



AWARENESS AND USE OF INNOVATIVE MARKETING STRATEGIES FOR EFFECTIVE SERVICE DELIVERY IN PROF. FESTUS AGHAGBO NWAKO'S LIBRARY

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ABSTRACT :

This study examines awareness and use of innovative marketing strategies for effective service delivery in Prof. Festus Aghagbo Nwako library. This study was guided by five research questions. The descriptive survey design was used in the study. Librarians in Prof Festus Aghagbo Nwako library were used as case study. The population of study was 17 Librarians and the entire population were adopted for this study because it was found manageable. Data was analyzed using the mean rating. The questionnaire was the instrument used for data collection. Based on the analysis, the findings revealed that librarians in Prof Festus Aghagbo Nwako library use innovative marketing strategies to create awareness and effectively deliver library services, while some innovative marketing strategies were not used in the library. This study also revealed that the librarians were awareness of various innovative marketing strategies used to create awareness and effectively market library services. Based on these findings, the study recommended among others that comprehensive training should be provided for librarians in Prof Festus Aghagbo Nwako library. This training should include workshops and courses on the effective utilization of digital tools such as augmented reality, artificial intelligence, and robotics in library marketing. This will empower the librarians to implement a wider range of innovative marketing strategies, ultimately enhancing the visibility and impact of the library's services.

Keywords: Innovative marketing strategies; library services; service delivery; awareness; library marketing.

INTRODUCTION

The landscape of academic libraries has been evolving rapidly over the years due to advancements in technology and changes in user expectations. In order to effectively meet the needs of their users, academic libraries are increasingly turning to innovative marketing strategies. These strategies not only help to raise awareness about the services offered by libraries, but also play a crucial role in enhancing service delivery.

Awareness about library services is essential for users to take advantage of the resources and facilities provided. Without proper promotion, libraries may not be able to reach out to their target audience effectively. One aspect of awareness is promoting the library's collections and resources to patrons. Librarians employ various strategies to raise awareness, such as orientation exercise, website, flyer and social media platforms to engage with users citations. (Chimezie, Adaolisa, Chimezie, & Chika, 2022). These efforts contribute to increased usage, user satisfaction, and the overall value of libraries in supporting the needs of the community. Marketing can help libraries to create awareness among their users about the services and resources available.

Marketing in academic libraries is an essential aspect of ensuring the effective dissemination of information and services to the academic community. It involves various strategies and techniques aimed at promoting library resources, programs, and services to attract and engage users. Marketing helps academic libraries raise awareness about their resources and services, increase user engagement, and demonstrate their value to the academic community. Dwivedi and Singh (2019) argued that through effective marketing, libraries can communicate the value and benefits of their services to the users. By highlighting the unique features and advantages, libraries can encourage users to utilize the resources and facilities.

According to Kotler and Keller (2016), marketing is crucial for libraries to build relationships with users and meet their needs effectively. Libraries collaborate with academic departments, faculty, and student organizations to promote library resources and services. This collaboration helps libraries align their marketing efforts with the academic community's goals and priorities (Baker, 2016). It is essential for academic libraries to adopt and adapt innovative marketing strategies to remain relevant and effectively serve their users.

In recent years, libraries have been embracing innovative strategies to adapt to the changing needs of their patrons and to remain relevant in the digital age. Innovative strategies in libraries have become essential to meet the evolving needs of patrons in the digital age. One such strategy involves the implementation of makerspaces within libraries. Makerspaces provide patrons with access to tools and resources for hands-on learning, creativity, and collaboration. For example, the Fayetteville Free Library in New York transformed a traditional library space into a makerspace, offering 3D printers, laser cutters, and other equipment for patrons to use. This innovative approach has transformed the library into a hub for creative exploration and technological advancement (Bilton, 2014). By integrating makerspaces, libraries are transforming into dynamic community hubs that foster creativity and technological literacy.

Another innovative strategy employed by libraries is the integration of digital technologies and online platforms to enhance access to information and services. Virtual libraries and digital collections have become increasingly popular, allowing users to access a vast range of resources remotely. A study conducted by Bullard (2017) found that academic libraries have started using video marketing to showcase their facilities and service.

This digital platform enables users to explore. These videos help users understand how the library can meet their needs and enhance their academic experience. Additionally, libraries are leveraging social media platforms to connect with their communities, promote events, and share resources. By embracing digital technologies and online platforms, libraries are expanding their reach and ensuring that information and services are accessible to a wider audience. In addition to raising awareness, innovative marketing strategies also play a significant role in the effective delivery of library services.

Effective library services are essential for supporting the educational, informational, and recreational needs of individuals within a community. One key aspect of effective library services is the provision of a wide range of resources and materials. According to a study by Sahu and Sahu (2018), libraries should offer diverse collections of books, journals, magazines, e-books, and audiovisual materials to cater to the varied interests and preferences of library users. By ensuring a comprehensive collection, libraries can meet the diverse needs of their patrons and promote lifelong learning. Another important aspect of effective library services is the implementation of innovative technologies and services. In their research on library services, Kumar and Singh (2019) emphasized the significance of incorporating digital technologies to enhance access and convenience for library users. This includes the adoption of online databases, digital lending platforms, and virtual reference services. By embracing technology, libraries can extend their services beyond physical boundaries, reaching a wider audience and providing 24/7 access to information and resources. By doing so, libraries can meet the evolving needs of their users and ensure equitable access to information and knowledge. However, libraries encounter challenges in implementing innovative marketing strategies.

One of the major challenges faced by academic libraries in implementing innovative marketing strategies is the limited financial resources available. Academic libraries often operate on tight budgets, with limited funds allocated for marketing purposes. This constraint can hinder the development and execution of innovative marketing strategies, as they may require additional funding for advertising, promotional materials, or hiring specialized marketing personnel. According to a study by Kaur and Singh (2015), budgetary constraints were identified as a significant challenge for academic libraries in implementing marketing strategies.

Innovative marketing strategies are essential for academic libraries to thrive in today's digital age. Through these strategies, libraries can create awareness about their services among users, communicate the value of their resources, and engage with their target audience in a more personalized manner. Therefore this study is geared towards examining awareness and use of innovative marketing strategies for effective service delivery in Prof Festus Nwako's Agbagho Library.

Statement of the Problem

In the fast-evolving landscape of higher education, academic libraries play a pivotal role as reservoirs of knowledge and facilitators of scholarly growth. However, there seems to be issues within this critical sector, a significant gap in awareness and utilization of innovative marketing strategies to ensure effective service delivery. Academic libraries despite their invaluable resources and services, often struggle to effectively promote their offerings to their target audience, including students, faculty, researchers, and other stakeholders. This deficiency in proactive marketing and awareness campaigns directly impacts the optimal utilization of library resources and services.

Furthermore, the rapid advancements in technology and the proliferation of digital resources have transformed the way information is accessed and consumed. Academic libraries must adapt and embrace innovative marketing strategies to effectively communicate the value they provide in this digital age. Understanding and addressing these challenges are imperative for academic libraries to bridge the awareness gap, maximize the utilization of their services, and stay relevant in the dynamically changing academic environment. Hence, this research is geared towards examining awareness and use of innovative marketing strategies for effective service delivery in academic libraries.

Purpose of Study

This study is aimed at examining the awareness and use of innovative marketing strategies for effective service delivery in Prof Festus Aghagbo Nwako's Library. Specifically, the study sought to;

1. Identify the innovative marketing strategies employed by librarians to enhance awareness and service delivery in Prof. Festus Aghagbo Nwako's library.
2. Determine the level of awareness of innovative marketing strategies by librarians in Prof. Festus Aghagbo Nwako's library.
3. Identify the library services offered with innovative marketing strategies in Prof Festus Aghagbo Nwako's library.
4. Find out the challenges encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako's library.
5. Suggest strategies for mitigating the challenges encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako's library.

Significance of Study

The significance of this study is to enhance academic libraries' effectiveness by exploring innovative marketing strategies to bolster service delivery. This study is useful to various groups of people including the researchers, lecturers, library managers, students, and high institutions in the following ways:

Researchers will benefit from increased visibility of library resources and services, aiding research access and productivity. This study will also benefit researchers by providing facts and information needed to compare their study during their respective time of usability.

Lecturers in Nigeria universities especially Nnamdi Azikiwe University will benefit from this study because it will help them in their teachings, and research work. There will be improved collaboration opportunities, fostering academic growth and knowledge sharing.

Library Managers will be provided with enhanced understanding of users' needs and preferences, allowing for strategic resource allocation and improved services through innovative marketing strategies. There will be increased usage of library facilities and resources, demonstrating the library's value within the academic community.

Students will benefit by having a better knowledge of available resources and services, supporting academic success and personal growth. They will be enlightened and aware of innovative strategies for effective service delivery in academic libraries. Engagement with tailored learning opportunities and study aids has the capacity of contributing to higher academic achievement of students.

Higher institutions will benefit from this study through enhanced reputation and competitiveness through innovative marketing strategies showcasing academic resources and capabilities. They will attract top talent, as an effectively marketed library indicates a commitment to academic excellence and student support. Overall, effective awareness and utilization of innovative marketing strategies can lead to a more informed, engaged, and successful academic community within higher institutions.

Scope of the Study

The study was carried out to examine awareness and use of innovative marketing strategies for effective service delivery in Prof. Festus Aghagbo Nwako's library. The study is delimited to only Prof. Festus Aghagbo Nwako's library. The study covered the current innovative marketing strategies employed by librarians to enhance awareness and service delivery, the level of awareness of innovative marketing strategies by librarians, the challenges encountered in implementing innovative marketing strategies for service delivery and strategies for mitigating those challenges encountered Prof. Festus Aghagbo Nwako's Library.

Research Questions

The following research questions guided this study;

1. What are the innovative marketing strategies employed by librarians to enhance awareness and service delivery in Prof. Festus Aghagbo Nwako's library ?
2. What is the level of awareness of innovative marketing strategies by librarians in Prof. Festus Aghagbo Nwako's library ?
3. What are the library services offered with innovative marketing strategies in Prof. Festus Aghagbo Nwako's library ?
4. What are the challenges encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako's library?
5. What are the strategies for mitigating the challenges encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako's library?

LITERATURE REVIEW

In this chapter, various related studies carried out on the awareness and use of innovative marketing strategies for effective service delivery in Prof. Festus Aghagbo Nwako's library are reviewed under the following areas namely:

Concept of awareness, innovation, marketing and effective service delivery
 Innovative marketing strategies
 Level of Awareness of innovative marketing strategies by librarians
 Library services offered with innovative marketing strategies
 Challenges Encountered in Implementing Innovative Marketing Strategies
 Solutions to the Challenges in Implementing Innovative Marketing Strategies

Summary of Reviewed Literature

Concept of Awareness

Awareness is seen as the knowledge that something exists, or understanding of a situation or subject at the present time based on information or experience. Awareness is the state of being conscious or cognizant of something. It refers to the ability to perceive, understand, and recognize one's surroundings, thoughts, emotions, and experiences. It involves being present and attentive to the present moment, as well as having an understanding of oneself and the world around us. Awareness can be cultivated through practices such as mindfulness, meditation, self-reflection, and paying attention to our thoughts and emotions. It plays a crucial role in personal growth, self-discovery, and making conscious choices in life. Hence, when companies or brands try to raise awareness around their products or services, they try to inform and educate the target audience about them.

Awareness is the gateway to the use of library resources by the clientele. It means being informed of the quality of the resources available in the library in question. According to Nwakwo, Chukwu, Igboke and Agabnu, (2019) awareness of library resources, however, concerns itself not solely with re-establishing face-to-face situations; awareness has a broader meaning and is related to trend-spotting, alerts to research results in a certain domain, changes in the structure and content of library resources, personal changes within a library as well as knowledge about objects that may help carrying out one's task. Awareness in library science is mainly to know what sort of resources in the same field are available or is to know what is important to the user and filter out what is not important to user.

A study by Saikia and Gohain (2013) maintained that user guidance is necessary to help users meet their information needs and the creation of awareness of resources in the Library. This implies that the availability of Library staff to guide users, as well as organization of workshop as well as dissemination of useful information about resources in the Library influences utilization. Colaklar and Aras (2015) noted that social media tools are very effective means of creating user awareness of Library resources. In the University for Development Studies, various attempts such as notices, workshops, internal memo, personal interactions with librarian among others, have been made to increase user awareness and utilization of the resources.

In this study, the concept of awareness is the degree to which librarians in Prof. Festus Aghagbo Nwako's library know or have heard about the innovative marketing strategies and how informed they are concerning it.

Concept of Innovation

Innovation according to Oxford English Dictionary Online (2018) is defined as "the introduction of novelties; the alteration of what is established by the introduction of new elements or forms. According to Atata, Oji and Tom, (2014) innovation involves the making of a change in something. Innovation is seen as the process of idea generation, innovation therefore is the application of knowledge, and the successful exploitation of new idea is the essence. However, Baker, (2014) innovation can be a new idea, concept, product, system, or service related to library and information provision. Therefore, innovation in libraries is not necessarily limited to technology implementation. Hence, this article provides that innovation is creatively transforming old processes as well as inventing and incorporating new programs and practices to add value to organization's products or services.

In 2015, IGI Global carried out a survey on academic libraries as centers for the advancement of technology to identify the roles librarians play in support of technological innovation. Findings revealed that over half of the surveyed libraries are acquiring books/e-books, loan technology components, acquiring journals/e-journals, labs for instruction or collaboration, instruction on programming/coding and facilities reflection. Also, technology advancement programs libraries currently offer include: technology related classes, learning communities, technology fairs, webinars/seminars, collaborative visualization space, and blogs. Furthermore, the majority of technology orientated projects that exist at the instruction are student projects/research and faculty research.

Innovation helps libraries to stay relevant and meet the changing needs of their users. It enables them to explore new technologies, develop creative solutions, and enhance the user experience. Innovation in libraries can lead to the development of user-friendly interfaces, digital platforms, and online resources, making information more accessible and convenient for patrons. It also encourages collaboration and partnerships, fostering a culture of continuous learning and improvement. By embracing innovation, libraries can position themselves as dynamic and forward-thinking institutions, attracting new users and ensuring their long-term sustainability in a rapidly changing world.

Concept of Marketing

Marketing is derived from the word 'market' which refers to a group of sellers and buyers that co-operate to exchange goods and services. A market consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want.

Marketing begins with understanding user demands and developing products or services to meet them. It's the preparation and execution of ideas, goods, and services to produce exchanges that meet individual and organizational goals. Arumuru (2015) described marketing as determining consumer requirements and wants and delivering products or services that satisfy them. It involves analyzing the target market's demands, producing appropriate products and services, and using effective pricing, communication, and distribution to satisfy the market.

Marketing is a supplementary activity that can boost the awareness of the users to use the library resources and services and adoption of marketing techniques is vital to provide efficient and effective library services that would attract more and more users (Busari, Ismail Taiwo, Ayankola, Ibrahim Ayandare, & Lapido, 2015). Moreover, David and Sagun, (2015) concluded that to intensify the usage of library resources and services there must be an active marketing program. The researcher argued that marketing strategies that will involve the users would further make the library visible.

Marketing and promotion according to Adegoke, (2015) are important in creating awareness of library resources and services among users. Librarians who advertise, do book exhibitions and displays and public relations attract users to use the library. Since librarianship is experiencing constant change in its environment, Chandratre & Chandratre, (2015) suggested that because of information explosion, technology development, minimal budget, networking demands and complexity, competition by database vendors and internet, marketing of library resources and services is a must to maximize the use of the library.

Marketing in a library involves the strategic promotion of its resources, services, and events to effectively engage with its target audience. This includes creating and implementing marketing campaigns, utilizing various communication channels to reach patrons, and showcasing the library's value and relevance within the community. Marketing efforts aim to raise awareness, attract new users, and retain existing patrons by highlighting the benefits and unique offerings of the library.

Innovative Marketing Strategies

All organizations need a marketing strategy. This need applies to libraries just as it does to other service organizations with customers, clients or users. Innovative marketing strategies in libraries refer to the creative and forward-thinking approaches used to promote library services, resources, and programs to attract and engage users. These strategies aim to reach a wider audience, enhance user experience, and increase library usage.

Greek academic libraries have adopted various innovative strategies for marketing their services and products. Some of these strategies according to Garoufallou , Georgia and Balapanidou (2013) include the traditional methods of marketing such as brochures, user orientation, posters, e-mail lists, online newsletters, exhibitions and announcements in the local press and media.

In Nigeria, university libraries serve the user community through the acquisition of information resources and subscription to online database resources, support teaching, learning and research needs of the society. The university libraries can enhance and promote these services through the implementation of innovative marketing strategies to their respective customers (Adekunmisi, 2013 , Okon & Umoh, 2014). Baro and Ebhomeya's (2013) study revealed that university libraries in Nigeria were found using different strategies such as: library publications, university radio programmes, email alerts, library week, orientation talks, library instruction, university bulletins and the library website in marketing the information resources and services. A study by Ukwoma, (2014) study also examines strategies for marketing library services by library and information science (LIS) professionals in Nigeria. The study identifies using bulletin boards, seminars and workshops, newsletters, publicity through advertisements and announcements and through website as the major strategies for effective marketing of library and information services.

In addition, Edewor ,Okite-Amughor, Osuchukwu and Egreajena (2016) examined the strategies used by university libraries in Africa to market their resources and services to users through the use of survey research design. The findings revealed that university libraries in Africa creatively engage in marketing library and information services through various strategies. It was also found that the most frequently used strategies for marketing library and information services in African libraries are library publications (memos, bulletins, and newsletters), orientation exercises, website and flyer.

Different libraries use different service strategies. Chimezie, Adaolisa, Chimezie, and Chika, (2022) argued that libraries launch products and services to better serve its many customers. They further opined that these products and services include the introduction of a current awareness service, the use of social media in information dissemination, exhibition and display, selective information dissemination, bulletin boards, complaints/suggestion boxes, a clientele education course, an electronic billboard, audio-visual services, and online information dissemination via the internet by creating links for current information on the library portal. All of these techniques won't work without active promotion to create awareness about library services.

Chimezie, et al., (2022) , Madhusudhan and Lamba, (2021) identified bunny mascot , digital billboard , artificial intelligence , makerspace , robotics , social media , projector , and drones as innovative marketing strategies for libraries to create awareness and effectively delivery their products and services to its patron .

Effective Service Delivery

In the context of a library, the term "effective" refers to the ability of library services, programs, and resources to achieve their intended goals and meet the needs of library users efficiently and successfully. Effective service delivery in a library is crucial for meeting the needs of library users and ensuring their satisfaction. First we will look at the meaning of service delivery.

Martins and Ledimo, (2015) referred to service delivery as where, when and how a service product is delivered to the customer, whether fair or unfair. Service delivery in the context of this study can be referred to as the ability of a university library to provide the information need of users at the time of request in order to satisfy the expectation of users and improve their experience. The major focus of the university library is the intellectual life of the university community which is established for research, teaching, learning and community service which is the essence of establishing the library.

To foster services delivery to clients in the library, Akpan, (2018) stated that librarians should provide timely information services in the form of print and non-print materials to its users in a timely manner. Therefore, service delivery within the academic library ensures the provision of total services in life-cycle activities offered within the library to its users. It is imperative for libraries to carefully explain their services for patrons to understand what to expect and what not to expect as they patronize the library. The attitude of the library staffs speak much on the value accorded to service delivery of the library.

Effective service delivery also involves creating a welcoming and inclusive environment where users feel comfortable asking for help and accessing resources. Regular assessment and feedback mechanisms should be in place to continuously improve services and address user needs. Furthermore, libraries should provide user-friendly technology and infrastructure, such as computers, printers, and Wi-Fi, to facilitate research and study.

Level of Awareness of innovative marketing strategies by librarians

The role of libraries in today's digital age extends beyond providing access to books and information. Libraries now also focus on engaging with their communities and promoting their services through innovative marketing strategies. The level of awareness of these innovative marketing strategies among librarians is a crucial factor in their ability to effectively reach and connect with their patrons.

There is evidence to suggest that librarians in academic libraries have varying levels of awareness of innovative marketing strategies. While some librarians are actively engaged in using innovative marketing approaches to promote library services and resources, others may have limited knowledge or experience in this area. In a study by Johnson and Stein (2018), it was noted that some librarians have embraced the use of marketing techniques to showcase library services, while others may need additional training or support in this area. The study found that librarians who were more aware of the potential of marketing strategies were able to enhance their outreach and engagement with library users.

Similarly, Dallacqua, Johnson, and Verma (2016), emphasized the importance of professional development for librarians in utilizing social media platforms and other marketing tools to promote library services. This indicates that there may be a need for ongoing training and professional development to enhance librarians' awareness and expertise in innovative marketing strategies.

It is worth noting that while some librarians may be well-versed in traditional library practices, they may not have had the opportunity to explore the potential of innovative marketing strategies in their service delivery. As a result, there may be a need for targeted training, workshops, and resources to increase librarians' awareness and adoption of innovative marketing approaches in academic libraries. The level of awareness of innovative marketing strategies by librarians in academic libraries can vary, and there may be opportunities for professional development and training to further enhance their knowledge and skills in this area.

Library services offered with innovative marketing strategies

Universities are set up to encourage and promote scholarship and research in every field of learning and human endeavors. Hence, a university designs its programme of study and provides the necessary infrastructure to meet these goals. In light of this, each of the infrastructures available in the universities is an integral part of the university system; with the library being, undoubtedly the most significant of them all (Oriogu, Chukwuemeka, & Oriogu-Ogbuiyi, 2018). The information needs of the university community especially students, lecturers, researchers, administrators and other staff can be met satisfactorily through the university library otherwise called academic library. To this end, the library provides a balanced collection development so as to facilitate the efficient and effective information service provision for library clientele. On this note, Aina (2014) acknowledged that libraries play vital role in the development of individuals in our society as the quality of library information services and resources both print and electronic, determines quality of graduates produced and research development. Libraries, through provision of quality information services, are agents of educational, social and economic development.

From an empirical perspective, scholars have identified innovative services provided by some academic libraries. For instance, Vaughan (2013) examined technology innovation in academic libraries and discovered that Web scale discovery systems received the highest average score. Other items that received high rankings included maker spaces, cloud hosting, and patron driven acquisition. A range of services were indicated as being made available for pursuing innovation, including staff development, dedicated staff time, and hardware and software purchases. Çolaklar (2014) evaluated university libraries in Turkey with the aim to determine the innovative services and practices in the libraries of Turkish Universities. Findings of the study show that majority of the respondents indicated seminar as innovative activities in Turkish libraries. Other activities include interview, and author event. Also, few of these libraries organize competitions and exhibitions. However, few of the respondents marked other options which include work and career planning, supportive programs for distant learning etc.

Library services provided by librarians as identified by Buhari, (2016) are references services, circulation services, ICT services, audio-visual services and collaboration services.

Challenges Encountered in Implementing Innovative Marketing Strategies

Gupta, Koontz and Massisimo, (2013) outlined several factors militating against the effective marketing of library and information resources and services, such as poor marketing strategy, absence of marketing policies, lack of skilled manpower and infrastructural constraints. Other militating factors according to Baro and Ebhomeya, (2013) included lack of funds to engage in marketing activities as well as lack of exposure to adequate marketing training in library schools.

A study by Tucker and Ritchie (2015) examined the challenges faced by academic libraries in measuring the impact of their marketing efforts. The results showed that libraries faced difficulties in identifying appropriate metrics and collecting data, hindering their ability to measure the effectiveness of marketing strategies.

Resistance to change is a common challenge encountered when implementing innovative marketing strategies in academic libraries. This resistance can stem from various sources, including staff members, library administration, and library users. The major challenges of library marketing faced by the libraries have been discussed below (Akter, 2016).

Other challenges according to Golz, (2014) are related to insufficient staff time, insufficient resources, insufficient employee training, and uncoordinated regulations in institutional which are serious issues in the introduction of new technology in the libraries situated in academic environment.

Solutions to the Challenges in Implementing Innovative Marketing Strategies

When implementing innovative marketing strategies, library staff and stakeholders may resist change due to a variety of reasons, such as fear of the unknown, job insecurity, lack of understanding of the benefits, or resistance to leaving traditional practices behind. Mitigating this challenge requires careful planning and proactive communication to facilitate acceptance and buy-in from all stakeholders.

One strategy to address resistance to change is to create a shared vision and communicate it effectively to all stakeholders. Libraries should outline the goals and objectives of the innovative marketing strategies, emphasizing the benefits they can bring to the library and its users. Abraham and Ojha (2021) opined that this can be done through presentations, workshops, or collaborative meetings with library staff, administrators, faculty, and students.

Another useful strategy is involving stakeholders in the decision-making process. Alhageri (2020) argued that by including different perspectives and involving individuals in the planning stages, libraries can create a sense of ownership and reduce resistance. This can be achieved through focus groups, surveys, or committee involvement. Providing training and support is essential to ensure that staff members have the necessary

skills and knowledge to implement and sustain the innovative marketing strategies. Ceraceanu (2019) posited that libraries should invest in professional development programs, workshops, and training sessions to enhance the digital marketing skills of their staffs.

Finally, monitoring and evaluating the effectiveness of the implemented strategies is crucial. According to Vallieres and Pelletier, (2019) libraries should collect data, measure outcomes, and share success stories to showcase the impact of the innovative marketing strategies. This evidence-based approach can help address any remaining resistance and build confidence in the effectiveness of the strategies. By implementing these strategies, libraries can overcome the challenges and achieve successful implementation of innovative marketing strategies for effective service delivery.

Summary of Reviewed Literature

The overriding importance of this review was to determine the awareness and use of innovative marketing strategies in Festus Aghagbo Nwako Library. The awareness and use of innovative marketing strategies for effective service delivery involves creating a deep understanding of the library's offerings among the academic community and employing cutting-edge promotional techniques to effectively communicate and engage with users.

This study discussed innovative marketing strategies such as bunny mascot, digital billboard, social media, augmented reality, drones, artificial intelligence and robotics used to create awareness and effectively deliver library services. The reviewed literature also explained the concept of awareness, innovative marketing strategies, extent of use, level of awareness, challenges and finally strategies for mitigating the challenges encountered in implementing innovative marketing strategies.

Almost all the literature surveyed, concluded that awareness and use of innovative marketing strategies are crucial for academic libraries to ensure that their services and resources are effectively promoted and utilized, ultimately enhancing user engagement and satisfaction. In view of the foregoing, there is no doubt that significant efforts have been deployed by researchers across the globe and Nigeria in particular to explore the awareness and use of innovative marketing strategies for effective service delivery.

There is the need for a periodic evaluation of the university libraries so as to determine how well they are meeting the objectives for which they were established. Posited that library evaluation can be carried out through internal inspection and external inspection. The problems of implementing of innovative marketing strategies are inadequate budget, lack of interest and awareness, and absence of marketing polices. Additionally, lack of library professional's skills is also the reason for inadequate library services.

However, a cursory survey of the above review indicates an obvious gap because very few of them centered on the undergraduates in particular. It is against this backdrop that this study was carried out as a plausible attempt at filling the identified gap, using the librarians at Prof. Festus Aghagbo Library.

METHOD

The research method used in this study was discussed under the following sub-headings; Research design, Area of study, Population of study, Sample and sampling techniques, Instruments for data collection, Method of data collection and Method of data analysis.

Research Design

A descriptive survey research design was used for this study. The reason for choosing descriptive survey research design is because it involves a systematic and comprehensive collection of information about the opinions, attitude, feelings, beliefs and behavior of people through observation, interviewing and administering of questionnaires to a relatively large and respectively sample of the population of interest. Therefore, the descriptive survey research design was simple in its way of gathering information and seeking opinion of the library staff.

Area of the Study

The area of the study is Awka. Awka is the capital city of Anambra state in southeastern Nigeria. It is a bustling urban center with a mix of traditional and modern elements. The city is home to a diverse population and is known for its vibrant markets, lively street life, and rich cultural heritage. Awka is also a hub for education, with several universities and colleges located in the city. Its strategic location and growing economy make Awka an important commercial and administrative center in the region.

Professor Festus Aghagbo Nwako Library is the university library of Nnamdi Azikiwe University, Awka. The library was named after the pioneer Vice Chancellor of the University when Federal Government of Nigeria took over the university in 1992. It provides students and scholars the access to a wide range of reference materials, such as multiple professional encyclopedias, numerous books and thousands of magazines. The main university library is situated at Awka purposely for proximity with two campuses at College of Health Sciences, Nnewi and Pharmaceutical Sciences at Agulu. There are also faculty libraries at the Faculties of Law and Management Sciences. It comprises of professional staff, para professionals and general duty staff.

The library service is structured according to the various library operations that currently exist in the library system. Expectedly, Professor Festus Aghagbo Nwako Library as a university library is the academic nerve centre of Nnamdi Azikiwe University.

Population of the Study

The population of the study comprised 17 librarians at the Prof. Festus Aghagbo Nwako's Library in Nnamdi Azikiwe University, Awka.

Sample and Sampling Techniques

All the 17 librarians at the Prof. Festus Aghagbo Nwako's library was sampled for this study. The decision to use all the librarians was because the population was not very large, hence there was no need to sample.

Instrument for Data Collection

The instrument for data collection was structured questionnaire, titled questionnaire on awareness and use of innovative marketing strategies for effective service delivery in Prof Festus Aghagbo Nwako's library, (QAUMSESDFANL). The research questions were designed based on the aspects of the purpose of the research. The questionnaire was divided into five different sections. Section A identified the innovative marketing strategies employed by library professionals to enhance awareness and service delivery in Prof. Festus Aghagbo Nwako's Library. Section B determined the level of awareness of university library information resources by Librarians at Prof. Festus Aghagbo Nwako's Library.

Section C determined the extent of use of library resources at Prof Festus Aghagbo Nwako's Library. Section identified the challenges encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako's Library and section E suggested strategies for mitigating the challenges encountered in implementing innovative marketing strategies for service delivery in Prof Festus Aghagbo Nwako's Library.

Method of Data Collection

Copies of questionnaire were administered to Librarians at Prof. Festus Aghagbo Nwako's Library. Copies of questionnaire were personally administered directly to the chosen sample of the study and supervised by the researcher who assured them confidentiality of their responses during some interactions with the respondents. A total of 17 copies of the questionnaire were issued to the librarians and all the 17 questionnaire were all found usable, which constituted 100% of the questionnaire distributed and collected. The distribution and collection of instruments were by hand in order to minimize chances of loss. All the questionnaires were retrieved after the respondents filled them.

Method of Data Analysis

The data collected from the Questionnaire was analyzed using mean. The decision point was 2.50. Therefore, any item with a mean of 2.50 and above is deemed agreed. While any item below a mean of 2.50 was rejected. Therefore, the average score individually for response on a 4 point rating

scale were as follows :

SA - Strongly agreed = 4

A - Agreed = 3

D - Disagreed = 2

SD - Strongly disagreed = 1

They were represented as :

$4+3+2+1 = 10$

$10 \div 4 = 2.50$

PRESENTATION AND ANALYSIS OF DATA

This chapter deals with presentation and analysis of data as well as interpretation of result obtained. The obtained results were presented in a tabular form and analyzed using the mean analysis based on the research questions that guided the study.

INNOVATIVE MARKETING STRATEGIES EMPLOYED

Table 1: Innovative marketing strategies employed by librarians to enhance awareness and service delivery in Prof. Festus Aghagbo Nwako's library, Awka.

S/N	ITEMS	Mean	Decision
1	Bunny mascot	1.58	Disagree
2	Projector	3.47	Agree
3	Artificial intelligence (AI)	1.76	Disagree
4	Social media	3.88	Agree
5	Augmented reality	1.82	Disagree
6	Audio visual	3.47	Agree
8	Robotics	1.70	Disagree
9	Makerspace	1.94	Disagree
10	Digital billboard	1.88	Disagree

Table 1 showed librarians response on innovative marketing strategies employed in Prof. Festus Aghagbo Nwako library. The analysis were based on their various mean score. The table revealed that librarians used the following innovative marketing strategies; Projector (Mean = 3.47), Social Media (3.88) and Audio Visual (3.47). These responses generated mean responses of 3.47, 3.88 and 3.47. The innovative marketing strategies that were not used are as follows; Bunny Mascot (Mean= 1.58), Artificial Intelligence (AI) (Mean= 1.76), Augmented Reality (Mean= 1.82), Robotics (Mean= 1.70), Makerspace (Mean=1.94) and Digital Billboard (Mean= 1.88).

LEVEL OF AWARENESS OF INNOVATIVE MARKETING STRATEGIES

Table 2: Level of awareness of innovative marketing strategies by librarians in Prof FESTUS Aghagbo Nwako's library

S/N	ITEMS	Mean	Decision
1	Bunny mascot	3.47	Agree
2	Projector	3.76	Agree
3	Artificial intelligence (AI)	3.35	Agree
4	Social media	3.82	Agree
5	Augmented reality	3.11	Agree
6	Audio visual	3.58	Agree
8	Robotics	3.41	Agree
9	Makerspace	3.23	Agree
10	Digital billboard	3.64	Agree

Table 2 showed the Librarians response on the awareness level of innovative marketing strategies in Prof FESTUS Aghagbo Nwako's library. The analysis were based on their various mean score. The table revealed that the librarians are aware of the following innovative marketing strategies; Bunny Mascot (Mean = 3.47), Projector (Mean = 3.76), Artificial Intelligence (AI) (Mean =3.35), Social Media (Mean =3.82), Augmented Reality (Mean =3.11), Audio Visual (Mean = 3.58), Robotics (Mean = 3.41), Makerspace (Mean =3.23) and Digital Billboard (Mean =3.64). These responses generated positive mean ratings of 3.47, 3.76, 3.35, 3.82, 3.11, 3.58, 3.41, 3.23 and 3.64.

LIBRARY SERVICES OFFERED WITH INNOVATIVE MARKETING STRATEGIES

Table 3: Library services offered with innovative marketing strategies in Prof Festus Aghagbo Nwako's library

S/N	ITEMS	Mean	Decision
1	Research services	3.17	Agree
2	Reference services	3.11	Agree
3	Circulation services	3.05	Agree
4	Self-check-in services	1.82	Disagree
5	ICT services	3.29	Agree
6	Project services	3.35	Agree
7	ICT training and facilitation services	3.52	Agree
8	Media services	3.94	Agree

This Table shows the responses for items rating for the library services offered with innovative marketing strategies in Prof FESTUS Agbagho Nwako's library. The librarians agreed that they offered the following library services; Research Services (Mean=3.17), Reference Services (Mean=3.11), Circulation Services (Mean=3.05), ICT Services (Mean=3.29), Project Services (Mean=3.35), ICT Training and Facilitation Services (Mean=3.52) and Media Services (Mean=3.94). Whereas, they do not offer Self-Check-in-Services (Mean=1.82). This indicated that librarians offered almost all the afore-mentioned services.

CHALLENGES ENCOUNTERED IN IMPLEMENTING INNOVATIVE MARKETING STRATEGIES

Table 4: challenges encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako's library.

S/N	ITEMS	Mean	Decision
1	Insufficient personnel	3.88	Agree
2	Inadequate budget	3.76	Agree
3	Lack of interest	3.11	Agree
4	Resistance to change	3.05	Agree
5	Absence of maker polices	1.82	Disagree

Table 4 revealed Librarians response on the challenges encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako's Library. The analysis revealed the major challenges encountered in implementing innovative marketing strategies for service delivery as follows; Insufficient Personnel (Mean=3.88), Inadequate Budget (Mean=3.76), Lack of Interest (Mean=3.11) and Resistance to Change (Mean=3.05). The librarians disagreed that the absence of maker policies was a challenge encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako Library.

STRATEGIES FOR MITIGATING THE CHALLENGES

Table 5: Strategies for mitigating the challenges encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako's library

S/N	ITEMS	Mean	Decision
1	Creating a shared vision	3.17	Agree
2	Involving stakeholders in decision making	3.11	Agree
3	Training of library staffs	3.23	Agree
4	Fostering a culture of innovation	3.05	Agree
5	Evaluating the effectiveness of implemented strategies	3.35	Agree

Table 5 showed Librarians response on the strategies for mitigating the challenges encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako's library. The analysis revealed that the strategies for mitigating the challenges encountered in implementing innovative marketing strategies for service delivery includes; Creating a shared vision (Mean=3.17), Involving stakeholders in decision making (Mean=3.11), Training of library staffs (Mean=3.23), fostering a culture of innovation (Mean=3.05) and evaluating the effectiveness of implemented strategies (Mean=3.35).

Summary of Major Findings

This study examined the awareness and use of innovative marketing strategies for effective service delivery in Prof. Festus Aghagbo Nwako Library, Nnamdi Azikiwe University Awka Anambra State. The data collected were analyzed using the frequency percentage analysis. The summary below highlights the key major findings based on the research questions which were formulated to guide the study. From the results of this study, the hawing major findings emerged:

1. From the above listed innovative marketing strategies of Prof. Festus Aghagbo Nwako's Library, librarians employed the use of; Projector (Mean = 3.47), Social Media (3.88) and Audio Visual (3.47). These responses generated mean responses of 3.47, 3.88 and 3.47, whereas the following was not used; Bunny Mascot (Mean= 1.58), Artificial Intelligence (AI) (Mean= 1.76), Augmented Reality (Mean= 1.82), Robotics (Mean= 1.70), Markerspace (Mean=1.94) and Digital Billboard (Mean= 1.88). This resulted to a conclusion that Librarians used some of the innovating marketing strategies in Prof. Festus Aghagbo Nwako's Library.
2. The librarians in Prof. Festus Aghagbo Nwako's Library agreed that they are aware of all the innovative marketing strategies which includes; Bunny Mascot (Mean = 3.47), Projector (Mean = 3.76), Artificial Intelligence (AI) (Mean =3.35), Social Media (Mean =3.82), Augmented Reality (Mean =3.11), Audio Visual (Mean = 3.58), Robotics (Mean = 3.41), Makerspace (Mean =3.23) and Digital Billboard (Mean =3.64).
3. The librarians in Prof. Festus Aghagbo Nwako's Library agreed that they offered the following library services; Research Services (Mean=3.17), Reference Services (Mean=3.11), Circulation Services (Mean=3.05), ICT Services (Mean=3.29), Project Services (Mean=3.35), ICT Training and Facilitation Services (Mean=3.52) and Media Services (Mean=3.94). Whereas, they do not offer Self-Check-in-Services (Mean=1.82). This indicated that Librarians offered almost all the afore-mentioned services.
4. The analysis revealed the major challenges encountered by librarians in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako's Library are as follows; Insufficient Personnel (Mean=3.88), Inadequate Budget (Mean=3.76), Lack of Interest (Mean=3.11) and Resistance to Change (Mean=3.05), whereas they disagreed that the absence of maker policies was a challenge encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako Library.
5. Strategies for mitigating the challenges encountered in implementing innovative marketing strategies for service delivery includes; Creating a shared vision (Mean=3.17), Involving stakeholders in decision making (Mean=3.11), Training of library staffs (Mean=3.23), Fostering a culture of innovation (Mean=3.05) and Evaluating the effectiveness of implemented strategies (Mean=3.35). This indicated that all the items are strategies for mitigating the challenges encountered in implementing innovative marketing strategies for service delivery in Prof. Festus Aghagbo Nwako Library.

DISCUSSION, CONCLUSION AND RECOMMENDATION

In this chapter, the discussion of results, conclusions, and implications of the study, recommendations, limitations and suggestions for further research are presented.

Discussion of Result

Based on the analysis of data and findings above, the discussion of result was based on the following sub-headings;

6. Innovative marketing strategies employed by librarians to enhance awareness and service delivery
6. Level of awareness of innovative marketing strategies by librarians
 - Library services offered with innovative marketing strategies
 - Challenges encountered in implementing innovative marketing strategies
 - Strategies for mitigating the challenges encountered in implementing innovative marketing strategies.

INNOVATIVE MARKETING STRATEGIES EMPLOYED BY

The results from the findings reveal that librarians in Prof. Festus Aghagbo Nwako's Library, employed the use of; Projector (Mean = 3.47), Social Media (3.88) and Audio Visual (3.47). These responses generated mean responses of 3.47, 3.88 and 3.47, whereas the following was not used; Bunny Mascot (Mean= 1.58), Artificial Intelligence (AI) (Mean= 1.76), Augmented Reality (Mean= 1.82), Robotics (Mean= 1.70), Markerspace (Mean=1.94) and Digital Billboard (Mean= 1.88). This resulted to a conclusion that Librarians used some of the innovating marketing strategies in Prof. Festus Aghagbo Nwako's Library. This findings confirmed the research carried out by Chimezie, et al , (2022) whose study revealed that librarians use electronic billboard, audio -visuals , suggestions boxes, exhibition and displays, robotics, social media and artificial intelligence as innovative marketing strategies to create awareness and effectively deliver library services.

LEVEL OF AWARENESS OF INNOVATIVE MARKETING STRATEGIES BY LIBRARIANS

The results of the findings revealed that librarians in Prof. Festus Aghagbo Nwako's Library are aware of all the innovative marketing strategies which includes; Bunny Mascot (Mean = 3.47), Projector (Mean = 3.76), Artificial Intelligence (AI) (Mean =3.35), Social Media (Mean =3.82), Augmented Reality (Mean =3.11), Audio Visual (Mean = 3.58), Robotics (Mean = 3.41), Makerspace (Mean =3.23) and Digital Billboard (Mean =3.64). This alludes the findings of Johnson and Stein (2018), who reported that some librarians have embraced the use of marketing strategies to showcase library services, while others may need additional training or support in this area. The study found that librarians who were more aware of the potential of marketing strategies were able to enhance their outreach and engagement with library users.

LIBRARY SERVICES OFFERED WITH INNOVATIVE MARKETING STRATEGIES

The librarians in Prof. Festus Aghagbo Nwako's Library agreed that they offered the following library services; Research Services (Mean=3.17), Reference Services (Mean=3.11), Circulation Services (Mean=3.05), ICT Services (Mean=3.29), Project Services (Mean=3.35), ICT Training and Facilitation Services (Mean=3.52) and Media Services (Mean=3.94). Whereas, they do not offer Self-Check-in-Services (Mean=1.82). The findings are in line with that of Buhari, (2016) who revealed that the library services provided by librarians with innovative marketing strategies are references services, circulation services, ICT services, audio-visual services and collaboration services .

CHALLENGES ENCOUNTERED IN IMPLEMENTING INNOVATIVE MARKETING STRATEGIES

Challenges encountered in implementing with innovative marketing strategies for effective service delivery in Prof Festus Agbagho Nwako's library are as follows: insufficient personnel, inadequate budget, lack of interest, resistance to change and absence of maker polices. This problems correlated with those stated by Golz, (2014), revealed that insufficient staff, insufficient resources, insufficient employee training and uncoordinated regulations prevent the use of innovative marketing strategies to create awareness and effectively deliver library services.

STRATEGIES FOR MITIGATING THE CHALLENGES ENCOUNTERED IN IMPLEMENTING INNOVATIVE MARKETING STRATEGIES

As shown in table 5, librarians affirmed that some possible solutions that could be adopted to overcome the challenges are as follows: Creating a shared vision, involving stakeholders in decision making, training of library staffs, fostering a culture of innovation and evaluating the effectiveness of implemented strategies. This finding is in line with the study carried out by Ceraceanu, (2019), who revealed that libraries should invest in professional development programs, workshops, and training sessions to enhance the digital marketing skills of their staffs. Furthermore, Alhajer (2020), revealed that by including different perspectives and involving individuals in the planning stages, libraries can create a sense of ownership and reduce resistance to the use of innovative marketing strategies.

Conclusion

With the ever-changing landscape of technology and information, libraries need to adapt and leverage innovative marketing strategies to attract and engage their users. Ultimately, innovative marketing strategies not only enhance the visibility and reputation of academic libraries but also ensure that they remain relevant and valuable to their users in the digital age. Furthermore, by continuously assessing and analyzing the effectiveness of these strategies, libraries can stay agile and responsive to evolving user needs and preferences.

Based on the findings of this study, it is pertinent to conclude that librarians in Prof. Festus Agbagho Nwako's library used innovative marketing strategies to create awareness and effectively deliver library services.

Secondly, this study concludes that librarians are aware of innovative marketing strategies such as bunny mascot, digital billboard, artificial intelligence, makerspace, robotics, social media, audio visual and projector. From the results of the findings, it was observed that library services offered by librarians using innovative marketing strategies to are research services, references services, ICT services, Media services and ICT training and facilitation services.

This study delineated that the challenges to the use of innovative marketing strategies for effective service delivery are as follows: insufficient

personnel, inadequate budget, lack of interest, resistance to change, absence of makerspace and this challenges affects creation of awareness of library services.

The strategies for mitigating the changes encountered in implementing innovative marketing strategies in Prof. Festus Aghagbo Nwako Library are as follows: creating a shared vision, involving stakeholders in decision making, training of library staffs, fostering a culture of innovation and evaluating the effectiveness of implemented strategies.

Limitations of the Study

1. Only the librarians in Prof Festus Agbagho Nwako's library were used for the study. This may affect the generalization as other libraries were not covered.
2. Most of the librarians were reluctant to answer the questionnaire used for the data collection because of their busy schedules.

Recommendation

Based on the finding and results of this study, the following recommendations were put forward:

1. Conduct a comprehensive assessment of the current marketing strategies being used in the academic library. This assessment should include an evaluation of the effectiveness of existing strategies, as well as an analysis of the needs and preferences of library patrons.
2. Stay informed about current trends in marketing and service delivery within academic libraries, as well as broader trends in the library and information science field. This can be accomplished through attending professional conferences, networking with peers, and staying up to date with relevant literature.
3. Embrace digital marketing, as technology continues to play an increasingly important role in academic environments, it is important for academic libraries to leverage digital marketing strategies to promote their services and resources. This may include utilizing social media, email marketing, and targeted advertising to reach and engage with library patrons.
5. Collaborate with campus stakeholder, foster collaborative relationships with other departments and stakeholders on campus, such as faculty, student groups, and administration. By working together, academic libraries can identify opportunities to promote their services to a wider audience and better understand the needs of their campus community.
6. Engage with patrons, actively seek feedback from library patrons about their experiences and perceptions of library services. This can be done through surveys, focus groups, and other forms of direct communication. By listening to patrons' feedback, academic libraries can better understand their needs and preferences, and tailor their marketing strategies and service delivery efforts accordingly.

Suggestion for further studies

Based on the findings and conclusion of this study, the researcher gave the following suggestions for further study.

1. This research topic can as well be replicated in other academic libraries in Nigeria.
2. This respondents for further research should include students and other library staffs.

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