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## MARKETING LAW LIBRARIES AND INFORMATION RESOURCES AND SERVICES IN A CHANGING WORLD. A COMPREHENSIVE ANALYSIS

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### ABSTRACT

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This paper primarily focused on exploring marketing of law libraries and information resources and services in response to the dynamic change in the legal profession and information technology. It highlighted and discussed the concept of marketing, law libraries, information product and services and digital marketing. The paper provided a comprehensive view of various strategies meant to enhance law libraries operations both in the traditional setting and digital marketing environment, to promote visibility and relevance. The paper further examined various challenges that hinder effective marketing of law libraries resources and services presented by these changes. These include but not limited to financial constraints, cyber security threats and privacy, competition, inadequate training and skill development, non-computerization and automation of library and its operation etc. Based on these constraints, recommendations were made as how to improve marketing of information resources and services in the law libraries.

**Keywords:** Marketing, Law Libraries, Information Resources and Services, Legal Professions, Marketing strategies.

## Introduction

Libraries are known as knowledge banks in a diverse format stored in print and non-print materials or resources, saddles with disseminating the knowledge to information users. Law libraries are special libraries that provide legal information through relevant law books and periodicals for their clientele most of who are law students, law teachers, legal practitioners and others in related disciplines. (Onwuzuruike -Eze & Uwaechina 2021). Thus, it is a special library both in content and services.

Onwuzuruike – Eze and Uwaechina (2021) citing Dada (2011) classifies Law libraries into seven categories namely; Federal court, State Court, Law School, Practitioners, Federal and State Departments, faculty Libraries and Libraries of Legislature house.

According to American Association of Law Libraries (2015) Law libraries have an interests in and duty to promote the effective functioning of the legal system by providing citizens with the resources needed to preserve their legal rights. Law being a dynamic discipline, keep changing in the changing world to the emergence of innovative and efficient information resources and service delivery. Moreover, the emergence of Information and Communication Technology has revolutionized both the way legal information resources and services are created, packaged and accessed. The paradigm shifts has made the few libraries to stand at the cross roads of tradition and innovation.

In this changing world, due to advancement in innovative technologies law libraries have realized the significance of marketing their information resources and services for optional utilization by end users. To this end, their libraries are under pressure to compete with numerous digital information providers and contend for users, attention to patronize their services. Therefore, marketing of information products and services is the best way to create awareness about law libraries, its functions, stock, staff, services and challenges. Mandrekar and Rodrigues (2020) asserted that libraries are now pressurized to market their services as an integral aspect of their management and promote library use and satisfaction. Digital marketing are there to complement conventional methods, through application of technologies in promotion of law library products and services.

Marketing Law Libraries refers to strategies and promotional efforts undertaken by law libraries to

communicate their resources, services, and expertise to their target audience, which include; legal professionals, law students, researchers and the broader legal community. Marketing Law Libraries involves a set of activities aimed at increasing awareness of the library's offerings, enhancing its visibility and ensuring that its resources and services are effectively utilized as they must make their existence and services known to their intended users through promoting, their physical existence, such as Library locations, websites and online catalogs.

Traditionally, Law Libraries have been characterized by towering book shelves, quiet reading rooms and the hushed tones of diligent legal scholars. Yet, the rapid digitization of legal materials, the proliferation of artificial intelligence (AI). Powered legal research tools have disrupted this tranquil tableau. Legal professionals now have access to an unprecedented volume of information at their finger-tips, raising questions about the relevance and sustainability of traditional law library models. Noting that law libraries are not mere repositories, they are essential pillars of the legal profession, entrusted with the formidable responsibility of facilitating legal research, enabling informed decision making, and nurturing the intellectual growth of legal practitioners. To this end to fulfill this roles effectively in the digital age, law libraries must adapt, innovative and strategically market their resources and services.

The importance of this study is to address the critical issues of how law libraries can serve in indispensable sources of knowledge in digital world leveraging on marketing of law libraries information reforms and services. It offers insights into the various marketing strategies and technologies that law libraries can employ to not only survive but thrive in a rapidly changing landscape. The paper endeavour to examine multifaceted challenges and opportunities of a changing world.

## Concept of Marketing

Nwosu (2016) citing American Marketing Association defines marketing as those which direct the flow of goods and services, from production to consumption. Marketing of library services for the effective of execution of all the activities involved in increasing users' satisfaction by providing maximum value to them.

Marketing encompasses a range of activities aimed at promoting products, services or ideas to attract and retain

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customers or stakeholders. It involves understanding customer's needs and preferences, creating value through products or services and communicating that value effectively to target audiences. Olorunfemi and Ipadeola (2018) suggested that marketing should be an everyday responsibility of a library, as its role is to create awareness about library products and services and inform client about resources and services that matched their information needs and interest.

The goal of marketing is to generate awareness, interest, desire and action, literacy driving sales, loyalty and long term relationships with customers. Marketing is one of the methods through which libraries can sell information, products and services as quickly as possible to the public. Products and services that are not effectively marketed may not be heavily patronized (Marley, 2000, Edom, 2019).

Edom and Edom (2019) citing Kotler in Claudhary (2011) states that marketing is the analysis, planning, implementation and control of carefully formulated programmes designed to bring about voluntary change of values with target market for the purpose of achieving organizational objectives.

Ikenwe (2021) citing Chandratre and chandratre (2015) define marketing in library context as the science and art of locating and keeping information readers and users in library and information centers. Lamb (2020) further defined marketing as a systematic approach to identifying specific users' needs, providing services to meet these needs and persuading users".

### Concept of information products and services

Product refers to various resources and services that support the research and information needs of law students, faculty, and practitioners. They include: Digital Resources; Online databases such as lexisNexis, Westlaw, Heinonline are online databases that provide access to legal materials, including cases, statutes, and articles (Kritz, 2019).; E-book, which include textbooks, treatises, and other scholarly works (Benton,2020). Print resources such as books and journals law library often subscribe to print journals, which can include law reviews, academic journals, and other scholarly publications.

Marketing law libraries activity includes resource promotion as law libraries often curate extensive collections of legal materials. These are communicated to

the users in law libraries. An information products / resources are knowledge contents that are available to the users in both printed and electronic forms. Information resources in the library refer to those materials that are acquired, processed, and kept for use by library clients for their benefit.

Information resources not only include traditional print on paper media like books, journals, newspapers etc. but also audio-visual materials like records audio cassettes, projectors, maps, micro-fiches, computer software but also digital resources such as; electronic information resources (EIR), CD Rom, Databases, Internet, e-books and e-journals and others. Marketing efforts involve showing these resources and highlighting their value to legal professionals or end users.

Omeku (2007) categorized conventional resources available in most law libraries to include; legislation law reports, law journals and periodicals, Digests, Textbooks, court rules, Government Publication, loose leaf publication, Reference materials, Newspapers and magazines etc. the list is not exhaustive. On the other hand, the Electronic Information Resources available for law libraries include; west law, Heinonline, JStor, Lexis Nexis, Law Pavilion, Legalpedia, E-library, African Law Library, e -journal, e-Law Reports, e-books, scholarly common etc.

What is evident is that information resources in Law Libraries are diverse in nature and in content derivable from different constituencies internal or external to the organizational environment. These resources or products are deployed to deliver information based solution to the organizational environment.

According to the National Universities Commission (2012), in any faculty of Law accreditation exercise, if all the facilities, equipment and personnel are put in place and are adequate, but the Law Library collections are inadequate, academic programme must fail accreditation as the council of Legal Education has also provided university Law Libraries collection standards.

The National Universities Commission (NUC) and the Council for Legal Education stipulated that every Law Faculty should have law libraries that meet contemporary ICT development to serve the law library users. Therefore law libraries have risen to the challenges of providing relevant and current legal information; adequate e-information resources in the law libraries before it must be accredited as stipulated by minimum acceptable

standards. Other law libraries also whether private or public must strive to meet a certain standard in terms of quantity and quality of the legal materials, including electronic information sources and human resources.

### Information Services in Law libraries

Beyond resources, law libraries provide a range of services. The delivery of information based solutions to its immediate public must be central to the services of the law libraries as it mirrors law library as a problem solving centre. In the context of this paper, the information service is the assistance render by a law librarian to the users, enabling them render easy access to information resources they want, to solve their needs either academically or private purpose.

Law Libraries like any other special libraries are repositories of legal information as a result of the special nature of their clients, law libraries whether those in the universities, research institutions, parliamentary houses, court of ministries of justice, have the same basic functions. They are aimed at serving law makers or legal professionals. The measure of the value of an information service is the degree to which it contribute to problem solution.

Therefore, information services in Law Libraries must go beyond the convention of provision of books, journals, or other legal information resources. Information services on the Law Libraries when rendering both traditional and digital services should reflect a combined tradition of pragmatism, progressiveness, profitability, pro-activeness and partnership with the organizational environment in a changing world.

### Information based services provided by law libraries

- Reference services
- Access to data bases
- Inter –library loan/cooperation
- Consultancy services
- Web based services
- Note-up services or legal amendment
- Routing of current, Indexing and abstracting services

- Library orientation
- Current Awareness Services (CAS)
- Selective Dissemination of Information (SDI) services
- Electronic Document Delivery (EDD)
- Online Public Access Catalogue (OPAC)
- Legal Information Literacy Services
- Advisory services
- Gazette filing
- Legal Research
- Photocopying and the Law of Copyright
- Reading list
- Training and workshop etc.

All these services are provided to Legal Professionals and other users to ensure easy access to their information needs to solve problems. Undoubtedly, there are reasons for marketing of Law Libraries Products / resources and services.

### Reasons for Marketing in Law Library

Some reasons are as follow:

1. To create awareness of law libraries resources and services
2. To maintain a standard comparative value
3. Utilization of law library resources and services and facilities optimally
4. Competition with other information service providers in respect to customers and resources
5. For maintenance f relevance and visibility
6. To boost law libraries and law librarian image in order to build reputation and their values
7. To reach out to non-users and establish public relation with the user community
8. To create an environment that promotes and satisfies the ever changing information needs of their users
9. To know and understand law library users better in a bid to satisfy their information need effectively (Ikenwe ,2021)

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Edom and Edom (2019) citing steadley in stueart and Moron (2007) enumerated ten reasons for marketing library and information services.

They include;

Competition for customers; Competition for resources; maintaining your relevance; stop being taken for granted; promote an undated image; visibility; valuable community resources; Rising expectation; survival and beneficial to library image.

Edom and Edom (2019) noted that, the main purpose of marketing in university libraries are to encounter four prolonged challenges namely; increase in clientele variety, their demands and their expectations; increase in initial or capital cost of information and information technology and their need to leverage the technology and find new levels of economies of scale to serve the increasing potential clientele; in the event of drying up of the public sponsorship and subsidy, the need to find alternative source of revenue; and complexity in ways of identifying clients and their requirements for servicing them.

Law librarians need to embrace change and also demonstrate leadership to the legal community through the use of marketing strategies and future oriented proactive focus on the legal clients. This inter collaborate the assertion that Law Libraries and Law Librarians should acquire prerequisite skills to be able to embrace change to march out effective marketing strategies that will promote law library visibility and utilization of law libraries resources and services to the satisfaction of legal clientele.

The questions is, what are the skills the law librarians and its managements need to market their products and services? These skills include: the ability to identify the information needs of their legal professional users; and in-depth knowledge suitable for legal clientele; good communication skills; ability to use modern technology; ability to obtain feedback from library users and ability to adopt specific channel tailored to meet information needs of users. (Ikenwe, 2021). Certainly, Law Librarians need a blend of traditional and modern marketing skills to effectively promote their information products and services. Here are some key skills:

1. They must have deep understanding of the field which is crucial for marketing to lawyers, Law firms and Legal professionals.
2. They must have skill of content marketing to be able to create valuable content such as legal research guides, articles, and newsletters to show case expertise and attract potential clients.
3. Social media skill marketing to leveraging plat forms like LinkedIn, Twitter and specialized legal forums to connect with the legal community ad share valuable insights;
4. They must have a good communication skill in order know how to craft targeted e-mail campaign to communicate updates, promotions, and new resources to subscribers;
5. Must possess Data Analytical tools to track website traffic, engagement metrics, and conversion rates to refine marketing strategies.
6. They must know how to network to build relationships with lawyers, law firms, legal associations and industry influences through events conferences, and online forums;
7. They must have ability to use Search Engine (SEO) to optimize website content and met adapt to improve visibility in search engine results for relevant legal keywords.
8. Ability to handle customers' relationship management (CRM) by managing client relationships and tracking interactions to personalize marketing efforts and improve customer retention.
9. Ability to conduct thorough legal research to understand market trends, clients' needs and competitive landscape
10. Ability to staying updated on emerging marketing trends and technologies to continuously stay ahead of competitors showing adaptability and innovative.

### Library Marketing Process

The library market process is a set of activities that create a connection or link between law library users and the law libraries resources and services. Thus the marketing process involve steps: understanding the market; identifying customer needs; creating products or services that satisfy those needs, promoting those products and



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services, selling them and finally analyzing feedback to refine future marketing efforts. It's essentially a cycle of understanding, creating, communicating, delivering, and analyzing value to satisfy customers and achieve business goals.

### Strategies for Marketing Law Libraries Information Resources and Services

Legal information products / resources and services may not be known to those that need them unless proper strategies are used to bring it to the knowledge of prospective users.

Marketing strategy is a led down plan and principles which an organization adopts in order to sell its products and maximize profits in order to achieve the aims and objectives of establishing the organization.

Edom and Edom (2019) citing Kumar (2014) stated that marketing strategy is a sustainable comprehensive, integrated and coordinated plan that combines four marketing elements commonly called '4ps' namely; product, pricing, place and promotion and '3ps' of the marketing mix namely; participants, physical evidence and process.

Therefore, Successful marketing strategies in Law Libraries require a targeted approach that emphasizes the library's primary audience – legal professionals, researchers, Practitioners, Faculty and Law students. (Kramer, 2017). Besides, Law libraries can develop a marketing plan that can help them outline their goal, objectives, and strategies for promoting their resources and services (Lippincott, 2015).

With the present ICT driven world, there are now changes in terms of the nature of products and services offered in the Library knowledge centre. As most Law Library users do not frequently come physically again to the Law Libraries as observed by the writer in both academic and judicial libraries; Law Libraries should acquire digital skills to match with the dynamic nature of ICT, evolved virtual library, in order to take law libraries remotely to the global world.

There is urgent need to evolve strategies to market law library products and services in both traditional and ICT driven environment. Marketing strategies for law libraries are essential to promote their services, resources and expertise effectively to the legal community and maximize their impact.

### Marketing strategies that promotes Law Libraries

1. Online presence / visibility: Law Libraries can develop a professional user-friendly website that highlights the library's resources, services, and contact information. Law Libraries should ensure that the website is optimized for search engine (SEO) to increase discover ability
2. Content marketing: Law Libraries can create and share high quality informative content relevant to legal professionals such as blog posts, article, research guides and legal research tips and using content to showcase the Library's expertise and provide value to users.
3. E-mail marketing: Pinnero-Otero and Martinez-Rolan (2016) opined that e-mail is a web tool that has best adapted to change both in content, scope and penetration and becomes one of the main tools for digital marketing. Law Libraries irrespective of any type can maintain an email newsletters to keep users informed about library, updates, new resources, upcoming events and training opportunities. It can use segment email lists to tailor content to different user groups. Ennis (2021) opined that email marketing is important for maintaining personalized communication with patrons.
4. Social Media Engagement: Law Libraries can establish and maintain active profiles on social media plat forms like LinkedIn, Twitter, and Facebook to engage with the legal community. It can share contents, library news, legal insights and relevant industry updates. Smith and Jennings (2022) noted that social media is a critical tool for expanding a library's reach and engaging diverse audiences.
5. Online Advertising" Law Libraries can invest in targeted online advertising campaigns, such as pay –per-click (PPC) ads, to reach specific user segments or promote special library events.
6. Search Engine marketing (SEM): Law Libraries can use paid search advertising to appear prominently (e.g. Google Ads) when users search for legal information or resources
7. Video Marketing: Law Libraries can create video content, such as tutorials, webinars or informational videos, to provide engaging and educational content to users, moreover, they can share videos on platforms like YouTube and Video.

8. Collaboration and Partnerships: Law Libraries through collaborations with legal organizations, law schools, and legal tech startups to extend the law library's reach and promote shared events or resources. They can leverage partnerships to co-host webinars or workshops. Johnson (2020) emphasized the importance of community/partnerships in expanding library services and engaging new users
9. User – centric Approach: Law Libraries should develop marketing messages and materials tailored to specific user segments, such as law students, legal professionals, or researchers. Besides, they should highlight how the library's resources and services meet their unique needs (conferences).
10. Training and workshops: Law Libraries can promote library-led training sessions and workshops / conferences on legal research techniques and consultations, database usage, and technology integration, user education and outreach. They should emphasis the practical skills gamed through participation. (Hinchliffe 2018).
11. User Testimonials and Success Stories: Law Libraries should share user testimonials and success stories that illustrate how the library's resources or services have positively impacted legal professional's work or research
12. Feedback and Surveys: Law Libraries should collect user feedback and conduct surveys to understand users' needs, preferences, and areas for improvement. Then use feedback to refine marketing strategies and services offerings.
13. Metrics and Analytics: The use of data analytics can be used to measure the effectiveness of marketing campaigns and track user engagement with law Library resources and also to adjust strategies based on data driven insights. Evaluating and assessing their marketing efforts can help to determine their effectiveness and improvements (Oakleaf, (2010).
14. Legal Tech Promotions: Law Libraries can promote the Library's expertise in legal using tech tools and research plat forms, showcasing tools to enhance legal research and practice.
15. Special Events and Webinars: Law Libraries can market information resources and services by hosting special events, webinars, or quest lecturers on legal topics of interest to the community. Besides, they can market these

events through various channels to attract attendees.

16. Consistent Branding; The need to maintain a consistent brand identity across all marketing materials is imperative to ensuring a cohesive and recognizable library brand.
17. Competitive Analysis: Law Libraries need to monitor competitor's marketing efforts and stay informed about industry trends to adapt and innovate.
18. Sustainability Initiatives: Law Libraries need to highlight the library's sustainable practice and environmentally friendly initiatives in marketing materials to appeal to eco-conscious users.

However, to implement a good marketing strategy, the librarian working in the law libraries must have in-depth knowledge of the library legal professionals, judges, legal teachers, law practitioners, legal researchers etc. a good Knowledge of these categories users will help the law librarians to implement its marketing strategies which are usually aimed at informing the users as well as to sustain their patronage.

The question is, who developed the marketing strategies? The marketing strategies are developed by the staff of the organization. The professional law librarians working in the organization that created the law libraries are the ones to develop viable marketing strategies that can yield good result when implemented. Therefore, an effective marketing strategies for law libraries should align with the library's mission, user needs and broader trends in the legal field. A combination of these strategies tailored to the library's goals and resources, can help law libraries promote their services and resources successfully in a changing world.

Law library can leverage on public relation activities or programmes to market their information resources and services to their target users.

Public relations programmes are those activities which the law libraries implement with a view of winning and sustaining persistent patronage. Consequently, those programme will help to disclose the library stock, functions, and services to its target audience.

Public relation (PR) refers to the strategic communication efforts undertaken by organizations to build and maintain positive relationships with various stakeholders including the public, media, customers, employees, investors and government entities. The

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primary goal of public relations is to enhance the organization's reputation, manage its public image and promote good will.

Several public relations programs that can effectively market information resources and services in a law library include:

1. Press Release: to announce significant library events, new acquisitions, research initiatives, use publication
2. Media
3. Media Interviews
4. Media Events
5. Content Syndication
6. Community Outreach
7. Partnership and Collaborations
8. Social Media Campaigns
9. Newsletters and Email marketing
10. Professional Recognition
11. Public Speaking Engagements
12. Content Marketing
13. Branding

Other various public relations programmes that can be of help in marketing information products and services in any university library to include Electronic media programmes, creating library website, Electronic information boards. Exhibition and display, sponsored programmes, conferences, seminars and workshops, library tours / visits, Advert placements in the media (both electronic and print) list-serve Book lunch, production and distribution of library fact book / foot notes. Radio phoning programmes .(Edom,Nwosu and Akanwa ,2015).

The use of posters, handbills, mobile public address systems and leaf-lets carefully written to introduce the products and services provided in university libraries and law libraries can leverage on them as valuable means of marketing products and services.

### Digital marketing and Law Libraries

The writer cannot discuss marketing of law libraries without an insight on digital marketing strategies as marketing of law resources and services has increased

over time through adoption of emerging technologies. Digital marketing has revolutionized the dissemination and promotion of law library products and services. It is invaluable tool that complements traditional based marketing imperative for law libraries survival in this technology age.

Digital marketing is marketing of law library products and services using digital technologies to connect users. It is using online channels and strategies to promote law library's offerings, engage with users, and attract new patrons. The digital tools are used to enhance visibility drive traffic and ultimately increase usage and promotion of law library resources and services such as online users, education and orientation, online reference services, electronic document delivery services, discussion platform, information literacy programs, provide electronic information resources etc.

Key components of digital marketing for law libraries include; website optimization, content marketing, Email marketing, social media marketing (Smith,2020) Paid advertising, search engine optimization (SEO) online reviews and testimonials, Analytics and measurement, and collaborations and partnership. The digital marketing tools that can be used by law libraries to market their information products and services include:

Library Website / Portal, Social Media platforms such as Face books, email, wikis, blogs, LinkedIn, Instagram, Google, snap chat, You Tube, Twitter, WhatsApp, My space, We-chat, Word press, Net log, picassa etc.

### Benefits of Digital Marketing

Digital marketing offers numerous benefits to law libraries, by enhancing their ability to reach, engage, and serve users, i.e. legal professionals effectively in the digital age.

Some key benefits include;

1. Target Audience reach
2. Cost effectiveness
3. Engagement and interaction driven
4. Data driven insights
5. Brand awareness, visibility and Reputation
6. Flexibility and Adaptability
7. 24/7 Accessibility



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8. It promotes learning and communication to users remotely without boundaries.
9. Promotion of Law Library Products and Services.

It is pivotal that law library can leverage on fee-based services to market their resources and services and financial sustainability. Ejezie and Okeke (2021) defined fee-based services as services rendered to library users for monetary exchange. Thus, it support quality information services to users as a response to scarce library funds. Law libraries should create a unit within the library for marketing fee-based services at a fixed price to meet an information need. Those fee-based services include: Book/project binding, photocopying, Research services, Bibliographic Services, E-mail services, E-current Awareness Services, publishing and printing, Translation, Reference services, internet surfing etc. Consequently, help to boost image and reputation of law library, increase patronage, increase acquisition of law information resources and increase of library services to users.(Okeke, Urhiewhu, and Nwafor, 2015)

**Challenges of Marketing Law Libraries Resources and Services**

1. Financial Constraints: Insufficient fund can be a significant challenge for law libraries particularly when it comes to adapting to technological changes and providing access to digital resources and services. Budgeting allocation to law libraries is grossly insufficient for its management, the imbalances push law libraries to struggle for survival by opting for alternatives to generate fund, which is not even adequate to manage library effectively. The budget constraints can limit their ability to invest in comprehensive marketing campaigns or adopt new technologies.
2. Cyber Security Threats and Privacy Concerns. Due to digitization of legal resources and services law libraries are exposed to data breaches, phishing attack, Ransomware attack etc.
3. Inadequate Training and Skill development for Law Library staff and users. Lack of professional training, continue education and digital technological skills needed for marketing information and library services coupled with Lack of internet- savvy among Law librarians.
4. Competition: Law libraries face competition from commercial legal research providers and online

platforms, requiring them to differentiate their value proposition. Therefore, convincing users of the values and reliability of the library's offering compared to free commercial alternative can be difficult.

5. Non Computerization and Non automation of Library Operations and Services in most Law Libraries poses challenges as most Law Libraries either lack inadequate internet and communication facilities or infrastructure.
6. Digital Transformation / Technological changes: keeping up with rapidly evolving technology and digital trends is challenging to librarians, because adapting to rapidly evolving digital technologies and platforms can be difficult for libraries, particularly those with limited resources or technical expertise.
7. Intellectual property and copyright issues: These are critical considerations in marketing law libraries resources and services particularly when dealing with the digitization, preservation and disseminating of legal materials. For instance, some elements within texts, such as annotations or commentaries, maybe subject to copyright protection.
8. Limited Awareness: Despite the wealth of resources and services offered by law libraries, there may be limited awareness among potential users, including legal professional, researchers, and students. There weak level of awareness of already existing as well as emerging technologies and minimal involvement of law and libraries in network building and diffusion.
9. Network fluctuation and erratic power supply: E-resources and service cannot operate effectively without steady network and constant power supply. Nigeria has been battling with power supply generations and low bandwidth due to network congestion. These shortcomings have hindered effective marketing of law information and services in Nigeria Law Libraries.

**The Way Forward**

In the light of the issues mentioned above, the following recommendations were made:

1. The Law Libraries and its management should adopt the following strategies: Budget prioritization, Cost benefit Analysis, Collaborative

Purchasing, Open access and Free resources, Library Consortia, License negotiation, grants and funding, user fees and donations, fund raising initiatives, Advocacy, Strategic planning and careful resource management etc. for effective marketing. With the above implementations of the strategies law libraries can continue to provide valuable services and adapt to changing technological demands.

2. In addressing cybersecurity and privacy concern it is essential to maintain trust, protect sensitive legal information and uphold the ethical responsibilities of law libraries. It requires a proactive approach, ongoing awareness, and a commitment to implementing robust security measures. Law Libraries can explore block chain technology to enhance security and integrity of legal documents and records, providing a tamper – proof audit trail for critical legal materials. Law libraries can collaborate with cyber security experts and invest in secure data storage solutions. Employ state of art Cyber security measures and conduct regular security audits assessment employer training on cyber security, encryption and compliance with data protection regulation. The above measures and strategies can help law library to protect sensitive legal information resources form attacks and breaches. Regular updating and patching software and system is essential to address vulnerabilities that could be exploited by Cyber attackers.
3. There should be training and retraining of Librarians to develop skills through workshops, conferences, seminar, both within the library and in collaboration with law schools and library tech champions to ensure that they are well equipped to navigate the evolving digital landscape and to be well informed about ethical consideration and best practices in digital librarianship. Other strategies for training and skill development are Library Association Membership, Mentorship program, online learning platforms , cross training, in house training, continual learning culture. To achieve these law libraries should develop needs assessments and training plan. By investing in training and skill development, law libraries can empower their staff to adapt to changing technologies, provide high quality services and meet the evolving needs of legal professionals and researchers effectively.
4. In respect of competition, Law Libraries should differentiate the Library's offerings and demonstrating their unique value proposition that is essential to complete effectively in the market place. Law Libraries can use the following strategies such as library consortia, legal tech startups, open access initiatives, digital legal research platform, government initiatives, data analytics and insights, collaborative partnerships, content coverage, feedback and use of survey, ethical consideration, prices and value and library services and specialization of user expectation
5. There should be computerization and automation of library operations and services by provision of adequate internet and communication facilities (ICT) and installation of ICT infrastructure as law library automation and computerization is imperative to enhance availability of knowledge based economy and mass digitization is necessary. This is made possible by the migration of legal knowledge to the electronic environment.
6. Law Libraries and Librarians should adapt and integrate to new digital tools and platforms occasioned by digital transformation and technological changes into their marketing strategies in order to promote services and visibility and relevance.
7. Law Libraries can focus marketing public domain materials to pursuers. Intellectual property rights should be respected when digitizing /achieving marketing to disseminating legal materials resources. Law Libraries should ensure that digital resources comply with copyright and licensing agreements. They should uphold the principles of intellectual freedom and freedom of information and ensuring that users have access to a wide range of legal materials and new points marketed digitally. Law Libraries can rely on the fair use doctrine to use copyrighted materials for purpose like research, education and commentary.
8. Provision of constant supply of electricity is crucial to the promotion of marketing library resources and services in an electronic age. Where possible installation of solar energy and separate generator set should be dedicated to law libraries to enable them disseminate electronic information. Besides, to solve network problem, strong and quality router or Wi-Fi dedicated to law libraries should be installed to

cushion the incessant fluctuation of network so that marketing of library resources and services can take place 24/7 without glitches.

9. Law libraries needed proactive marketing efforts to increase visibility and promote the library's offerings effectively. This will go a long way to create aggressive awareness and publicity to potential users, legal professionals, researchers and students about legal information resources and services.

The integration of legal technology tools into daily workforce is crucial. Law Libraries and legal professionals when trained to handle the technological tools can benefit from it as this will structure legal research, document drafting, case management and bidding as well as promote digital marketing of legal products and services.

## Conclusion

This paper shed light on marketing of law libraries information resources and services, highlighting and discussing the multifaceted challenges faced by law libraries in marketing their information resources and services. Through a comprehensive analysis of the various obstacles and ways forward, the writer have identified key recommendations to overcome these challenges and enhance the effectiveness of marketing efforts. By adopting a user-centric approach leveraging digital marketing channels partnerships and investing in professionals' development, law libraries can position themselves to better meet the needs of their diverse user base and maximize their impact with legal community.

Additionally, the implementation of data driven strategies and feedback mechanisms will enable libraries to continuously refine their marketing strategies and adapt to evolving user preferences and behaviors. Ultimately, by embracing these recommendations and committing ongoing innovation and collaboration, Law Libraries can strengthen their role as vital resources for legal education, research and practice, ensuring equitable access to justice and knowledge for all.

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