AskALibrarian.org

the Human Search Engine

In late January, Ask a Librarian began a marketing campaign online through Google Ads. The media plan focused on two main goals: creating awareness of the Ask A Librarian Website and increasing usage of the Ask A Librarian service. LURE & Th!nk Creative Inc. developed a media plan to run for thirty days in two test markets, Orlando and Jacksonville. Th!nk Creative chose select media that would reach a broad audience at a cost effective price. Since we know people consume media differently due to having busy lifestyles and budget constraints, our campaign was marketed online because the Internet is a major source for researching information.

Overall Results from the Online Marketing Campaign

The Online marketing campaign generated **5,650** unique clicks (users went directly to the askalibrarian.org website) over a thirty day period. The total impressions (number of times our ad appeared) from the ads exceeded **2,229,000**. In just 30 days our ads created exposure to over **2 million people**! The Click Through Rate (CTR) which is the number of unique clicks divided by the impressions our ad generated was 25%. This created direct exposure to new users through Google Ads. "Definition" was the top performing keyword throughout the entire campaign followed by "the dictionary" and "words dictionary".

Date	Clicks	Impr	CTR
1/17 to 1/22	1087	669380	0.16%
1/23 to 1/29	1613	524755	0.31%
1/30 to 2/5	1562	516214	0.30%
2/6 to 2/12	1390	519071	0.27%
Total	5652	2229420	0.25%

Our web programmer, Doug Furiato, has provided us with a break-down of how people are coming to askalibrarian.org through search engines by analyzing our Google Analytics report. Prior to this campaign, about 6% of our visitors found Ask a Librarian through a search engine, but since the campaign started, that number has increased to around 12% of our total visitors. That doubled the number of visitors finding our site!

We had an extensive list of ads that ran for thirty days. The list contained over 2400 keywords that were divided into subject ad groups. Below are the top five ad groups that ran in the campaign:

Top 5 Ad groups

Ad group	Clicks	Impr	CTR
Definition	2427	291819	0.83%
English	903	292475	0.31%
Encyclopedia Games	882	409510	0.22%
Dictionary	535	375956	0.14%
Downloadable Encyclopedia	440	280613	0.16%

Top Ten Keywords

Keyword	Ad group	Clicks	Impr	CTR
definition	Definition	2395	223797	1.07%
the dictionary	Dictionary	63	7136	0.88%
words dictionary	Dictionary	44	4011	1.10%
a dictionary	Dictionary	32	2783	1.15%
the facts	Encyclopedia	25	1807	1.38%
dictionary translator	Dictionary	23	2929	0.79%
dictionary websters	Dictionary	23	3682	0.62%
meaning	Meaning	21	3089	0.68%
spelling dictionary	Dictionary	19	2214	0.86%
facts	Encyclopedias	18	3406	0.53%

Once the user ran a search that matched one of our keywords from the ad group, a series of seven different Google Ads populated. Th!nk Creative developed the following ads to attract a diverse age range of people.

Stuck? Ask-A-Librarian

Just about anything you need to know, we know where to find it.

Stumped? Ask-A-Librarian

Better answers because we're real people. Real smart people.

Confused? Ask-A-Librarian

From term papers 2 final exams, the best answers come from real people.

Question? Ask-A-Librarian

Finding the answer is easy…because we know exactly where to look.

Term Paper Help?

Everyone needs an extra brain every now & then. Ask-A-Librarian.

Ask-A-Librarian

Let us help cure your term paper blues. Real people. Real good advice.

Help with term papers?

Real people are better than search engines. Try Ask-A-Librarian.

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The Goal Conversion Rate (GCR) has shown our best results. GCR is the percentage of visitors who make it to the chat or email login page from the search they conducted. For the month of February 35% of our visitors who found AaL via a search engine made it to a chat or email login page. Here is a breakdown of visits from the beginning of our campaign to the end of our campaign, with a continual rise in visits. Weekdays are the highest and Saturdays are the lowest.