

Building Support for Libraries through Digital Marketing

www.koios.co

The journey

Libraries often struggle to be present and relevant in citizens' lives. Koios helps libraries raise awareness and change perceptions. We tell people in your community what you do and how much you matter.

Communities are made up of diverse groups and libraries serve all of them, but some are harder to reach. With Koios, you can reach more people with meaningful messages, inviting them in.

People have a need to search for answers, and the first place they look is Google. By engaging with people at the beginning of their journey, when they are searching in Google, libraries can guide them down the path to finding the right solution.

Libre Ads: powered by the Google Ad Grant

With Libre Ads, libraries can reach people at the beginning of their search for information. Our approach, search engine marketing (SEM), is proven, effective, affordable, and comprehensive. You can be visible in Google search results for everything you bring to the community: programs, services, collections, and e-resources.

Tulsa City-County Library | Libraries Change Lives

www.tulsalibrary.org

We promote lifelong learning and literacy for a stronger Tulsa community.

Open 6-7 days/week · 24 locations across Tulsa

[Locations and Hours](#)

[Summer Reading](#)

[Classes and Events](#)

[Get a Library Card](#)

Google Ad Grants

Special program for non-profits and public libraries.

\$10,000 a month in credit to use in search advertising on the Google Ads platform.

Koios will obtain the Ad Grant for libraries and help them use it to appear on the first page of search results.

Perceptions have changed

The library's perceived value and relevance to the community have declined:

Non-patrons assume "it's all on the internet anyway."

Ex-patrons imagine the library is still the same quiet book palace of their childhood.

Even the average patron is not fully aware of all the library does.

Perceptions are a marketing problem and no amount of collection development will change them. Marketing problems need marketing solutions.

Change perceptions

Search engine marketing with Libre Ads from Koios can help the library change the conversation and engage with all segments of the community.

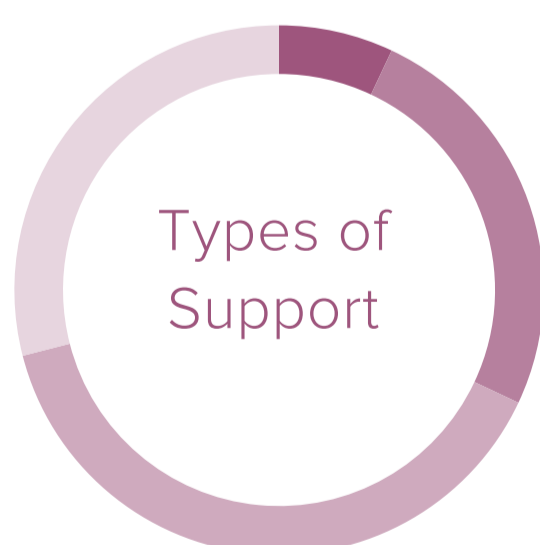
Appearing at the top of the first page of search results will get the attention of patrons and non-patrons alike.

With paid search ads, libraries can make programs, services, and e-resources more widely known.

Search engine marketing will help you demonstrate the value of authoritative library resources.

Library support in 2018

Support for the library data is taken from the OCLC report "From Awareness to Funding 2018". One relevant, meaningful message can be the difference between a "Yes" or "No" on Election Day.



- 7% Guaranteed Support
- 25% Likely Support
- 39% Unlikely Support
- 29% Apathy/No Support

Build support with Koios

Grow Awareness

A view in search results: Our searcher wants to solve a problem and notices (perhaps for the first time) that the library might be able to help.

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

Repeat: Over several months, 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.

Ready to start your journey?

- Schedule a demo
- Start a free trial
- Request a quote

Contact:
Bill Mott
bill@koios.co

