

# Do You Know How Google Ads Work?

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## Introduction

Currently, libraries are struggling to remain relevant. When people have an information need, the first place they look is online or, more specifically, Google. That is where Koios comes in: we **build support for libraries online through digital marketing**. Search engine marketing can help increase the visibility of libraries and help them engage with all segments of the community.

**Google Ad Grants** is a special program for non-profits where they can receive up to **\$10,000 a month** in credit to use in search advertising on the Google Ads platform. We take these grants for libraries and help them use it to **appear on the first page of search results**. With paid search ads, libraries can make programs, services, and e-resources more widely known.

## What Can We Do?

- 1) **We help the library apply** for a grant, usually with a two-week turnaround.
- 2) **We set up campaigns** based on their priorities. Let's say they want to promote language learning resources. We set it up so that their ad pops up when someone in the area types in 'learn german'.
- 3) **We help them keep the grant**. Google has program requirements, we keep libraries in compliance.
- 4) **We look for improvements**. By analyzing Google searches and marketing data we can adjust your campaigns to better reach the people who are looking for what you have.

## How it Works

Libraries need to spread the word about premium databases, programs, and innovative services. Meanwhile, the people in their community ask Google for help everyday with questions like:

- o What's the best way to learn German?
- o Which books should I be reading with my child?
- o Where can I find help writing my resume?

Libraries often will have the answers to these questions. With our ads, libraries show up first in local Google searches:

search: 'learn microsoft excel'

You'll find our ad at the top of the results promoting the library's service:

Learn Microsoft Excel Online | Salt Lake City Public Library | Free Access to Lynda...  
[www.slcppl.org/online-courses/lynda](http://www.slcppl.org/online-courses/lynda)  
Learn the basics of Microsoft Excel anytime, anywhere.

*This is the standard format for our ads.*

## How I Build an Ad Campaign

- ❖ Research the library's informative landing page for the resource being promoted
- ❖ Research keywords and search patterns in their specific location using Google AdWords
- ❖ Use Excel to create the campaign which include ad targets, ad groups, keywords, and ads for each campaign/library program.
- ❖ Import to Google AdWords to deploy the campaign

keyword	match type	campaign	ad group
access 2016 tutorial	broad	Lynda - DPPL	access 2016
microsoft access 2016 tutorial	broad	Lynda - DPPL	access 2016
how to use access 2016	broad	Lynda - DPPL	access 2016
microsoft access 2016 training	broad	Lynda - DPPL	access 2016
ms access 2016 tutorial	broad	Lynda - DPPL	access 2016

*Example of keyword research from a campaign.*

## Build Support

### Grow Awareness

A view in search results: our searcher wants to solve a problem and notices that the library might have the solution.

### Be Considered

A click on the library result: the searcher sees the library is relevant to their search and compares the library's resource with other options.

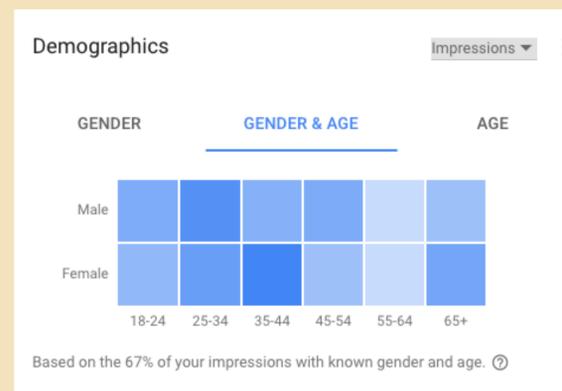
### Increase Use

An important action (e.g. an RSVP, hold, database click, or card application): the searcher uses the library to solve their problem.

### Gain Loyalty

Over time, searchers regularly encounter the library in their search results. This creates a new perception of the library: a place they can turn to solve meaningful problems in their lives. In the long run, this turns non-patrons into patrons and patrons into power patrons.

## Current Demographics



*Based on this data from Google, our ads are most popular among both males and females ages 25-34, as well as females 35-44 years old.*

## Goals

Our goal is to bring on as many libraries as we can to spread awareness of underutilized resources/services, as well as encourage people to consult their local library for information first.

## Conclusion

By engaging with people at the beginning of their pursuit—while searching in Google—libraries can help guide them down the path to finding the right solution. With our promotion, we can grow a library's awareness, relevancy, use, and patron loyalty.

Learn more at: [www.koios.co](http://www.koios.co).

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