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Utilization of Information and Communication Technologies in Marketing Library Services in Adamawa State Polytechnic, Yola, Nigeria

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Abstract

This study examined the utilization of Information and Communication Technologies (ICTs) in marketing library services at Adamawa State Polytechnic, Yola, Nigeria. The objectives of the study were to determine the availability and functionality of ICT tools, assess ICT-based marketing strategies, identify challenges affecting ICT utilization, and suggest strategies for improving ICT-based marketing of library services. A descriptive survey research design was adopted, and data were collected through a structured questionnaire administered to library staff. Data analysis was carried out using frequency counts, percentages, mean scores, and standard deviation. The findings revealed that while several ICT tools such as computers, Internet facilities, social media platforms, and electronic communication systems are available in the library, some critical tools including the library website and Online Public Access Catalogue (OPAC) are not fully functional. The study also found that ICT-based marketing strategies enhance library visibility and user engagement. However, challenges such as inadequate funding, poor ICT infrastructure, unreliable power supply, limited staff ICT skills, and lack of management support hinder effective utilization. Respondents strongly agreed that regular staff training, adequate funding, policy formulation, collaboration with ICT departments, and expansion of social media presence would improve ICT-based marketing. The study concludes that ICTs are indispensable for effective marketing of library services, but their success depends on sustained institutional support and capacity development. The study recommends improved funding, continuous staff training, and strategic policy implementation to enhance ICT-based marketing of library services.

Keywords: Utilization, Information and Communication Technologies, Marketing Library Services, Adamawa State Polytechnic, Yola, Nigeria.

Introduction

In the 21st century, Information and Communication Technologies (ICTs) have become central to how information is produced, disseminated, accessed, and used across all sectors. ICTs encompass a wide array of tools such as computers, Internet connectivity, websites, social media platforms, electronic mailing systems, online public access catalogues (OPACs), mobile applications, scanners, printers, and other digital and networked infrastructures. Their integration into library operations has transformed and expanded traditional service delivery, enabling libraries to transcend physical and temporal boundaries in meeting user needs (Adegbite-Badmus & Alabi, 2022; Jibril & Amidu, 2022).

Library services include all the resources and activities designed to satisfy the informational, educational, social, and research needs of users. These services include, but are not limited to, the circulation of books and other materials, reference and information services, user education or information literacy programs, current awareness services, selective dissemination of information (SDI), document delivery, interlibrary loan, access to electronic resources and databases, online cataloguing, and virtual reference services. In academic settings, particularly in polytechnics, libraries support teaching, learning, and applied research by providing access to both print and electronic resources, facilitating hands-on training, and bridging theory with practice.

However, the availability of library services alone does not ensure user awareness or utilization. This highlights the importance of marketing library services. In library and information science, marketing involves the strategies and tools used to raise awareness, boost usage, and ensure that services connect with the right audiences (Ifijeh & Yusuf, 2020). It also involves identifying user needs, promoting relevant services, communicating effectively through appropriate channels, persuading potential users of their value, and obtaining feedback to ensure satisfaction (Emiri & Lulu-Pokubo, 2025; Ogbomo, 2025). With the advent of ICTs, library marketing has evolved to include digital outreach through websites, social media platforms (such as Facebook, WhatsApp, X [formerly Twitter], and Instagram), email newsletters, electronic bulletins, SMS alerts, online displays, and OPACs. These ICT-driven tools facilitate rapid, broad, and interactive communication about library services, new acquisitions, and programs.

Polytechnic libraries in Nigeria occupy a unique position within the higher education ecosystem. They serve institutions focused on technical, vocational, and applied sciences, providing essential resources for practical training, skill acquisition, and applied research. Consequently, polytechnic libraries must respond dynamically to user needs, adopt relevant technologies, and ensure that their services remain visible and accessible. Despite the availability of ICT tools such as computers, the Internet, and OPACs, several studies have revealed that polytechnic libraries in Nigeria still underutilize ICT in marketing their services (Adegbite-Badmus & Egbeyemi, 2019; Emiri & Lulu-Pokubo, 2025). Adegbite-Badmus and Alabi (2022) found that librarians in Nigerian polytechnics considered ICT

essential for promoting library services because of its ability to reach many users quickly (mean = 4.33 on a 5-point scale). However, challenges such as unreliable electricity, inadequate infrastructure, and weak policy support hinder full utilization. Similarly, Sobalaje, Salami, and Gariba (2023) reported that although websites, email, and social media were available in many university libraries, traditional media (such as television and radio) were least used, and infrastructural limitations constrained overall effectiveness. RSIS International (2025) further revealed a positive relationship between electronic marketing (especially through websites and Facebook pages) and students' utilization of library resources, although many institutions applied ICT inconsistently. In North-Eastern Nigeria, IIARD Journals (2024) also confirmed that while awareness of ICT's potential in library marketing is increasing, professional content creation and consistent application remain limited.

Given this background, the utilization of ICTs in marketing library services in polytechnic libraries presents both opportunities and challenges. Effective utilization entails not only the availability of ICT tools but also their frequent, strategic, and user-centered application, complemented by feedback mechanisms, consistent maintenance, and institutional support. Without these, libraries risk low visibility and underuse, which may affect teaching, learning, and research productivity.

Statement of the Problem

Despite the widespread presence of ICT in Nigerian academic libraries, evidence suggests that polytechnic libraries still lag in fully leveraging these technologies for marketing their services. Many library users remain unaware of existing services particularly electronic or virtual ones because conventional marketing methods such as noticeboards, posters, and orientation lectures continue to dominate outreach. ICT tools such as social media, websites, email alerts, and virtual reference services are often unavailable, underutilized, or poorly managed.

At Adamawa State Polytechnic, Yola, preliminary observations indicate that while ICT infrastructure such as computers and Internet access exist, their use for marketing purposes is irregular, and online content is not always timely or engaging. Barriers such as erratic power supply, limited staff training, inadequate funding, and the absence of a formal marketing policy persist. Consequently, many students and staff remain unaware of the full range of available library services, resulting in low usage and diminished institutional impact. This study, therefore, seeks to determine the extent to which ICTs are utilized in marketing library services at Adamawa State Polytechnic, Yola; identify the ICT tools in use; assess their effectiveness; and examine the challenges hindering or facilitating ICT-driven marketing.

Objectives of the Study

The main objective of this study is to investigate the utilization of Information and Communication Technologies (ICTs) in marketing library services at Adamawa State Polytechnic, Yola. The study assesses the extent of ICT use, identifies challenges, and recommends strategies to enhance ICT-driven marketing in the institution's library. The specific objectives of this study are to:

1. Identify the ICT tools available in Adamawa State Polytechnic Library for marketing library services.
2. Determine how these ICT tools are utilized in marketing library services.
3. Identify the marketing strategies employed in the library through ICT tools.
4. Examine the challenges affecting the effective utilization of ICTs in marketing library services.
5. Recommend practical measures for improving ICT-based marketing of library services at Adamawa State Polytechnic, Yola.

Research Questions

The research questions guiding this study are:

1. What ICT tools are available in Adamawa State Polytechnic Library for marketing library services?
2. How have ICT tools influenced the marketing of library services?
3. What ICT-based marketing strategies are employed in promoting library services?
4. What challenges hinder the effective utilization of ICTs in marketing library services?
5. What practical measures can be adopted to improve ICT-based marketing of library services in Adamawa State Polytechnic, Yola?

Literature Review

A growing body of research has examined how libraries in Nigeria and beyond are adopting ICTs to market their services. Ifijeh and Yusuf (2020) observed that Nigerian university libraries increasingly use social media and websites to promote services, yet persistent issues such as inadequate infrastructure and limited staff training continue to pose challenges. Similarly, Afolabi (2021) found that ICT adoption enhances user access and satisfaction, though unreliable power supply and insufficient funding limit optimal use.

Across Africa, studies highlight ICT's transformative role in library marketing. Mutula and Wamukoya (2019) reported that Kenyan academic libraries that actively employed ICT-based marketing tools such as websites, email lists, and OPACs achieved higher user engagement and satisfaction. In South Africa, Ocholla and Bothma (2020) emphasized that ICT tools significantly improved library outreach, but long-term effectiveness depended on consistent financial and institutional support.

These findings align with the situation in Nigerian polytechnic libraries, where ICT adoption remains uneven. While social media platforms like Facebook and WhatsApp are widely used for communication, more advanced technologies such as OPACs, institutional repositories, and integrated library systems are underutilized (Uzoigwe & Nwosu, 2022). This underscores the need for localized research such as the present study to assess how ICT is being deployed to market library services at Adamawa State Polytechnic, Yola.

Theoretical Framework

This study is anchored on Rogers' Diffusion of Innovation (DOI) Theory (Rogers, 2003), which explains how innovations ideas, practices, or technologies are communicated through specific channels over time among members of a social system. The theory's five stages knowledge, persuasion, decision, implementation, and confirmation describe the process through which individuals or organizations adopt innovations.

In the library context:

- **Knowledge:** Librarians and users become aware of ICT tools such as social media, OPACs, and websites.
- **Persuasion:** Librarians develop favorable attitudes toward ICT as a marketing tool.
- **Decision:** Library management decides to integrate ICT tools into marketing strategies.
- **Implementation:** Staff begin to use ICT tools to promote resources and interact with users.
- **Confirmation:** The library evaluates results, reinforcing adoption when positive outcomes occur.

Rogers also classified adopters as innovators, early adopters, early majority, late majority, and laggards. In polytechnic libraries, early adopters may be technologically inclined librarians, while laggards may resist due to limited skills or confidence. The DOI theory is appropriate here because it explains how and why ICT tools are adopted or resisted in marketing library services, emphasizing factors such as perceived usefulness, complexity, and institutional support.

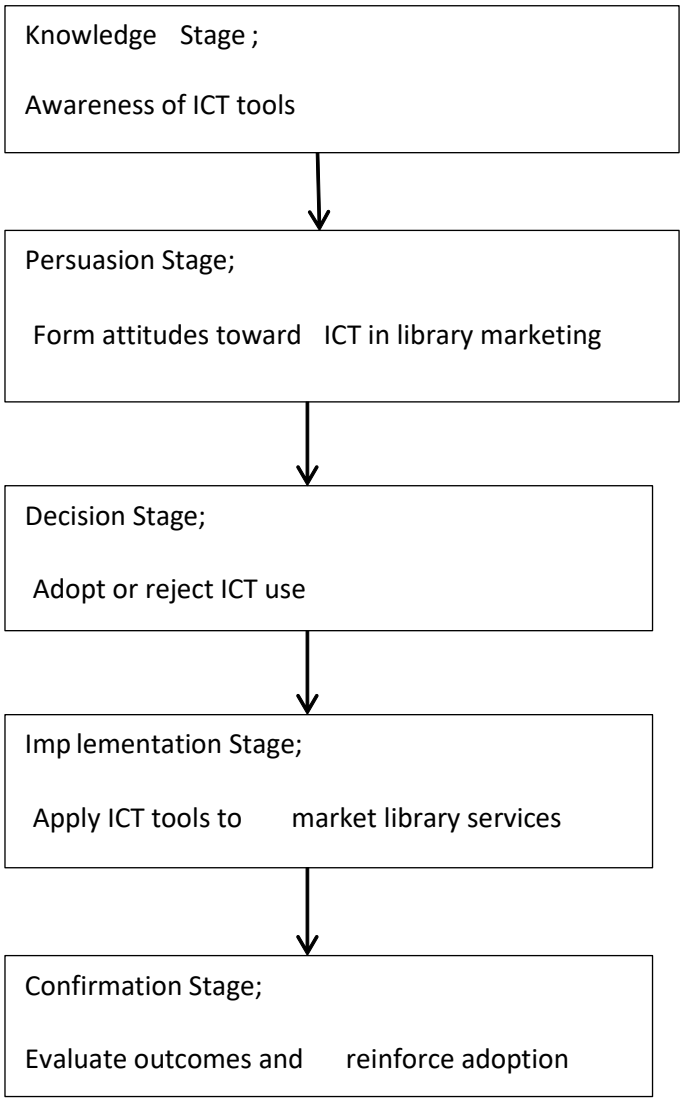
Applications of the Theory to the Study in this study:

- The innovation refers to ICT tools (computers, websites, social media, OPACs, etc.) used in marketing.
- The communication channels include email, social media, and websites used to promote services.
- The social system comprises library staff, students, and faculty of Adamawa State Polytechnic, Yola.

- The time dimension reflects the gradual diffusion of ICT-based marketing practices.

The DOI theory thus provides a conceptual framework for analyzing ICT adoption, utilization, and the barriers affecting effective marketing in polytechnic libraries.

Figure 1: Rogers' Diffusion of Innovation Model (Adapted from Rogers, 2003)



Research Methodology

The study will adopt a descriptive survey research design. This method is suitable because it allows for systematic collection of quantifiable data from a defined population and helps in identifying patterns, relationships, and challenges relevant to the research objectives.

Population of the Study

The population of the study will include all Nineteen (19) library staff and personnel involved in library service delivery at Adamawa State Polytechnic, Yola. These individuals are considered as the population of the study because of their direct engagement with ICT tools and marketing activities within the library.

Sampling Technique and Sample Size

A **consensus sampling technique** will be used, involving all 19 library staff of Adamawa State Polytechnic. This method is justified because the population is small, and including every staff ensures comprehensive and accurate data for the study.

Instrument for Data Collection

The instrument that will be used for data collection for this study is a structured questionnaire, which consists of both closed and open-ended questions. The questionnaire is divided into two (4) sections: section A will retrieve demographic informations of the respondents and section B,C, and D will retrieve the respondents opinion on the phenomenon under study covering questions on base on the study objectives.

Procedure for Data Collection

The questionnaire will be administered to the respondents in person and will be retrieved immediately from the respondents to prevent missing instruments.

Method of Data Analysis

Data collected from the survey will be analyzed using the Statistical Package for Social Sciences (SPSS) V. 27. And the analyzed data will be presented using simple frequency and percentage table.

Data Analysis, Presentation and Interpretation

This section presents and interprets the data collected from all 19 respondents (library staff and ICT unit members) of Adamawa State Polytechnic, the results are presented in tables.

Table 1: Availability and Functionality of ICT Tools for Marketing Library Services

Items	A	NA	F	NF
Computers and internet connectivity	19 (100%)	0 (0.0%)	19 (100%)	0 (0.0%)
Library webist	19 (100%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Social media platforms	19 (100%)	0 (0.0%)	19 (100%)	0 (0.0%)
Email/newsletter/mailing list	19 (100%)	0 (0.0%)	19 (100%)	0 (0.0%)
OPAC	19 (100%)	0 (0.0%)	0 (0.0%)	19 (100%)
Mobile applications	19 (100%)	0 (0.0%)	0 (0.0%)	19 (100%)
SMS alert systems	19 (100%)	0 (0.0%)	19 (100%)	0 (0.0%)

Electronic notice board	19 (100%)	0 (0.0%)	19 (100%)	0 (0.0%)
Scanners/printers/multimedia	19 (100%)	0 (0.0%)	19 (100%)	0 (0.0%)

Source: Fieldwork, 2025

Table 1 above shows that all the listed ICT tools are available in Adamawa State Polytechnic Library. However, functionality varies across the tools. Computers with Internet connectivity, social media platforms, email/newsletter services, SMS alert systems, electronic notice boards, and scanners/printers were reported as both available and functional by respondents. In contrast, the library website, Online Public Access Catalogue (OPAC), and mobile, although available, were reported as not functional. This indicates that while the institution has achieved a high level of ICT availability, the effectiveness of some key digital platforms for marketing library services is limited due to functionality issues. The implication is that the presence of ICT tools alone is insufficient unless they are operational and actively utilized for marketing purposes.

Table 2: Utilization of ICT Tools for Marketing Library Services

S/N	ICT Tool	SA	A	N	D	SD	Mean	SD	RMK
1	Use of social media to announce new arrivals	14 (73.7%)	5 (26.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4.74	0.45	Agree
2	Email newsletters to inform users of library events	2 (10.5%)	14 (73.7%)	2 (10.5%)	0 (0.0%)	1 (5.3%)	3.84	0.83	Agree
3	Updates on library website or portal	7 (36.8%)	11 (57.9%)	0 (0.0%)	1 (5.3%)	0 (0.0%)	4.26	0.56	Agree
4	OPAC used to promote available resources	13 (68.4%)	5 (26.3%)	0 (0.0%)	1 (5.3%)	0 (0.0%)	4.58	0.69	Agree
5	Current Awareness Services (CAS) through ICT	12 (63.2%)	3 (15.8%)	1 (5.3%)	2 (10.5%)	1 (5.3%)	4.21	1.03	Agree
6	Selective Dissemination of Information (SDI) via email or WhatsApp	2 (10.5%)	14 (73.7%)	2 (10.5%)	0 (0.0%)	1 (5.3%)	3.84	0.83	Agree
7	Use of online surveys or feedback tools	11 (57.9%)	5 (26.3%)	1 (5.3%)	1 (5.3%)	1 (5.3%)	4.32	0.95	Agree
8	Virtual reference or chat services	5 (26.3%)	11 (57.9%)	1 (5.3%)	1 (5.3%)	1 (5.3%)	4.00	0.97	Agree
9	Online publicity for library programs/events	11 (57.9%)	7 (36.8%)	0 (0.0%)	1 (5.3%)	0 (0.0%)	4.47	0.70	Agree
10	Digital signage for awareness	12 (63.2%)	5 (26.3%)	1 (5.3%)	1 (5.3%)	0 (0.0%)	4.53	0.69	Agree

Source: Fieldwork, 2025

Table 2 above presents respondents' views on the utilization of ICT tools in marketing library services. The findings indicate a high level of utilization across most ICT-based activities. For

instance, the use of social media to announce new arrivals recorded 73.7% strongly agree and 26.3% agree, with a high mean score of 4.74 and a low standard deviation of 0.45, indicating strong consensus on its effective utilization. Similarly, updates on the library website or portal recorded a combined agreement of 94.7% and a mean score of 4.26, while the use of OPAC to promote available resources recorded 68.4% strongly agree and a mean score of 4.58, showing that these tools are actively utilized for marketing purposes. Current Awareness Services (CAS) through ICT also recorded a high mean score of 4.21, although 10.5% of respondents disagreed, suggesting minor challenges in consistent delivery. Email newsletters and Selective Dissemination of Information (SDI) via email or WhatsApp both recorded mean scores of 3.84, with 73.7% agreement in each case, indicating moderate but positive utilization. Virtual reference or chat services recorded the lowest mean score of 4.00, though still above the decision rule, reflecting developing but not fully established usage. Overall, since all items recorded mean scores above 3.00, the findings indicate that ICT tools are generally utilized in marketing library services, although the intensity of use varies across different platforms.

Table 3: ICT-Base Marketing Strategies

S/N	Statement	SA	A	N	D	SD	Mean	SD	RMK
1	ICT tools enhance library visibility and engagement.	15 (78.9%)	4 (21.1%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4.79	0.41	Agree
2	The library uses social media regularly for marketing	14 (73.7%)	5 (26.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4.74	0.45	Agree
3	Email and WhatsApp are effective channels for user outreach.	2 (10.5%)	14 (73.7%)	2 (10.5%)	0 (0.0%)	1 (5.3%)	3.84	0.83	Agree
4	The library website is actively used to promote new services.	7 (36.8%)	11 (57.9%)	0 (0.0%)	1 (5.3%)	0 (0.0%)	4.26	0.56	Agree
5	Library staff are trained to use ICT tools for marketing.	2 (10.5%)	3 (15.8%)	9 (47.4%)	3 (15.8%)	2 (10.5%)	3.00	1.11	Agree
6	ICT marketing strategies attract more users to library services.	13 (68.4%)	4 (21.1%)	2 (10.5%)	0 (0.0%)	0 (0.0%)	4.58	0.69	Agree
7	The library collaborates with ICT departments for marketing activities.	12 (63.2%)	5 (26.3%)	1 (5.3%)	1 (5.3%)	0 (0.0%)	4.47	0.70	Agree

Source: Fieldwork, 2025

Table 3 above indicates a high level of agreement among respondents on the effectiveness of ICT-based marketing strategies. For instance, 78.9% of respondents strongly agreed and 21.1% agreed that ICT tools enhance library visibility, resulting in a high mean score of 4.79 and a low standard deviation of 0.41, which suggests strong consensus. Similarly, the use of social media for marketing recorded 73.7% strongly agree and 26.3% agree, with a mean score of 4.74, indicating regular and effective use of social media platforms. Email and WhatsApp as marketing tools recorded 73.7% agreement and a mean score of 3.84, showing moderate but positive perception of their effectiveness. However, staff training in ICT marketing recorded the lowest mean score of 3.00, with 47.4% of respondents being neutral, indicating uncertainty about staff competence in ICT-based marketing. Overall, the high mean scores (≥ 3.00) across all items show that ICT-based marketing strategies positively influence library service promotion, though staff training remains an area requiring improvement.

Table 4: Challenges Affecting ICT Utilization in Marketing Library Services

S/N	Challenge	SA	A	N	D	SD	Mean	SD	RMK
1	Inadequate ICT infrastructure and equipment	15 (78.9%)	3 (15.8%)	1 (5.3%)	0 (0.0%)	0 (0.0%)	4.74	0.56	Agree
2	Poor Internet connectivity	9 (47.4%)	8 (42.1%)	1 (5.3%)	0 (0.0%)	1 (5.3%)	4.26	0.87	Agree
3	Inadequate power supply	10 (52.6%)	7 (36.8%)	2 (10.5%)	0 (0.0%)	0 (0.0%)	4.42	0.67	Agree
4	Limited ICT skills among library staff	9 (47.4%)	9 (47.4%)	1 (5.3%)	0 (0.0%)	0 (0.0%)	4.42	0.61	Agree
5	Insufficient funding for ICT projects	14 (73.7%)	5 (26.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4.74	0.45	Agree
6	Lack of management support or policy	10 (52.6%)	5 (26.3%)	2 (10.5%)	1 (5.3%)	1 (5.3%)	4.16	1.03	Agree
7	Resistance to change among staff	9 (47.4%)	6 (31.6%)	3 (15.8%)	0 (0.0%)	1 (5.3%)	4.11	0.99	Agree
8	Lack of continuous training opportunities	14 (73.7%)	4 (21.1%)	0 (0.0%)	1 (5.3%)	1 (5.3%)	4.53	0.84	Agree
9	Poor user awareness of ICT-based services	12 (63.2%)	6 (31.6%)	0 (0.0%)	0 (0.0%)	1 (5.3%)	4.53	0.70	Agree

Source: Fieldwork, 2025

Table 4.4 reveals that respondents strongly agreed that several factors hinder effective ICT utilization in marketing library services. Inadequate ICT infrastructure recorded 78.9% strongly agree and a mean score of 4.74, indicating it as a major challenge. Similarly, insufficient funding recorded 73.7% strongly agree with a mean score of 4.74, reinforcing its significance as a critical barrier. Poor Internet connectivity recorded a combined 89.5% agreement and a mean score of 4.26, while inadequate power supply recorded a mean score of 4.42, showing that infrastructural challenges significantly affect ICT operations. Limited ICT skills among staff also recorded a high mean score of 4.42, with 94.8% of respondents either

strongly agreeing or agreeing. These high mean values and low standard deviations suggest strong consensus that infrastructural, financial, and human capacity challenges significantly constrain ICT-based marketing in the library.

Table 5: Suggestions for Improving ICT-Based Marketing of Library Services

S/N	Strategies	SA	A	N	D	SD	Mean	SD	RMK
1	Regular training and workshops should be organized for library staff on ICT marketing.	13 (68.4%)	6 (31.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4.68	0.48	Agree
2	The library should develop a formal ICT marketing policy.	14 (73.7%)	5 (26.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4.74	0.45	Agree
3	Management should provide adequate funding for ICT maintenance and upgrades.	15 (78.9%)	4 (21.1%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4.79	0.41	Agree
4	Collaboration with ICT departments can enhance digital marketing.	15 (78.9%)	3 (15.8%)	1 (5.3%)	0 (0.0%)	0 (0.0%)	4.74	0.56	Agree
5	Regular evaluation of ICT-based marketing effectiveness should be conducted.	12 (63.2%)	5 (26.3%)	1 (5.3%)	1 (5.3%)	0 (0.0%)	4.47	0.77	Agree
6	The library should expand its presence across multiple social media platforms.	14 (73.7%)	3 (15.8%)	1 (5.3%)	0 (0.0%)	1 (5.3%)	4.53	0.84	Agree

Source: Fieldwork, 2025

Table 4.5 shows strong agreement among respondents on all proposed strategies for improving ICT-based marketing of library services. Regular staff training recorded 68.4% strongly agree and 31.6% agree, with a mean score of 4.68, indicating widespread support for capacity building. Adequate funding recorded the highest mean score of 4.79, with 78.9% of respondents strongly agreeing, emphasizing the importance of financial support. The development of an ICT marketing policy and collaboration with the ICT department both recorded mean scores of 4.74, showing that respondents consider institutional coordination and policy direction essential. Expansion of social media presence recorded a mean score of 4.53, indicating strong agreement that increased digital engagement will enhance library visibility. Overall, the high mean scores and concentration of responses in the "strongly agree" and "agree" categories demonstrate a strong consensus on practical strategies needed to strengthen ICT-based marketing.

Discussion of Findings

The findings of this study revealed that Adamawa State Polytechnic Library has several ICT tools relevant for marketing library services, such as computers with Internet connectivity, social media platforms, email systems, SMS alert services, and electronic notice boards. This indicates that the library has made appreciable efforts toward embracing ICT for service promotion. This finding is consistent with earlier studies which reported that many academic and polytechnic libraries in Nigeria possess basic ICT infrastructure for information dissemination and marketing purposes (Adegbite-Badmus & Egbeyemi, 2019; Sobalaje, Salami & Gariba, 2023). However, the study also revealed that some critical ICT tools, including the library website, OPAC, and mobile applications, although available, were not fully functional. This supports the findings of Adegbite-Badmus and Alabi (2022) and Jibril and Amidu (2022), who observed that ICT tools in many Nigerian academic libraries are often poorly maintained or underutilized due to inadequate technical support and funding. The implication is that availability alone does not guarantee effective ICT-based marketing unless functionality and sustainability are ensured.

The findings showed that ICT-based marketing strategies significantly enhance library visibility and user engagement. Respondents strongly agreed that social media platforms, email, WhatsApp, and library websites are effective channels for marketing library services. This corroborates the findings of Ifijeh and Yusuf (2020), who reported that social media has become one of the most effective tools for promoting library services and engaging users in Nigerian academic libraries. Similarly, Emiri and Lulu-Pokubo (2025) noted that ICT-driven marketing allows libraries to reach users faster, increase awareness of services, and promote resource utilization. However, the study also revealed that staff training in ICT-based marketing recorded the lowest mean score among the items. This finding aligns with Afolabi (2021) and Ocholla and Bothma (2020), who identified inadequate staff training as a major constraint to effective ICT adoption in library operations. This suggests that despite the availability of ICT tools, limited staff competence may reduce the effectiveness of ICT-based marketing strategies.

The study revealed that inadequate funding, poor ICT infrastructure, unreliable power supply, and limited ICT skills among library staff are major challenges affecting the utilization of ICTs in marketing library services. These findings are consistent with earlier studies which identified infrastructural and financial constraints as persistent barriers to ICT adoption in Nigerian academic libraries (Mutula & Wamukoya, 2019; Adegbite-Badmus & Alabi, 2022). In addition, lack of management support, resistance to change, and poor user awareness were also identified as challenges. This supports the findings of RSIS International (2025), which reported that ineffective ICT-based marketing in libraries is often linked to weak institutional commitment and inadequate awareness among users. These challenges explain why some ICT tools, though available, are not fully utilized for marketing library services.

The findings further revealed strong agreement among respondents on strategies for improving ICT-based marketing of library services. Regular staff training, adequate funding, development of a formal ICT marketing policy, collaboration with ICT departments, and

expansion of social media presence were all strongly supported. This aligns with the recommendations of Ogbomo (2025) and Emiri and Lulu-Pokubo (2025), who emphasized that sustainable ICT-based marketing requires continuous capacity building, institutional support, and strategic planning.

The emphasis on staff training and policy formulation also supports Rogers' Diffusion of Innovation Theory, which posits that successful adoption of innovation depends on adequate knowledge, implementation, and confirmation stages. This suggests that strengthening institutional and human capacity will enhance the effective use of ICTs in marketing library services.

Conclusion

The study found that Adamawa State Polytechnic Library possesses several ICT tools relevant for marketing library services, although some are not fully functional. ICT-based marketing strategies were found to enhance library visibility and user engagement, especially through social media and electronic communication platforms. However, the utilization of ICTs is hindered by challenges such as inadequate funding, poor infrastructure, unreliable power supply, limited staff ICT skills, and insufficient management support. The study also revealed strong agreement on strategies for improving ICT-based marketing, including regular staff training, adequate funding, policy development, and collaboration with ICT units. Therefore, this study concludes that Information and Communication Technologies play a vital role in marketing library services at Adamawa State Polytechnic, Yola. While the library has adopted several ICT tools for marketing purposes, their full potential has not been maximally utilized due to infrastructural, financial, and human resource challenges. Effective ICT-based marketing requires not only the availability of digital tools but also their functionality, strategic application, and sustained institutional support. Strengthening these areas will significantly improve the visibility and utilization of library services.

Recommendations

Based on the findings and conclusion of the study, the following recommendations are made:

- **i.** Management of Adamawa State Polytechnic should provide adequate funding for the acquisition, maintenance, and upgrading of ICT infrastructure in the library.
- **ii.** Regular training and retraining programmes should be organized for library staff to enhance their ICT and digital marketing skills.
- **iii.** A formal ICT-based marketing policy should be developed to guide consistent and effective promotion of library services.
- **iv.** The library should strengthen collaboration with the institution's ICT department to ensure the functionality of digital platforms such as the library website and OPAC.
- **v.** The library should expand and actively manage its presence on multiple social media platforms to increase user awareness and engagement.

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