communities, and schools to provide help to the disabled, women, children, lonely elderly, and other vulnerable groups with diversified and in-depth service mode.

### **Precision Marketing**

Precision marketing is based on accurate positioning, with the aid of measurable modern information technology means, to establish a personalized user communication service system, in order to achieve the business goal of low-cost and sustainable development. Precision marketing requires precise market positioning, personalized communication channels with users, and personalized products and services for users to meet the needs of users. The marketing concept of precision marketing “starts with consumers and ends with consumers” coincides with the purpose of library marketing “user-centered”. Used in library marketing, the library (Wang, Shen, & Cui, 2016) is to use precision marketing is more deep and accurate indicators to define user, precisely push the information service and products to different users, in order to meet the personalized needs of users, constantly provide users with value-added services, so as to improve customer loyalty. It can retain old customers and attract new users, realizing the sustainable development of the library.

### **Cross-border Marketing**

Cross-border marketing is according to the different products, different industries, different preferences of consumers, commonality, and presented by a link between the original irrelevant fusion and penetration of some elements, which reveals a new way of life attitude and aesthetic, wins over the target customer, and ultimately realizes the maximization of the benefit of cross-border cooperation brand. The premise of crossover is that both parties must be complementary rather than competitive, and complementarity is not complementary in function but complementary in user experience. Recently, the trend of cross-border marketing of libraries is the combination of reading and commerce. For example, Dongying has built eight branch libraries with banks, cafes, and other places. Through establishing and improving mass reading organizations, it promotes the development of nationwide reading activities.

### **Event Marketing**

Library event marketing (Si & Hua, 2013) is the library through planning, organizing, and using some social impact, news value, and celebrity events or individuals, to attract a variety of media, social groups, and the user's interest and attention and to enhance the visibility and reputation of the library, expands the social influence, and finally realizes the transfer mode of marketing and service. There are many marketing events for the library to choose from, such as current political events: historical commemorations, ceremonies, conferences, ceremonies, etc.; educational science events: academic lectures, popular science lectures, symposiums, project promotion meetings, etc.; cultural events: cultural salons, knowledge contests, speech contests, etc.; entertainment events: concerts, promotional videos, cultural activities, etc.; and exhibitions and sales events: exhibitions, exhibitions, book fairs, etc.

### **Internal Marketing**

Library internal marketing (Fan, 2014) refers to the creation of a marketing culture in the library, that is, cultivating and training librarians to meet the needs of users as the purpose and criteria, and gradually create a sense of identity in consciousness and behavior. The working skills, knowledge level and working attitude of librarians are important factors to improve the service quality of libraries. The premise of the sustainable development of library is that the staff love the library cause, love their work, and are willing and able to persuade users to accept and choose the library. It is conceivable that if a librarian is not interested in librarianship, he or she will not be interested in work, and ultimately in user service. At present, the quality of library practitioners is relatively low, the level of working skills and knowledge is insufficient, and the working attitude is not correct. In the future development of the library, only by successfully hiring, training and motivating the internal staff, and cultivating librarians' service consciousness to users, can the long-term development of the library be guaranteed. It can be said that only a good internal marketing to employees, to achieve external marketing, internal marketing, no matter how much external marketing is futile.

### **Conclusion**

With the rapid development of social and economic environment and fierce competition of information service, the traditional service mode can no longer meet the requirements of library development. Sustainable development requires the library to have foresight and vision, to continuously improve itself, and to seek for higher development after clearly recognizing its existing disadvantages and deficiencies. As an important part of the construction of public cultural service system, the types and quality of the services library can provide seriously affect the construction and efficiency of the public cultural service system in a region or even the whole country. The advent of the era of "Internet +" has brought the rare opportunity and challenge. In order to adapt to the changing external environment, in the process of the development of the future library, we should seize this opportunity, actively go into the public cultural service system construction, improve own construction, set up and innovative global marketing concept, innovative marketing mode, and open up new marketing channels. Through continuous training and studies, we can promote marketing innovation ability; eventually establish a user as the center, perfect system of public cultural services. We should enhance core competence of library in the public culture service system, and promote the successful completion of the public cultural service system construction with a more rapid and convenient way satisfying diversified and personalized needs of users.

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