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ADVERTISING IN LIBRARY MARKETING

One of the most popular definitions of the essence of marketing, offered by the famous scientist F. Kotler, covers the analysis, planning, implementation and control of measures designed to establish and maintain relationships with target customers in order to achieve certain tasks of the organization [1].

In the context of the library and information activities of university libraries, marketing is the search, diagnosis and satisfaction of the needs of users: teachers and students, which involves the following actions:

- meeting the needs of users;
- establishment of effective communication interaction between the library and (producer of information) and consumer (consumer of information);
- to create a favorable image and high reputation of the library among students, teachers, third parties.

At the University Library, advertising is focused on the active use of library funds, the online services provided by the institution. Advertising by means of visual promotion is carried out: book exhibitions, thematic shelves; oral promotion: literary evenings, library lessons, information hours, debates, conferences, bibliographic reviews; promotions via social networks: Facebook, Foursquare, Google, Instagram, LinkedIn.

In recent years, libraries have undergone tremendous transformations as users change their information needs. Time requires reorientation of the library's work to new methods of providing information services. In this regard, the use of new forms and methods of library management is of particular importance. The positive effect of the introduction of marketing strategies in the system of organizing the work of the library contributes to the raising of its prestige, which makes it possible to maximize the use of library potential [2].

Introducing new forms of work is a requirement nowadays, as the views of users on the library and the services it provides change. Introducing a new one does not mean

abandoning the traditional, time-tested one. Book exhibitions are one of the traditional, effective forms of advertising literature that promotes the best scientific, educational publications to the user. The organization of the exhibition aims to arouse reader interest in a particular issue, to broaden the subject, event and increase the reader's interest in books. Exhibition activities of modern libraries have been successfully transformed into an electronic network by creating and hosting virtual exhibitions. The advantages of such exhibitions are that users at a convenient time can get acquainted with the documents presented at the exhibition, express their opinions, using the feedback from the library.

Students are attracted to the modern, meaningful, organized, friendly library, which is why the main task of the Mukachevo State University Scientific Library is to develop and support a positive image of the library. An image is a depiction of a library that has emerged in the market for library services. Image policy should be long-term, managed, predictable, aimed at forming public opinion, creating value systems, raising the importance of library information services in the eyes of users [3].

A significant role in shaping the library's image is played by the library's website and social networks, which, through numerous forms of visual work, illuminate the library's work: virtual exhibitions, electronic catalog, electronic reading room, institutional repository, remote ordering of electronic documents, virtual help: academic virtue, scientometrics, bibliometrics, etc.

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Сучасний регіон вступаючи в конкурентну боротьбу стають повноправними учасниками економічних процесів. Об'єктами конкуренції можуть виступати: робоча сила, ринки збуту товарів та послуг, інвестиції, туристи. В умовах ведення конкурентної боротьби кожен регіон повинен визначити власні конкурентні



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