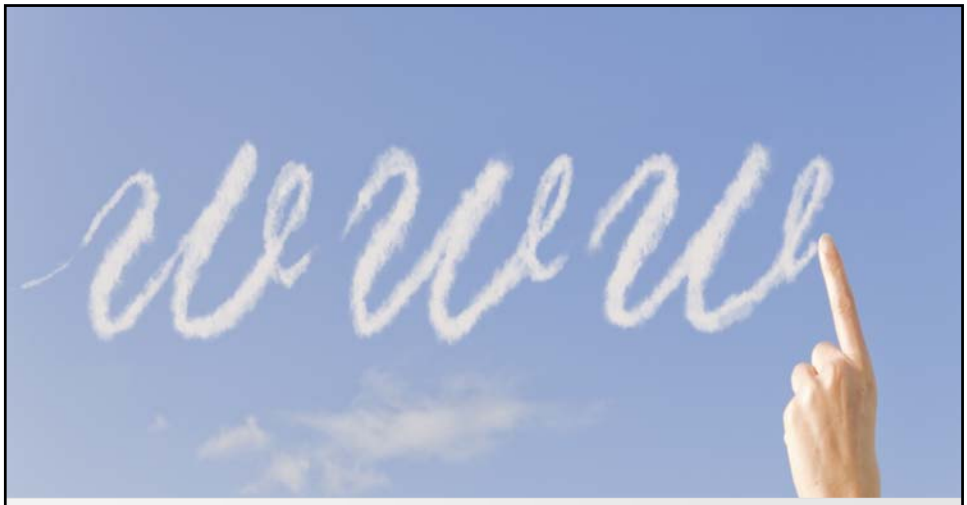


Marketing Hybrid Library

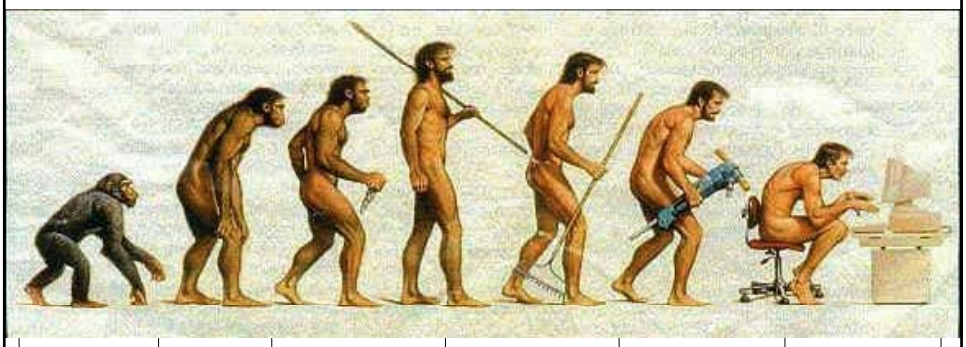
from the User's Perspectives

a special presentation by
Prof. Richardus Eko Indrajit (indrajit@post.harvard.edu)



Technology Revolution





Single function computers
General purpose computers
Commercial computers
Programming languages
Translators
Integrated circuits
Minicomputers
Structured programming
Database management systems (DBMSs)
Applications generators
Microprocessors
Relational DBMSs
Spreadsheets
VLSI
Portable computers
Logic languages
Optical disk storage
Transputer/expert systems
Voice recognition
Dataflow processors
Wafer scale integration
Gallium arsenide chips
Parallel processing
Learning capability
Natural language recognition
Optical chips
Biochips
Ultra-intelligent machines

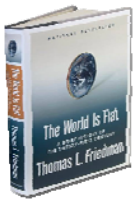
Changing in Paradigm

From "close" to "open" environment:

- **Society**
- **Communication**
- **Market**
- **Mind**
- **Behavior**
- **Value**



The Bottom Line

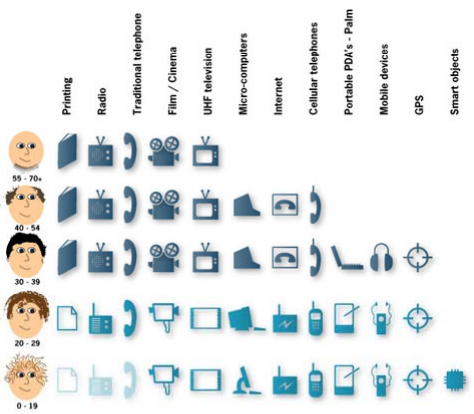


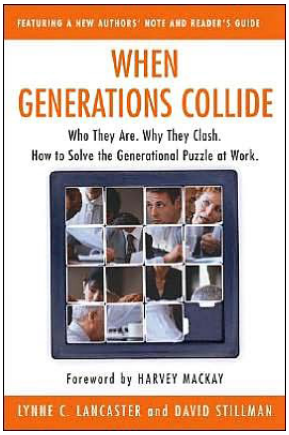
"The explosion of advanced technologies now means that suddenly knowledge pools and resources have connected all over the planet, levelling the playing field as never before, so that each of us is potentially an equal – and competitor – of the other."

Thomas Friedman



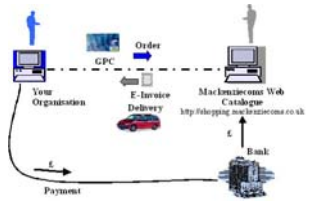
The People



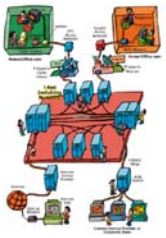


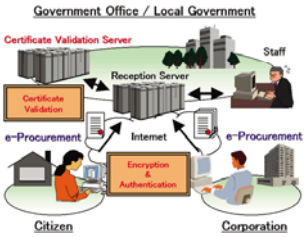
The Generation Cohort: Veterans - Baby Boomers - Xers - Millenials

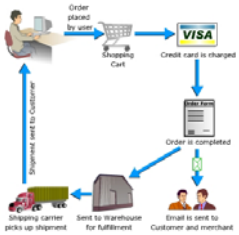
The Process

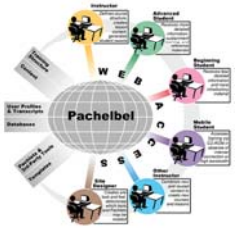












The Technology



Strategic Framework

Marketing

create the understanding
create the awareness
create the reasons
create the context

CREATING THE DEMAND for EXPECTED ACTION

through EFFECTIVE COMMUNICATION

Hybrid Library

Hybrid libraries are mixes of traditional print material such as books and magazines, as well as electronic based material such as downloadable audio books, electronic journals, e-books, etc.

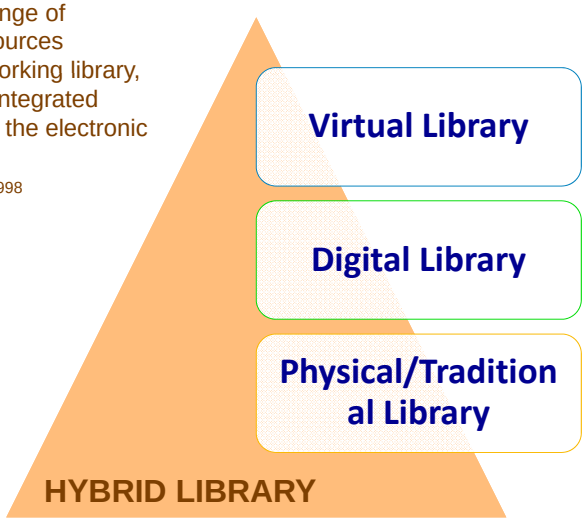
User's Perspectives

Definition



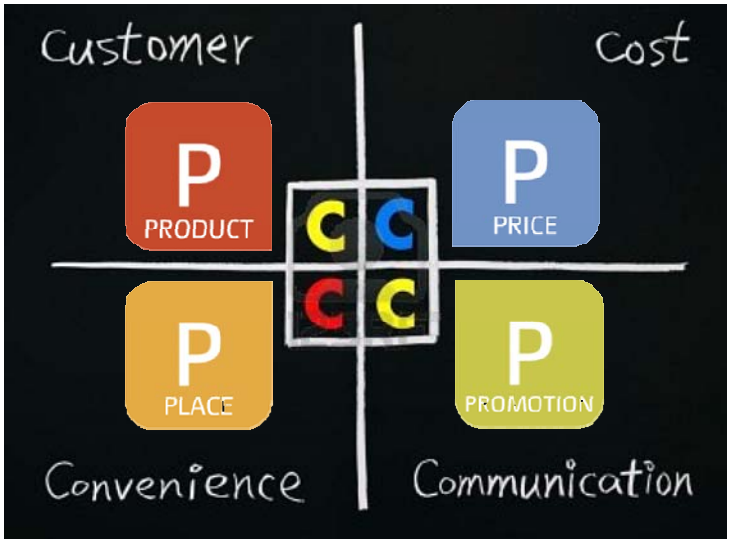
"...designed to bring a range of technologies from different sources together in the context of a working library, and also to begin to explore integrated systems and services in both the electronic and print environments."

Chris Rusbridge *D-Lib* July/August 1998

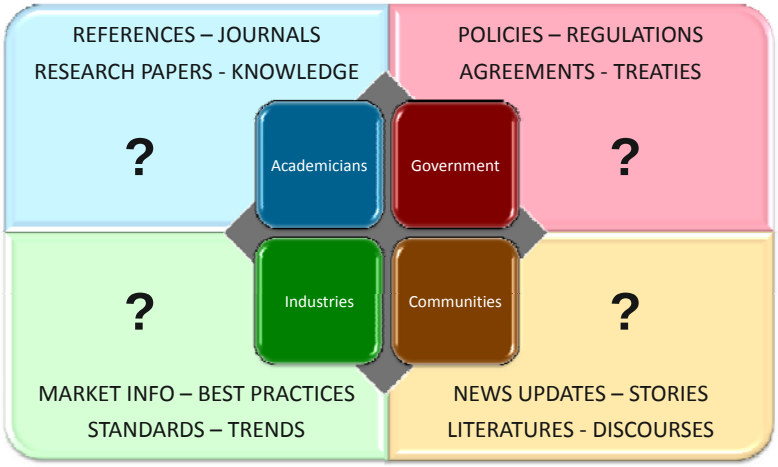


Marketing Mix

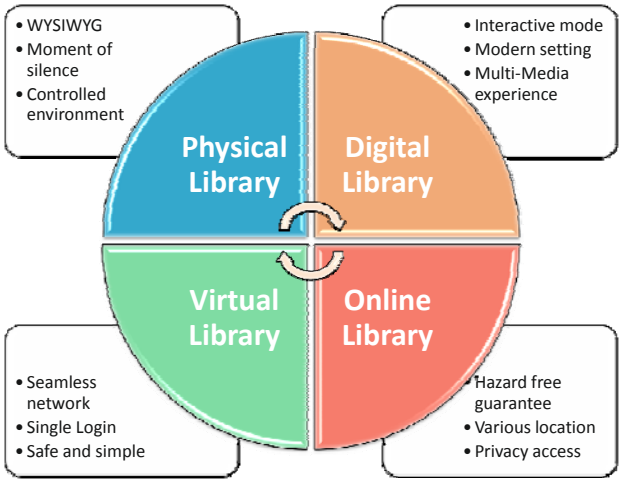




Marketing Mix: Products for Customers



Marketing Mix: Places for Convenience



Marketing Mix: Promotion for Communication



- If you cannot describe it, you can not sell it
- The ultimate outcome is an expected action
- Target audience drives communication style/strategy
- Differentiate between the target and the mean
- Seeing is believing, experience is the best proof
- Delivering surprises is much better than giving promises
- Word of mouth is still the best marketing mode
- Lower the barrier to entry, offer a simple way
- Piggy back seamlessly on top of other familiar products/services

Marketing Mix: Price for Cost Recovery



For Conventional Communities

- Cost of Transportation
- Cost of Access
- Cost of Allocating
- Cost of Transaction
- Cost of Handling
- Cost of Preserving
- Cost of Returning

For Digital Savvy Individuals

- Cost of Lack of Concentration
- Cost of Unclosed Activity
- Cost of Postponing Job
- Cost of Literature Conformity
- Cost of Non-Scholar Aura
- Cost of Academic Pride
- Cost of Emotional Ownerships

Integrated Marketing Communication

Integrated Marketing Communications (IMC) is the coordination and integration of all marketing communication tools, avenues, functions and sources within an organisation into a seamless program that maximizes the impact on consumers and other end users at a minimal cost.

This management concept is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation.



IMC for Hybrid Library

Example in Campus Environment

Use END-NOTE as a start to bridge virtual-online-digital-conventional	Give assignment requiring rare exclusive selection of references	Conduct various interesting programs "inside" the library

Example in Public Environment

Introduce cross-register initiatives	Join program and co-brand with more popular entities	Offer library variance services

Conclusion



- Like a bank, library will become hybrid in nature as the equilibrium state
- Like a bank, library will become a process rather than an entity
- Like a bank, library will have multiple delivery/distribution channels
- Like a bank, library will converge with other services seamlessly
- Like a bank, library will become communities life's infrastructure

- Unlike a bank, library keeps the collective memory of civilisation
- Unlike a bank, library treasures tacit and implicit knowledge of people
- Unlike a bank, library maintains its pure veritas atmosphere
- Unlike a bank, library revolves endlessly as a part of human evolution
- Unlike a bank, library encapsulate the history of earth and its surrounding

Caveat



"I don't care whether it is a library or not, conventional or hybrid, as long as I can get what I need, it's good enough for me!"




THANK YOU!