



Electronic Marketing for Effective Academic Library Services in Anambra State, Nigeria

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ABSTRACT

This study examines the role of electronic marketing in enhancing academic library services in Anambra State, Nigeria. As academic libraries face increasing competition and evolving user expectations, the adoption of electronic marketing strategies has become essential for effective service delivery. The research investigates the current state of electronic marketing adoption, the challenges faced by libraries, and the overall impact on library service delivery. Utilizing a mixed-methods approach, data was collected from 150 librarians and 300 library users across five major academic institutions in Anambra State. The findings reveal significant gaps in electronic marketing implementation, including limited digital literacy among staff, inadequate technological infrastructure, and insufficient awareness of electronic marketing benefits among library users. Additionally, the study highlights the need for libraries to adapt to the digital landscape to meet the information needs of their users effectively. Based on the findings, the study recommends strategic investment in digital marketing tools, comprehensive staff training programs to enhance digital skills, and the development of policy frameworks to support electronic marketing initiatives in academic libraries. By addressing these challenges, academic libraries in Anambra State can improve their service delivery, increase user engagement, and ultimately foster a more informed and connected academic community. This research contributes to the growing body of literature on electronic marketing in libraries and provides actionable insights for library administrators and policymakers aiming to enhance library services through innovative marketing strategies.

ARTICLE INFO

Article History

Received: November, 2024

Received in revised form: January, 2025

Accepted: May, 2025

Published online: June, 2025

KEYWORDS

Electronic marketing, Academic Libraries, Digital services, Library Management, Anambra State, Nigeria

INTRODUCTION

The digital revolution has fundamentally transformed the landscape of information services globally, with academic libraries at the forefront of this transformation (Alhassan & Ashiemar, 2022). In Nigeria, particularly in Anambra State, academic libraries are increasingly recognizing the need to adopt electronic marketing strategies to enhance their service delivery and maintain relevance in the digital age (Nwokocha, 2021). Electronic marketing, defined as the use of digital technologies and platforms to promote library services, resources, and programs, has emerged

as a critical component of modern library management (Okafor & Eze, 2023).

Anambra State, located in the southeastern region of Nigeria, hosts several prominent academic institutions, including Nnamdi Azikiwe University, Chukwuemeka Odumegwu Ojukwu University, and various polytechnics and colleges of education. These institutions collectively serve over 200,000 students and faculty members, creating a substantial demand for effective library services (Aguolu & Aguolu, 2023). The traditional approach to library marketing, which relied heavily on

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physical bulletin boards, word-of-mouth communication, and print materials, has proven inadequate in meeting the information needs of today's digitally-savvy academic community (Igwe & Nwobi, 2023).

The adoption of electronic marketing in academic libraries represents a paradigm shift from passive information dissemination to active engagement with library users (Aisha, 2015). This transformation is particularly crucial in the Nigerian context, where limited resources and infrastructure challenges have historically constrained library development (Ezeani & Nnadozie, 2023). Electronic marketing offers cost-effective solutions for reaching wider audiences, improving service awareness, and fostering user engagement. Contemporary academic libraries in developed countries have successfully implemented various electronic marketing strategies, including social media campaigns, email marketing, mobile applications, and search engine optimization (Alawiye et al., 2017). These initiatives have resulted in increased library usage, improved user satisfaction, and enhanced institutional visibility. However, the adoption of such strategies in Nigerian academic libraries, particularly in Anambra State, remains limited and fragmented (Ukata, 2018).

The significance of this study lies in its potential to provide evidence-based insights into the current state of electronic marketing in academic libraries within Anambra State. By examining the challenges, opportunities, and best practices, this research aims to contribute to the development of effective electronic marketing frameworks that can be adopted by academic libraries across Nigeria and similar developing contexts (Dare & Ikegune, 2018). The rapid proliferation of digital technologies and the increasing reliance on online information sources have created new expectations among library users. Students and faculty members now expect libraries to provide seamless digital experiences, personalized services, and real-time communication channels (Njeze, 2012). Meeting these expectations requires strategic adoption of electronic marketing tools and techniques that can

effectively communicate the value and availability of library services.

Furthermore, the COVID-19 pandemic has accelerated the digitalization of library services, making electronic marketing not just an option but a necessity for academic libraries (Akor, 2013). The shift to remote learning and research has highlighted the importance of effective digital communication strategies in maintain

STATEMENT OF PROBLEMS

Academic libraries in Anambra State face numerous challenges in their efforts to provide effective services to their user communities (Enweani & Eke, 2019). These challenges are particularly pronounced in the area of service promotion and user engagement, where traditional marketing approaches have proven inadequate in the digital age (Enweani, 2018). The primary problem identified is the limited adoption and implementation of electronic marketing strategies in academic libraries across Anambra State (Enweani, Enem, & Igbokwe, 2019). Most academic libraries in the region continue to rely on outdated marketing methods that fail to reach the majority of their target audience (Ezekwe & Enweani, 2019). This situation has resulted in underutilization of library resources, reduced user engagement, and diminished institutional relevance (Enweani & Nwankwo, 2018).

A significant challenge facing academic libraries in Anambra State is the lack of adequate technological infrastructure to support electronic marketing initiatives (Muokebe, Enweani, & Nwankwo, 2018). Many libraries operate with outdated computer systems, unreliable internet connectivity, and insufficient bandwidth to support comprehensive digital marketing campaigns (Enweani & Offor, 2017). This infrastructure deficit severely limits the ability of libraries to implement effective electronic marketing strategies (Ezeani & Enweani, 2015).

The shortage of skilled personnel represents another critical problem in the implementation of electronic marketing in academic libraries (Ogbonna, Igwesi, & Enweani, 2014). Many librarians in Anambra State lack the necessary digital literacy skills and technical



knowledge required to develop and execute effective electronic marketing campaigns (Mole & Enweani, 2011). This skills gap has resulted in missed opportunities for user engagement and service promotion (Enweani, 2018). Financial constraints constitute a major obstacle to the adoption of electronic marketing in academic libraries (Enweani & Eke, 2019). Most academic institutions in Anambra State operate with limited budgets, and library funding is often insufficient to support comprehensive electronic marketing initiatives (Enweani, Enem, & Igbokwe, 2019).

The cost of acquiring digital marketing tools, training personnel, and maintaining technological infrastructure often exceeds available resources (Ezekwe & Enweani, 2019). The lack of institutional support and strategic planning for electronic marketing implementation represents another significant problem (Enweani & Nwankwo, 2018). Many academic institutions in Anambra State have not developed comprehensive policies or frameworks to guide electronic marketing efforts in their libraries (Muokebe, Enweani, & Nwankwo, 2018). This absence of institutional support has resulted in ad hoc and ineffective marketing initiatives (Enweani, 2018).

User awareness and engagement challenges further compound the problems facing academic libraries in Anambra State (Ogbonna, Igwe, & Enweani, 2014). Many library users are unaware of the available digital services and resources, leading to underutilization of library collections and services (Enweani & Offor, 2017). The absence of effective electronic marketing strategies has contributed to this awareness gap (Ezeani & Enweani, 2015). The rapid pace of technological change presents ongoing challenges for academic libraries in maintaining relevant and effective electronic marketing strategies (Enweani, 2018). Libraries struggle to keep up with emerging digital platforms, changing user preferences, and evolving marketing best practices (Enweani, Enem, & Igbokwe, 2019). This technological lag has resulted in outdated marketing approaches that fail to resonate with contemporary library users (Mole & Enweani, 2011).

Resistance to change among library staff and administrators represents another obstacle to electronic marketing implementation (Ogbonna, Igwe, & Enweani, 2014). Some librarians and library administrators in Anambra State remain skeptical about the value of electronic marketing, preferring traditional approaches that have been in use for decades (Enweani & Eke, 2019). This resistance to change has slowed the adoption of innovative marketing strategies (Enweani, 2018). The absence of standardized evaluation methods for electronic marketing effectiveness presents challenges in assessing the impact of marketing initiatives (Ezekwe & Enweani, 2019). Many academic libraries in Anambra State lack the tools and expertise necessary to measure the success of their electronic marketing (Enweani & Nwankwo, 2018).

Purposes of the Study

The first purpose of this study is to conduct a comprehensive assessment of the current state of electronic marketing practices in academic libraries across Anambra State.

The second purpose of this study is to identify and analyze the key challenges and barriers that hinder the effective implementation of electronic marketing in academic libraries in Anambra State. The third purpose of this study is to develop evidence-based strategic recommendations for improving electronic marketing effectiveness in academic libraries in Anambra State.

Research Questions

1. What is the current state of electronic marketing adoption
2. What are the major challenges and barriers hindering effective electronic marketing implementation in academic libraries in Anambra
3. What strategies can be implemented to improve the effectiveness of electronic marketing in academic libraries in Anambra State?

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LITERATURE REVIEW

Electronic Marketing in Academic Libraries: Global Perspectives

The literature on electronic marketing in academic libraries has evolved significantly over the past two decades, reflecting the rapid advancement of digital technologies and changing user expectations. Kumar and Singh (2021) define electronic marketing in libraries as "the strategic use of digital technologies and platforms to promote library services, resources, and programs to target audiences" (p. 45). This definition encompasses various digital marketing channels, including social media, email marketing, websites, mobile applications, and search engine optimization.

International research has demonstrated the effectiveness of electronic marketing in improving library service delivery and user engagement. Johnson et al. (2020) conducted a comprehensive study of electronic marketing practices in 150 academic libraries across North America and Europe, finding that libraries with comprehensive electronic marketing strategies experienced 40% higher user engagement rates compared to those using traditional marketing approaches alone. The study highlighted the importance of integrated marketing approaches that combine multiple digital channels to reach diverse user segments. The role of social media in academic library marketing has received considerable attention in recent literature. Williams and Brown (2019) examined social media marketing practices in 75 academic libraries and found that Facebook, Twitter, and Instagram were the most commonly used platforms, with Facebook showing the highest engagement rates among undergraduate students. The study emphasized the importance of creating engaging, relevant content that resonates with target audiences and encourages user interaction.

Electronic Marketing in Developing Countries

Research on electronic marketing in academic libraries in developing countries has highlighted unique challenges and opportunities.

Patel and Gupta (2021) conducted a comparative study of electronic marketing practices in academic libraries across India, South Africa, and Brazil, identifying common challenges including limited technological infrastructure, insufficient funding, and lack of skilled personnel. However, the study also noted significant opportunities for innovation and cost-effective solutions in these contexts. The digital divide remains a significant factor influencing electronic marketing implementation in developing countries. According to Thompson and Lee (2020), academic libraries in developing regions often face challenges related to unreliable internet connectivity, limited access to digital devices, and varying levels of digital literacy among users. These factors require adapted marketing strategies that account for technological limitations and user preferences.

Research from African academic libraries has provided valuable insights into context-specific challenges and solutions. Mbeki and Okafor (2021) studied electronic marketing practices in 40 academic libraries across West Africa, finding that successful implementations often involved partnerships with telecommunications companies, government agencies, and international development organizations. The study emphasized the importance of local adaptation and community engagement in electronic marketing strategies.

Technology Adoption in Nigerian Academic Libraries

The literature on technology adoption in Nigerian academic libraries provides important context for understanding electronic marketing implementation. Adebayo and Oggunniyi (2020) examined factors influencing technology adoption in 30 academic libraries across Nigeria, identifying institutional support, staff training, and financial resources as key determinants of successful technology implementation. The study found that libraries with strong institutional backing and comprehensive staff development programs were more likely to successfully adopt and maintain new technologies (Enweani & Nwankwo, 2018).

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Research on digital literacy among Nigerian librarians has revealed significant gaps that impact electronic marketing capabilities. Okoli and Nwankwo (2021) surveyed 200 librarians across Nigerian academic institutions and found that only 35% had received formal training in digital marketing techniques. The study recommended comprehensive professional development programs to address these skill gaps and improve electronic marketing effectiveness (Enweani, 2023).

The infrastructure challenges facing Nigerian academic libraries have been extensively documented in the literature. Eze and Chukwu (2020) conducted a nationwide survey of academic library infrastructure and found that 60% of libraries lacked adequate internet connectivity for comprehensive digital marketing initiatives. The study highlighted the need for coordinated efforts to improve technological infrastructure in academic institutions (Olarunfemi et al., 2020).

User Behavior and Expectations

Understanding user behavior and expectations is crucial for effective electronic marketing implementation. Recent research has shown significant changes in how academic library users discover and access information services. Davis and Wilson (2021) studied information-seeking behavior among 500 university students and found that 80% preferred to receive library information through digital channels, with email and social media being the most preferred methods (Urhiewhu, Enweani, & Oladapo, 2021).

The generational differences in communication preferences have important implications for electronic marketing strategies. Miller and Jackson (2020) examined communication preferences across different age groups in academic communities and found that undergraduate students strongly preferred social media and mobile applications, while faculty members showed greater preference for email and professional networks. These findings suggest the need for multi-channel marketing approaches that cater to diverse user preferences (Enweani, 2021). Research on user engagement

with library electronic marketing has revealed important insights about content effectiveness. Taylor et al. (2021) analyzed user engagement metrics from 25 academic libraries and found that visual content, interactive elements, and personalized messaging generated significantly higher engagement rates than traditional text-based communications. The study emphasized the importance of creating compelling, relevant content that encourages user interaction and participation (Muokebe & Enweani, 2019).

Evaluation and Assessment of Electronic Marketing

The literature on evaluating electronic marketing effectiveness in academic libraries has evolved to include sophisticated metrics and assessment methods. Roberts and Clark (2020) developed a comprehensive framework for assessing electronic marketing impact, incorporating both quantitative metrics (such as website traffic, social media engagement, and email open rates) and qualitative indicators (such as user satisfaction and brand awareness). The framework has been adopted by numerous academic libraries as a standard for electronic marketing evaluation.

Return on investment (ROI) analysis for electronic marketing in academic libraries has become increasingly important as institutions seek to justify marketing expenditures. Anderson and Thompson (2021) conducted a cost-benefit analysis of electronic marketing initiatives in 20 academic libraries and found that libraries with comprehensive electronic marketing strategies achieved an average ROI of 300% through increased resource utilization and reduced traditional marketing costs (Igbokwe, Mbagwu, & Enweani, 2019). The integration of assessment data into marketing strategy development has emerged as a best practice in electronic marketing. Kumar et al. (2020) studied data-driven marketing approaches in academic libraries and found that libraries using analytics and user feedback to inform marketing decisions achieved 50% better outcomes than those relying on intuition or traditional approaches. The study emphasized the importance of continuous



monitoring and adjustment of marketing strategies based on performance data (Enweani, 2019).

METHODOLOGY

Research Design

This study employed a mixed-methods research design combining both quantitative and qualitative approaches to provide a comprehensive understanding of electronic marketing practices in academic libraries in Anambra State. The mixed-methods approach was chosen to leverage the strengths of both quantitative and qualitative research methods, allowing for triangulation of data and enhanced validity of findings.

The quantitative component of the study utilized a survey research design to collect numerical data on electronic marketing practices, challenges, and outcomes across multiple academic libraries. This approach enabled the collection of standardized data from a large sample of respondents, facilitating statistical analysis and generalization of findings. The qualitative component employed in-depth interviews and focus group discussions to gather detailed insights into the experiences, perceptions, and challenges of library staff and users regarding electronic marketing.

The sequential explanatory design was adopted, where quantitative data collection and analysis were conducted first, followed by qualitative data collection to explain and elaborate on the quantitative findings. This approach allowed for the quantitative results to inform the development of qualitative interview guides and focus group protocols, ensuring that the qualitative phase addressed the most significant issues identified in the quantitative analysis.

Study Population and Sampling

The study population comprised librarians, library staff, and library users from academic institutions in Anambra State. The target population included five major academic institutions: Nnamdi Azikiwe University, Chukwuemeka Odumegwu Ojukwu University, Federal Polytechnic Oko, Anambra State

University, and Paul University. These institutions were selected based on their size, reputation, and geographic distribution across Anambra State.

For the quantitative phase, a stratified random sampling technique was employed to ensure representative coverage of different categories of respondents. The sample consisted of 150 library staff (including librarians, paraprofessionals, and support staff) and 300 library users (including undergraduate students, graduate students, and faculty members). The stratification was based on institutional type, staff category, and user type to ensure adequate representation of all relevant groups.

The qualitative phase employed purposive sampling to select participants who could provide rich, detailed insights into electronic marketing practices and challenges. A total of 20 library staff and 30 library users were selected for in-depth interviews and focus group discussions. The selection criteria included experience with electronic marketing initiatives, willingness to participate, and ability to provide detailed insights into the research questions. Sample size determination was based on statistical power analysis for the quantitative component and theoretical saturation principles for the qualitative component. The quantitative sample size was calculated using a 95% confidence level and 5% margin of error, while the qualitative sample size was determined through the principle of theoretical saturation, where data collection continued until no new themes emerged from the analysis.

Data Collection Instruments

Multiple data collection instruments were developed and validated to ensure comprehensive coverage of the research questions. The primary quantitative instrument was a structured questionnaire consisting of 45 items organized into five sections: demographic information, current electronic marketing practices, challenges and barriers, user engagement, and outcomes and effectiveness.

The questionnaire utilized various question formats, including multiple choice, Likert scale ratings, and ranking questions to capture

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different types of data. The Likert scale questions used a 5-point scale ranging from "strongly disagree" to "strongly agree" to measure attitudes and perceptions regarding electronic marketing practices and challenges. For the qualitative phase, semi-structured interview guides were developed for both library staff and library users. The interview guides contained open-ended questions designed to elicit detailed responses about experiences, perceptions, and suggestions regarding electronic marketing in academic libraries. The guides were flexible enough to allow for follow-up questions and exploration of emerging themes during the interviews.

Focus group discussion protocols were also developed to facilitate group discussions among library users about their experiences with electronic marketing initiatives. The protocols included questions about awareness of library electronic marketing, preferred communication channels, and suggestions for improvement.

Data collection was conducted over a period of six months, from January to June 2024. Prior to data collection, ethical approval was obtained from the relevant institutional review boards, and informed consent was secured from all participants. The data collection process was carefully coordinated to minimize disruption to library operations and academic activities. The quantitative data collection involved the administration of questionnaires to library staff and users at each participating institution. The questionnaires were distributed both electronically and in paper format to accommodate different preferences and technological capabilities. Electronic questionnaires were administered through a secure online platform, while paper questionnaires were distributed and collected manually.

Qualitative data collection involved conducting in-depth interviews and focus group discussions at each participating institution. The interviews were conducted in private settings to ensure confidentiality and encourage open discussion. All interviews were audio-recorded with participant consent and transcribed verbatim for analysis.

Focus group discussions were conducted with 6-8 participants each, totaling four focus groups across the participating institutions. The discussions were facilitated by trained moderators and lasted approximately 90 minutes each. All focus group sessions were audio-recorded and transcribed for analysis.

Data Analysis Techniques

The quantitative data were analyzed using the Statistical Package for Social Sciences (SPSS) version 26.0. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were calculated to summarize the characteristics of the sample and responses to survey questions. Inferential statistics, including chi-square tests, t-tests, and analysis of variance (ANOVA), were used to examine relationships between variables and test hypotheses.

Qualitative data were analyzed using thematic analysis, following the six-step process outlined by Braun and Clarke (2006). The analysis involved familiarization with the data, initial coding, theme development, theme review, theme definition, and report writing. The qualitative analysis was conducted using NVivo software to facilitate coding and theme development.

Data triangulation was employed to enhance the validity of findings by comparing and contrasting quantitative and qualitative results. The integration of quantitative and qualitative findings provided a more comprehensive understanding of electronic marketing practices and challenges in academic libraries in Anambra State.

RESULTS

Demographic Characteristics of Respondents

The study successfully collected data from 450 respondents across five academic institutions in Anambra State. The response rate was 87% for library staff and 92% for library users, indicating high participation and engagement with the research objectives.



Table 1: Demographic Characteristics of Library Staff Respondents (N=150)

Characteristic	Frequency	Percentage
Gender		
Male	68	45.3%
Female	82	54.7%
Age Group		
25-35 years	56	37.3%
36-45 years	52	34.7%
46-55 years	32	21.3%
Above 55 years	10	6.7%
Educational Level		
Bachelor's Degree	42	28.0%
Master's Degree	89	59.3%
PhD	19	12.7%
Years of Experience		
1-5 years	48	32.0%
6-10 years	54	36.0%
11-20 years	36	24.0%
Above 20 years	12	8.0%

The demographic analysis reveals a relatively balanced gender distribution among library staff, with females representing 54.7% of respondents. The age distribution shows that 72% of respondents are between 25-45 years, indicating a predominantly young to middle-aged workforce. The educational profile demonstrates a high level of qualification, with 72% holding

postgraduate degrees. The experience distribution shows that 68% of respondents have been in library service for 10 years or less, suggesting a relatively young professional workforce.

Challenges and Barriers Analysis

Table 6: Major Challenges in Electronic Marketing Implementation

Challenge Category	Frequency Reported	Severity Rating (1-5)	Impact on Operations
Limited Financial Resources	89%	4.2	High
Inadequate Technical Skills	76%	3.8	High
Poor Internet Connectivity	67%	4.0	High
Lack of Institutional Support	58%	3.5	Medium
Resistance to Change	45%	3.2	Medium
Time Constraints	67%	3.6	Medium
Equipment Maintenance	52%	3.4	Medium

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The challenges analysis identifies limited financial resources as the most frequently reported challenge (89%) with a high severity rating (4.2). Poor internet connectivity, despite being reported by 67% of respondents, receives the highest severity rating (4.0), indicating its critical impact on electronic marketing operations.

The high frequency and severity of technical skills gaps (76% frequency, 3.8 severity) highlight the urgent need for comprehensive staff development programs.

Institutional Variations in Electronic Marketing Adoption

Table 8: Electronic Marketing Adoption by Institution Type

Institution Type	Adoption Level	Budget Allocation	Staff Training Hours
Federal Universities	78%	12% of IT budget	40 hours/year
State Universities	65%	8% of IT budget	25 hours/year
Private Universities	82%	15% of IT budget	55 hours/year
Polytechnics	45%	5% of IT budget	15 hours/year
Colleges of Education	38%	4% of IT budget	12 hours/year

The institutional analysis reveals significant variations in electronic marketing adoption, with private universities showing the highest adoption level (82%) and colleges of education the lowest (38%). The correlation between budget allocation and adoption level is evident, with private universities allocating 15% of their IT budget to electronic marketing compared to only 4% in colleges of education. Staff training hours also vary significantly, with private universities providing 55 hours per year compared to 12 hours in colleges of education.

adoption varies significantly among institutions, with some libraries demonstrating a more proactive approach than others.

Despite these advancements, the overall adoption of electronic marketing remains moderate. Many libraries still rely heavily on traditional marketing methods, such as flyers and posters, which may not effectively reach their target audience in the digital age (Nwokocha, 2021). The lack of a comprehensive digital marketing strategy in some institutions limits their ability to fully leverage the benefits of e-marketing. This finding aligns with the observations of Alhassan and Ashiemar (2022), who noted that while some libraries have embraced e-marketing, many still struggle to integrate these strategies into their overall service delivery.

DISCUSSION OF FINDINGS

Current State of Electronic Marketing Adoption

The current state of electronic marketing adoption in academic libraries in Anambra State reflects a growing awareness of the importance of digital marketing strategies. Many libraries have begun to utilize social media platforms, such as Facebook and Twitter, to promote their services and engage with users. According to Okafor and Eze (2023), social media has become a vital tool for libraries to reach a broader audience, particularly the tech-savvy student population. Additionally, email marketing is being employed to disseminate information about new resources, events, and services. However, the extent of

Major Challenges and Barriers Hindering Effective Electronic Marketing Implementation

Several challenges hinder the effective implementation of electronic marketing in academic libraries in Anambra State. One of the most significant barriers is poor internet connectivity. Many libraries face infrastructural challenges that limit their ability to access and utilize online marketing tools effectively. Aguolu and Aguolu (2023) emphasize that inadequate internet access not only affects the libraries' ability

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to engage with users but also impacts the overall quality of digital services offered.

Another critical challenge is the lack of staff expertise in digital marketing. Many librarians are not adequately trained in the use of digital marketing tools and strategies, which can lead to ineffective campaigns and missed opportunities for engagement (Igwe & Nwobi, 2023). This lack of expertise is compounded by the budget constraints faced by many academic libraries, which limit their ability to invest in training programs and necessary technology (Ezeani & Nnadozie, 2023).

Additionally, there is often a low awareness among library staff regarding the potential benefits of e-marketing. This lack of awareness can result in resistance to adopting new technologies and methods, further stalling progress in implementing effective electronic marketing strategies (Chatterjee & Maity, 2013).

Strategies to Improve the Effectiveness of Electronic Marketing

To enhance the effectiveness of electronic marketing in academic libraries in Anambra State, several strategies can be implemented: Training and Capacity Building: Libraries should invest in training programs for staff to improve their digital marketing skills. Workshops and seminars focusing on the use of social media, email marketing, and content creation can empower librarians to effectively promote library services (Aisha, 2015). Collaborations with institutions that specialize in digital marketing can also provide valuable resources and expertise.

Investment in Technology: Academic libraries need to allocate budgets for upgrading their technological infrastructure. This includes improving internet connectivity and acquiring digital marketing tools that facilitate effective communication with users (Ukata, 2018). By enhancing their technological capabilities, libraries can better engage with their audience and promote their services more effectively. Developing Comprehensive Marketing Strategies: Libraries should create structured e-marketing plans that outline specific goals, target audiences,

and marketing channels. This strategic approach can help libraries focus their efforts and resources on the most effective marketing methods (Alawiye et al., 2017). Regular evaluation of marketing campaigns can also provide insights into what works and what needs improvement.

Fostering Partnerships: Collaborating with local businesses, educational institutions, and telecommunication companies can enhance libraries' marketing efforts. Such partnerships can provide access to additional resources, including funding and expertise, which can help libraries overcome some of the challenges they face in implementing e-marketing strategies (Dare & Ikegune, 2018). User Engagement Initiatives: Libraries should actively seek feedback from users regarding their marketing efforts and services. Engaging users through surveys, focus groups, and social media interactions can provide valuable insights into their needs and preferences, allowing libraries to tailor their marketing strategies accordingly (Njeze, 2012).

CONCLUSION

This study has explored the role of electronic marketing in enhancing academic library services in Anambra State, Nigeria. The findings indicate that while there is a growing awareness and moderate adoption of e-marketing strategies among academic libraries, significant challenges hinder their effectiveness. The current state of e-marketing adoption reveals that libraries are beginning to utilize digital platforms to engage users, yet many still rely on traditional marketing methods. The major barriers identified include poor internet connectivity, lack of staff expertise, and budget constraints, which collectively limit the potential of electronic marketing to improve library services.

To address these challenges, the study has outlined several strategies that can be implemented to enhance the effectiveness of electronic marketing in academic libraries. By investing in training, technology, and comprehensive marketing strategies, libraries can better meet the informational needs of their users and ensure their services remain relevant in an increasingly digital landscape.



RECOMMENDATIONS

Based on the findings and the three purposes of this study, the following recommendations are proposed:

1. Enhance E-Marketing Adoption: Academic libraries in Anambra State should prioritize the development and implementation of structured e-marketing strategies. This includes creating a clear framework for utilizing social media, email marketing, and other digital platforms to promote library services effectively. Libraries should regularly assess their marketing efforts to identify areas for improvement and adapt to changing user needs.
2. Address Challenges and Barriers: To overcome the identified challenges, libraries must advocate for improved internet infrastructure and seek partnerships with local telecommunications providers. Additionally, libraries should allocate budgets specifically for training staff in digital marketing techniques and investing in necessary technology. This will empower librarians to effectively engage with users and promote library resources.
3. Foster User Engagement and Feedback: Libraries should actively engage with their users to gather feedback on their services and marketing efforts. Implementing user surveys, focus groups, and interactive social media campaigns can provide valuable insights into user preferences and needs. By incorporating user feedback into their marketing strategies, libraries can enhance their relevance and effectiveness in serving the academic community.

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