



RE-TOOLING: USING DIGITAL MARKETING STRATEGIES ON STUDENTS' UTILISATION OF LIBRARY INFORMATION RESOURCES AND SERVICES IN STATE UNIVERSITY LIBRARIES IN SOUTH-SOUTH, NIGERIA.

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Abstract

This study examined Re-tooling: Using Digital Marketing Strategies on Students' Utilisation of Library Information Resources and Services in State University Libraries in South-South, Nigeria. Two objectives, two research questions and two hypotheses were formulated to guide the study. The study employed survey research design. The population of the study comprised 35673 registered students in the libraries in six state universities in South-South Nigeria. The sample size consisted of 3567 representing 10% of the total population. Accidental sampling technique was used. The instrument used for data collection was a researcher developed questionnaire captioned "Re-tooling: Using Digital Marketing Strategies on Users' Utilisation of Library Information Resources and Services Questionnaire". The questionnaire was validated by three (3) research experts and it yielded a reliability coefficient of .83, and .78 respectively. Mean and Standard Deviation were used for answering research questions while Chi-square was used to test the hypotheses at .05 level of significance. The findings revealed significant influence in use of digital marketing strategies on students' utilisation of library information resources and services. Based on the findings, the study recommended amongst others that university libraries should re-tool by incorporating digital marketing strategies to enhance the utilisation of library information resources and services by users.

Keywords: Re-Tooling, Digital Marketing Strategies, Utilisation, Library Information Resources and Services

Introduction

The 21st century has witnessed a phenomenal shift in information provision, accessibility and dissemination in libraries world over. The unmeasured shift gave rise for an improved information skills of library users in search for information, using advanced searching strategies and information and communication technology (ICT). The evolution in the use of information and communication technology (ICT) as a device for learning, teaching and research in universities and libraries have tremendously increased the need for retooling the methods of library marketing in academic libraries.

The fact that academic libraries undergo varied strategic change, reflect the need to adjust trend and impetus to best meet the needs of those the library serve (Mossop, 2013). The old fashioned methods of marketing library information resources and services are no longer impacting the library users of the 21st century which necessitate a change. Change has been described as one of the most difficult thing to apply in an organization, but a vital element for any business that wants to survive and thrive in an increasingly competitive and fast-paced world (Madsen, 2018). Modification of the traditional methods of marketing library information resources and services would support the utilisation resources and services by the users and would help in the development of new research skills in the use of digital marketing. Omeluzor, Alarape, Dika and Ukangwa (2017) noted that users of academic libraries including students, staff and faculty may not have any basic skill or knowledge in using ICT-library based information resources and therefore the need for ICT-based library instruction.

Marketing is a term that does not often come to mind when thinking of library operations, but in a rapidly expanding digital environment, marketing has become an increasingly important tool to promote libraries and their services to users. Marketing entails the action or business of promoting and selling products or services. Adegboro-Iwari, (2014) defined marketing is the activity and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Initially, marketing of information resources and were limited to library-public relations and promotions which seem to be inadequate especially in this digital era. Thus, there is increased recognition of the importance of digital marketing of information resources and services in libraries as posited by Nwegbu (2018). Jestin and Parameswari (2017) maintained that organisation and dissemination of information resources and services must be based on modern concept of digital marketing to achieve students' utilisation of the library and its sources and services.

Consequently, this study examined digital marketing strategies that can enhance the utilisation of library information resources and services. These strategies are but not limited to: blog marketing; and pay per click marketing. These digital marketing strategies play important role in facilitating users' utilisation of the library information resources and services, promote research in addition to supporting national and international networking of libraries (Osigwe, 2007). Public spaces are constantly evolving and libraries are no exception. Libraries are always investing in new technologies to increase utilisation of its information resources and services.

Literature Review

A blog is an online formal or informational website displaying information in reverse chronological order, with the latest posts appearing first at the top. It is a platform where a writer or a group of writers share their views on an individual subject. Blogs allow companies writing about their industry news. Readers have a chance to comment and voice their different concerns and thoughts to the community. Blog owners update the site with new blog posts on a regular basis.

Blogs are social media platforms created to disseminate information to many of the users. It is potentially suited for updating students on new collections, engaging librarians. Librarians use blogs to disseminate professional and general information, while libraries often use blogs for announcements (Bar-Ilan, 2017). Libraries utilise blogs in a novel way that allows them to disseminate information to their patrons. Even though there has been a considerable increase in the use number of libraries with blogs, further growth can be expected, since as of February 2005 only a minority of the libraries utilise this tool (Sauers, 2006).

A blog (an abridged form of the term web log) is a website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse chronological order. Blogs are considered as lightweight publishing tools. Blogs provide control to an individual or group of individuals for publishing contents or making commentary on it. Blogging is a relatively new phenomenon but it has already gained high popularity. Blood (2010) stated that at the beginning of 1999 there were only 23 known blogs, and by October, 2000, the list has increased to 300. A survey by Henning (2013) estimated the number of blogs at 4.12 million and the number of active blogs having new entries at 1.4 million; their forecast was for about ten million blogs by the end of 2014. In mid February 2015, Technorati, a tool for monitoring blogs, watched 7,012,022 blogs. Thus, the growth in the number of blogs on the Web is clearly exponential.

Blogs are pages consisting of several posts or chunks of information per page, usually arranged in reverse chronology (Bausch, Haughey and Hourihan 2012). Weil (2003) provided twenty definitions of a blog, where each describes a different aspect and the list of definitions as a whole provide a humorous description of what blogs are about. Some blogs contain links to Web sites or to other blogs and their main purpose is to discuss the contents of the linked sites or simply to inform about the existence of the sites/products. Such blogs are usually topic oriented and disseminate information without personal involvement. However, often the blog is a mixture of what is happening in a person's life and what is happening on the Web and there are also blogs that emphasize the personal side only: such blogs are online versions of traditional diaries. Thus, there is a continuum of blog types ranging from purely topic-oriented to purely personal.

Currently, there are a number of blogging tools that enable users to create their online diaries with ease (Rubenking, 2013). These tools, often free, offer instant communication power by letting the user post his/her thoughts to the Web whenever the urge strikes (Blogger 2014). Besides enabling posting time-stamped messages and providing permalinks (permanent links to the posted messages), a simple archiving mechanism. As messages accumulate, they are moved from the front page to the archive,

but they continue to be accessible through the permalinks (Rubenking, 2013). Blogging tools usually have mechanisms that allow the readers of the postings to comment on messages, a feature that can be disabled. On the sidebars of the opening page of a blog, the blog owner may place additional information and links, e.g., some personal information (sometimes as a link), a short introduction to the blog, a list of blogs the author considers interesting (called a blog-roll), lists of noteworthy sites other than blogs, or a link to RSS feeds, where RSS is a means to automatically distribute headlines, links and short summaries of blog-posts (also called syndication). RSS stands for Rich Site Summary or Really Simple Syndication.

The American Society for Information Science and Technology Professional (ASIST) Guidelines (1992) state that information professionals should seek to extend public awareness and appreciation of information availability. The mission statement in the American Library Association (ALA) Policy Manual (2005) adopted in 1986 declared that librarians are recognized as proactive professionals responsible for ensuring the free flow of information and ideas to present and future generations of library users. As such, libraries should not only provide information on demand and act as intermediaries between the users and the information, but should alert to the existence of novel, relevant information and provide access and facilitate the effective use of resources, technologies and information retrieval tools by users and professionals. An additional responsibility of the information professional is to uphold each user's, provider's, or employer's right to privacy and confidentiality and to respect whatever proprietary rights belong to them (ASIST Professional Guidelines 1992). With the increased complexity of the application of the principles of fair use, copyright, privacy and intellectual property in the electronic world, the information professional must be constantly aware of the developments in these areas. Blogs are ideal for disseminating all types of information chosen by the blogger, for commenting, expressing opinions and for discussing implications. They can also be utilized to provide local information (e.g., changes in opening hours, special lectures and new acquisitions).

Clyde (2004), in her study claimed there is a discrepancy between the potential of the blogs for libraries and their actual use and was disappointed by the small number of libraries utilizing blogs as of that year. Similar studies carried out by Bar-Ilan (2014) and Crawford (2016) provided insight into the changes that occurred to library and librarian blogs over the period. One of the best things about blogs is that many blogging programmes are either free or inexpensive to use. There are dozens of ways that libraries are using blogs already as posited. By Schwartz (2019) that the most obvious application is for library news, that must be able to updated frequently and easily. Blogging software helps make it easy enough for anyone to do it. Fichter (2021) gave other ways to use blogs for library's advantage:

Promote Library Events: To promote library's events, there is need for the library to create a blog that promotes library events and programmes; need to reach out beyond the visitors to regular library Website; need to set up an RSS feed for library blog and alert every user in the community that permission is granted for the inclusion of headlines on their sites or can use an RSS newsreader to see what is up at the library.

E- Commerce Sites: E-commerce sites try to turn each visitor into a repeat customer.

Libraries can try this too by putting an e-mail subscription form on the blog site and encouraging visitors to sign up. This type of permission-based marketing is a chance to send library news straight to the user's in box on a regular basis an opportunity to invite visitors to come back to the library or its Web site over and over again.

Special Contents: Kaplan (2018) suggested that to make blog stand out from the crowd some special contents that capture readers' interest must be included. For example, a quote of the day from a famous literary work, run a trivia quiz each Friday, or share an interesting fact about the community each week. Some libraries keep lists of interesting questions and answers that could be shared. Librarians should not be afraid to develop a unique voice for the blog, whether that of a friendly helper that explains mysteries or an authoritative approach that focuses on giving just the facts.

Supporting Dedicated Users: Most library visitors write to find out what new books, videos, CDs, or DVDs have been added to the collection. A librarian should think about setting up topics on the blog for each genre: mysteries, horror, science fiction, romance, and so on. In an academic library they should, prepare special alerts about new resources and Web sites for particular departments or units.

Engage the Community: New book reviews and book award lists should be posted. Comments and suggestions should be invited as these would serve as feedback on how to improve on this type of service. The community can also be engaged through the creation of an online book discussion area by asking readers to recommend books to others.

Supporting the Community: Librarians are always looking for ways to offer value-added services and they can offer a special service with the blog to reach a new audience. A library news blog that posts announcements about products and services on Web sites, and meetings might be a natural project for libraries.

Building New Ties: To reach a new area of the community, it becomes necessary to offer a blog in another language to provide short entries on upcoming programs and new resources. In order to researches and lectures in marketing library services and products on academic environment. This will create avenue to showcase the resources that could help in both research and academic works. The way out is creating a blog site while for the researchers and lecturers that focuses on academic programmes, new research resources, list of new additions (database).

Promoting library's services, resources, and programmes online can be a lot easier with the help of a blog. A great library blog requires three ingredients: inspiration, motivation, and dedication. Inspiration is that existing moment when new marketing idea meshes perfectly with a blog as the delivery vehicle. Motivation is the energy to put good ideas into practice and helps launch the new blog. Dedication is what comes next. The hard work that keeps the blog updated with pithy, lively posts on a constant basis. Blogs can be very effective tools for reaching users and can aid effective utilization of library services and resources (Bar-Ilan, 2014). Library and information professionals may enjoy the benefits of blogs for a wide variety of purposes. These include publication records, annual progress report of the library and messages to the freshers. Marketing of library information resources and services through blogs is essential because it is a unique way of promoting the information resources and services (print and electronic). Blogs provide control to an individual or group of individuals for publishing contents or making

commentary on it (Huawei, 2018).

Technologically, blogs are easier to use, platform-independent, and accessible online over the Internet. Broadly, blogs can be said to be online dairies, however, thousands of blogs are maintained by experts in different subject areas who are willing to share their knowledge, understanding and opinions with other people. Casey (2018) who coined the term Library 2.0, for example maintain a blog called Library Crunch on Library 2.0. The most obvious application of blogs for libraries is to use it as a tool for promotion, publicity and for outreach services. Libraries can disseminate information to their users; make announcements for its new resources and events through its blogs. Blogs can be used to initiate debates and interaction amongst users and staff. Moreover, library staff and user can be encouraged to use Library blogs to get to know each other and interact at personal level. This feature could be a way good instrument for library use.

Pay-per-click (PPC) is an internet advertising model used to drive traffic websites, in which an advertiser pays a publisher (typically a search engine, website owner, or a network of website) when the ad is clicked. Clicks one a way to measure attention and interest. Websites that utilise PPC ads will display an advertisement when a keyword query matches an advertisers' keyword list that has been added in different and groups, or when a content site displays relevant content.

Pay-Per-Click (PPP) allows advertisers to place ads on search engines, social media platforms, and third-party websites, paying a fee whenever the ad is clicked. Whenever a user searches for a certain keyword, say PPC Marketing, Google looks through its list of advertisers for this word and initiates an auction between them. A Google algorithm then chooses ads based on each advertiser's maximum bid and the quality score of each ad. The big takeaway from this is that not just about how much is bided, that the quality of ad plays a huge part as well (Neil, 2021).

A Pay Per Click campaign is a well-defined advertising strategy that sets out to achieve a specific goal, known as a conversion. The most common conversion goals include generating more leads and getting customers to make a purchase (Gartner, 2021). Advertisers must select keywords – user search queries and create ads with these keywords to ensure their ads perform well in search engine results pages. University libraries ad can show on the search network when students search for terms that are similar to the library products and services. According to Aiyelabegan and Bankole (2019) are can set up a PPC campaign on advertising platforms, using these dedicated systems to create, publish, and promote the library to a specific target audience. Gartner (2021) asserted that the main platforms for PPC marketing are:

Google Ads: This is the front door to the online world, Google is the dominant force in paid advertising, owning almost 80% of the market share. Libraries can use the Google Display or Search Network to post PPC ads, which will reach more people on Google compared to any other platform.

Bing: Though being is overshadowed by Google, but it is very active. It powering almost 60 million searches each month in the U.S. alone. Bing is a great choice for small and medium-sized businesses, or the libraries.

Amazon: Amazon is an e-commerce platform that is used for marketing products. It is the world's largest online retailer. Primarily people buy from Amazon, therefore, it is a good

platform to also advertise library information resources and services to gain wide and potential users.

Facebook: The Facebook Ads platform allows for a high level of targeting, enabling advertisers to target people by demographics that is age, interests, and location. The immense global popularity of the social media giant makes it ripe with opportunity for libraries to market their products to users and potential users.

YouTube: Video marketing is very lucrative. With over 1.8 billion active users, YouTube is attracting a lot of businesses to experiment with video ads. This is a good platform for libraries to provide video of their holdings as ads to be hosted on YouTube because of its wide audience.

Instagram: Since Facebook acquired Instagram, the latter has surged north of 500 million active users. The world's love of video content makes this a hot prospect for PPC advertising, especially if the target audience consists of young people, hence, it will benefit the libraries for promoting its information resources and services for efficient usage.

Pay Per Click advertising success depends on relevance, as it will attract more clicks (Thussu, 2020). Ergo, a fully-optimized campaign that is relevant to the target audience will have a better chance of accomplishing the goals, such as:

- i. Spreading greater brand awareness;
- ii. Generating more leads;
- iii. Increasing sales;
- iv. Better for brand awareness and establishing an online reputation; and
- v. Helps build trust with the audience.

All over the planet, students search for information and solutions about specific topics, products, and services. Smart PPC advertising caters directly to these users by using targeted ads that satisfy their precise needs. Now, pay-per-click (PPC) advertising is taking center stage, preferred by many marketers over tried-and-tested techniques like search engine optimization (SEO) and content marketing (Thussu, 2020). To succeed in PPC marketing, libraries must adopt a proactive attitude, where they are committed to constant monitoring and experimentation in an ongoing effort to optimize campaign for better results.

According to Social Media Today (2017) more than 7 million advertisers spent a total of \$10.01 billion for pay per click ads in 2017 alone. Evidently, pay per click has become one of the most widely used marketing frameworks for generating higher promotion. PPC allows libraries to place ads strategically on a variety of online marketing platforms to make their products and services highly visible to their target market. There are various types of pay-per-click ads available, depending on the library's goals (Kaplan 2018).

Search Ads: Search advertising is the most common form of paid search marketing. Search ads appear to prospects those already looking for an organisation or brand offerings online. The pay-per-click ads are suitable for short sales cycles or one-time campaign promotions. Pay per click advertising firm recommends search advertising to organisations like the library aiming to acquire strong, high-quality leads from new customers.

Display Ads: Display advertising is known for its effectiveness in reaching more than 90

percent of online users. Display ads appear on Google's partner websites, targeting people who visited industry-related sites. Display advertising maximizes photos and texts to capture the online users' attention and convince them to take action. Pay-per-click advertising agency recommends display advertising to organisations like libraries with large user community.

Social Ads: Social media paid advertising is the fastest-growing segment of pay-per-click advertising services. Social ads appear on social media platforms, such as Facebook, LinkedIn and Twitter. They are programmed to reach prospects based on their hobbies, networks and interests, among other factors. Social media advertising is suitable for brands with an active social media presence and highly-targeted customers, perhaps, a good percentage of students are in one form of social media platform or the other.

Remarketing Ads: Remarketing is one of the best ways to reach high-converting customers and double turnovers. Remarketing ads remind users who have already visited the library to come back and compel them to convert. Unlike search advertising, remarketing is relatively cheaper because there are lower competition and highly targeted customer segments. Library PPC marketing uses smart PPC ad formats and extensions to produce significant results with PPC campaign.

Google Shopping Ads: Google Shopping ads are suitable for websites with a large volume of products. These PPC ads appear in a carousel above or beside the main Google search results, allowing prospects to view the products and prices on Google SERP before they even click onto anyone's website. This means every click paid for has a higher chance of converting, assuming target customers have already explored all product offerings on Google Shopping ads. PPC agency recommends Google Shopping to e-Libraries aiming to reach users with clear library intent.

In-stream Ads: In-stream ads are also called YouTube ads. These are pay-per-click ads that appear on YouTube search results, YouTube videos and video partners on Display Network. YouTube ads present a brand in a unique and memorable way. Recently, Facebook has launched in-stream ads, allowing organisations like libraries to place advertisements in the best slots and natural breaks in video content.

Gmail Sponsored Promotions (GSP): Gmail sponsored promotions are an effective way to generate direct response leads. GSP allows one to reach interested leads right in their inbox. Unlike YouTube ads, GSP has a click-to-call ability that enables prospects to make direct calls to someone and convert at any point of sales funnel. PPC company sets up GSP to maximize its targeting abilities and generate high-quality clicks.

Local Services Ads: Local service ads follow a pay per lead model. This means one have to pay for clicks that turn into leads. Local services advertising is only applicable to a few markets, including HVAC companies, electricians, plumbers and locksmiths. PPC firm partners with local service providers to make their businesses more visible to their target demographics.

Amazon PPC Ads: Amazon advertising is one of the increasingly popular PPC services in the online landscape. Amazon PPC ads allow Amazon sellers to generate brand awareness, boost sales and drive more store visits by placing sponsored ads on the platform's key locations.

Different online platforms use the paid search advertising model to tap into a

massive network of consumers. With pay per click advertising services, libraries can leverage various marketing channels to promote information resources and services as well as to reach a large number of users on the Internet. One of the biggest advantages of pay-per-click marketing services is that libraries can get immediate results upon campaign launch. Investing in PPC management services is a sure way to get library products and services showing up in places where target users are spending time. Chapman, (2011) asserted that pay-per-click advertising captures the awareness phase of marketing funnel and gets more prospects and high-converting users to notice library brand. In an ideal world, combined search engine advertising strategies work best at driving targeted results. Integrated search engine campaign offers maximum visibility, drive relevant traffic and deliver long-term benefits.

Chaffey (2016) asserted that display ads help websites to build traffic and used to create brand awareness, familiarity, favorability and purchase intent. Interactive ads can be in graphical, text, or rich media forms such as banner, pop-up, pop-under ad, streaming media or text ads. Based on these benefits and developments those in E-marketing tools. (Jansen and Rashtchy, 2017) averred that online advertisement became one of the most important sources of revenue for search engines companies.

Purpose of the Study

The purpose of this study examined the influence of digital marketing strategies on students' utilisation of library information resources and services in state university libraries in South-South, Nigeria.

1. Ascertain the influence of blog marketing strategy on students' utilisation of library information resources and services in state universities libraries in South-South, Nigeria.
2. Determine the influence of pay per click marketing strategy on students' utilisation of library information resources and services in state university libraries in South-South, Nigeria.

Research Questions

The following research questions were framed to guide the study:

1. How do blog marketing strategy influence students' utilisation of library information resources and services in state university libraries in South-South, Nigeria?
2. How do pay per click marketing strategy influence students' utilisation of library information resources and services in state university libraries in South-South, Nigeria?

Null Hypotheses

The following null hypotheses were formulated and tested at 0.5 level of significance.

1. Blog marketing strategy does not significantly influence the utilisation of library information resources and services by students' of state university libraries in South-South, Nigeria.

2. Pay per click marketing strategy does not significantly influence the utilisation of library information resources and services by students' of state university libraries in South-South, Nigeria.

Research Methodology

The study was carried out to examine retooling: using digital marketing strategies on utilisation of library information resources and services in state university libraries in South-South, Nigeria. In order to achieve this purpose, two objectives, two research questions and two hypotheses guided the study. The study adopted survey research design. The design was suitable because it allowed the researcher to collect a large amount of data in a relatively short period on the opinions of a group of library users. The population of the study comprised all 35673 registered students in library in six state universities in South-South Nigeria. The sample size consisted 3567 representing 10% of the total population. Accidental sampling technique was used. This technique allowed the researcher to administer questionnaires to library users met at the spot of using the library and thereby obtaining greater level of representation. The instrument used for data collection was a researcher developed instrument captioned 'Retooling: Using Digital Marketing Strategies on Utilisation of Library Information Resources and Services Questionnaire'. The questionnaire had two sections: A, and B. Section A contained the demographic data of the respondents, and section B solicited for respondents' opinion with regard to digital marketing strategies that would lead to utilisation of library information resources and services in their libraries. Rating was on a 4- point rating scale. The opinion scale for this section consisted of strongly agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD), responses scored 4, 3, 2, and 1 respectively. To ensure validity of the instrument, the draft was submitted to research experts for face validity. The experts scrutinised, corrected, and dropped irrelevant items. The items were initially 5 for each variable totaling 10 items but were modified to 3 items for each variable bring the items to 6. All the modifications, corrections and comments were incorporated in the draft of the instrument for data collection. To assess the reliability of the instrument, copies of the instrument were administered once to 50 library users in University of Africa, Toru-Orua, Bayelsa State who were part of the population but not part of the sample size. Cronbach's Alpha Statistics was used to analyse the obtained data which yielded a reliability coefficient of .72, and .71 respectively. The data obtained was analyzed using Mean and Standard Deviation in answering research questions and Chi-square for the hypotheses. All hypotheses were tested at 0.05 level of significance.

Results and Discussion

Research Question One

How do blog marketing strategy influence students' utilisation of library information resources and services in state university libraries in South-South, Nigeria?

Table 1: Mean and Standard Deviation Scores of Respondents on Blog Marketing Strategy Influence on Students' Utilisation of Library Information Resources and Services

Item	Blogging Marketing	N	$\bar{X}$	SD	Remark
1.	Libraries can use blogs to publicize its information resource and services to attract	3567	3.14	0.94	Agree
2.	Libraries can disseminate information to students about its resources and events through its blogging.	3567	3.16	0.78	Agree
3.	Libraries can use blogs to receive feedback from students about its products and services.	3567	3.23	0.84	Agree
	Cluster Mean		3.18	0.04	Agree

Results in Table 1 shows that the respondents agreed to all the items. It can be inferred from the result that libraries can use blogs to publicize its information resource and services to attract students' attention, libraries can disseminate information to students about its resources and events through its blogging and libraries can use blogs to receive feedback from students about its products and services. In general, the cluster mean is 3.18. It can be inferred that the respondents agreed to blog marketing strategy influence on students' utilisation of library information resources and services in state university libraries in South-South, Nigeria.

Research Question Two

How do pay per click marketing strategy influence students' utilisation of library information resources and services in state university libraries in South-South, Nigeria?

Table 2: Mean and Standard Deviation Scores of Respondents on Pay Per Click Marketing Strategy Influence on Students' Utilisation of Library Information Resources and Services

Item	Pay Per Click Marketing	N	$\bar{X}$	SD	Remark
1.	Paid advertisement by authors of books on search result pages can attract student users to visit and use the library	3567	3.34	0.83	Agree
2.	Paid advertisement by Editorial board of scholarly journals editors on result pages can make students to utilise the resource in the library	3567	3.33	0.79	Agree
3.	Paid advertisement by Newspapers' publishers on search result pages can attract students to use the information resources of the library.	3567	3.39	0.78	Agree
	Cluster Mean		3.39	0.03	Agree

Results in Table 2 shows that the respondents agreed to all the items. It can be inferred from the result that paid advertisement by authors of books on search result pages can attract student users to visit and use the library, paid advertisement by Editorial board of scholarly journals editors on result pages can make students to utilise the resource in the library and paid advertisement by Newspapers' publishers on search result pages can attract students to use the information resources of the library. In general, the cluster mean is 3.39. It can be inferred that the respondents agreed to pay per click marketing strategy influence on students' utilisation of library information resources and services in state university libraries in South-South, Nigeria.

Hypotheses Testing

The hypotheses were tested using chi-square analysis at .05 level of significance.

Hypothesis One

Blog marketing strategy does not significantly influence the utilisation of library information resources and services by students of state university libraries in South-South, Nigeria.

Table 3: Chi-square Analysis of Respondents on Blog Marketing Strategy Influence on Students' Utilisation of Library Information Resources and Services

Blogging Marketing	SA	A	D	SD	N	df	χ^2_{cal}	Sign at $P < .05$
1. Libraries can use blogs to publicize its information resource and services to attract students' attention.	1600	1110	608	249	3567			
2. Libraries can disseminate information to students about its resources and events through its blogging.	1246	1836	302	183	3567	6	373.93*	.00
3. Libraries can use blogs to receive feedback from students about its products and services.	1561	1463	343	200	3567			

* = Significant at .05 level of significance.

Table 3 showed that the calculated probability value (p-value) .00 is less than the significance level of .05. Therefore, the null hypothesis is rejected. This implies that blog marketing strategy significantly influence the utilisation of library information resources and services by students of state university libraries in South-South, Nigeria.

Hypothesis Two

Pay per click marketing strategy does not significantly influence the utilisation of library information resources and services by students of state university libraries in South-South, Nigeria.

Table 4: Chi-square Analysis of Respondents on Pay Per Click Marketing Strategy Influence on Students' Utilisation of Library Information Resources and Services

Item	Pay Per Click Marketing	SA	A	D	SD	N	df	χ^2_{cal}	Sign at P<.05
1.	Paid advertisement by authors of books on search result pages can attract student users to visit and use the library	1937	1020	504	106	3567			
2.	Paid advertisement by Editorial board of scholarly journals editors on result pages can make students to utilise the resource in the library	1747	1355	343	122	3567	6	104.67*	.00
3.	Paid advertisement by Newspapers' publishers on search result pages can attract students to use the information resources of the library.	1951	1158	351	107	3567			

* = Significant at .05 level of significance.

Table 4 showed that the calculated probability value (p-value) .00 is less than the significance level of .05. Therefore, the null hypothesis is rejected. This implies that pay per click marketing strategy significantly influence the utilisation of library information resources and services by students of state university libraries in South-South, Nigeria.

Summary of Findings

The summary of the findings of this study are as follows:

1. Blog marketing strategy significantly influence the utilisation of library information resources and services by students of state university libraries in South-South, Nigeria.
2. Pay per click marketing strategy significantly influence the utilisation of library information resources and services by students of state university libraries in South-South, Nigeria.

Discussions of the Findings

Blog Marketing Strategy on Students' Utilisation of Library Information and Services

The findings from the results on blog marketing strategy on students' utilisation of library information resources and services indicated a significant influence. Blog marketing strategy significantly influence the utilisation of library information resources and services by students of state university libraries in South-South, Nigeria. The findings could be attributed to blog potentially suited for updating students on new collections, engaging librarians, disseminate professional and general information and

announcements. Libraries utilise blogs in a novel way that allows them to disseminate information to their patrons. According to Schwartz (2019), it is the most obvious application for library news, that must be able to be updated frequently and easily.

The findings could be attributed to blogging tools usually having mechanisms that allow readers of the postings to comment on messages. Library may enjoy the benefits of blogs through publication records, annual progress report of the library and messages to the freshers. Marketing of library information resources and services through blogs becomes essential due to its unique way of promoting information resources and services (print and electronic). The findings of the study are in line with the findings of Bar-Ilan (2015), who found that blog serves as an efficient tool for marketing library events and resources and Librarians use it to disseminate professional, general information and announcements. The findings are contrary to that of Emiri, and Lulu-Pokubo (2019), who revealed that 9 (20.1%) of students of Ladoke Akintola University of Technology (LAUTECH) Ogbomosho, Nigeria searched for information through the blog.

Pay Per Click Marketing Strategy on Students' Utilization of Library Information and Services

The findings from the results on Pay per click marketing strategy on students' utilisation of library information resources and services indicated a significant influence. Pay per click marketing strategy significantly influence the utilisation of library information resources and services by students of state university libraries in South-South, Nigeria. The findings could be attributed to pay per click allowing libraries to place ads strategically on a variety of online marketing platforms to make their products and services highly visible to their target users. According to, Social media today (2017) more than 7 million advertisers spent a total of \$10.01 billion for pay per click ads in 2017 alone. Pay per click has become one of the most widely used marketing frameworks for generating higher promotion.

The findings could be as a result of pay per click providing advertising platforms which could be used to create, publish, and promote the library to a specific target audience. According to Gartner (2021), the main platforms for pay per click marketing such as google ads, is the front door to the online world and is the dominant force in paid advertising, owning almost 80% of the market share. Affirming, Thussu (2020) stated that pay-per-click (PPC) advertising is taking center stage, preferred by many marketers over tried-and-tested techniques like search engine optimization (SEO) and content marketing. The findings of the study are in line with the findings of Khrlim and Alkrableih (2015), who concluded that using pay-per-click advertisements (PPC) has direct effect on attracting library users and online advertisements effectiveness at ($\alpha \leq 0.05$) level at libraries using E-marketing in Amman city. The finding is also in agreement with that of Singh (2017), who found that pay per click as a marketing tool has significant impact on the library and its prominent factors in marketing identified in the research are Ad quality, Competition, Targeting, Trend and Budget.

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