

THE MARKETING MIX AS THE BASIS FOR THE IMPLEMENTATION OF THE LIBRARY'S MARKETING STRATEGY

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The article proposes the use of the concept of marketing management in a modern library, analyzes the formation of the marketing mix and its use in long-term planning. The features of the use of marketing mix tools in the library's marketing strategy, based on seven elements of the mix, are highlighted. The library's main marketing goal is to ensure the quality of its documentary potential and the availability of resources and services to users. What is important is not just the creation of a new demand, but the development and the most complete satisfaction of the existing one, using all the available means of the library.

The concept of the marketing mix allows you to clearly structure and analyze the activities of the organization, identify new development opportunities and implement specific measures for its prosperity. The use of the marketing mix in practice is useful in analyzing the implementation of an organization's strategy, as well as when introducing a new product or service to the market.

The non-commercial marketing tools in the work of the library make it possible to achieve its competitiveness through the constant study of the target audience, the creation of new information products, the study of market conditions, the provision of loyal users, and the effective promotion of the organization's products and services.

The activity of modern libraries is becoming more intelligent and complex, therefore there is a growing interest in marketing techniques, such as the marketing mix, which ensures effective planning in the organization and contributes to the maximum adaptation of the library and information services system to the needs of users. Marketing helps organizations, including libraries, taking into account the needs and requirements of users, as much as possible correspond to the time, the market, and fully satisfy their needs.

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