

Using Google AdWords to Put Your Brand in Front of the Right Audiences

George Weiner

Chief Whaler, Whole Whale
@WholeWhale



Serena Sidawi

One Love Foundation
@join1love



Contents

- What is AdWords?
- AdWords Anatomy
- AdWords Tactics
- Next steps

Case Studies

- One Love Foundation
- Power Poetry
- Organ Donation

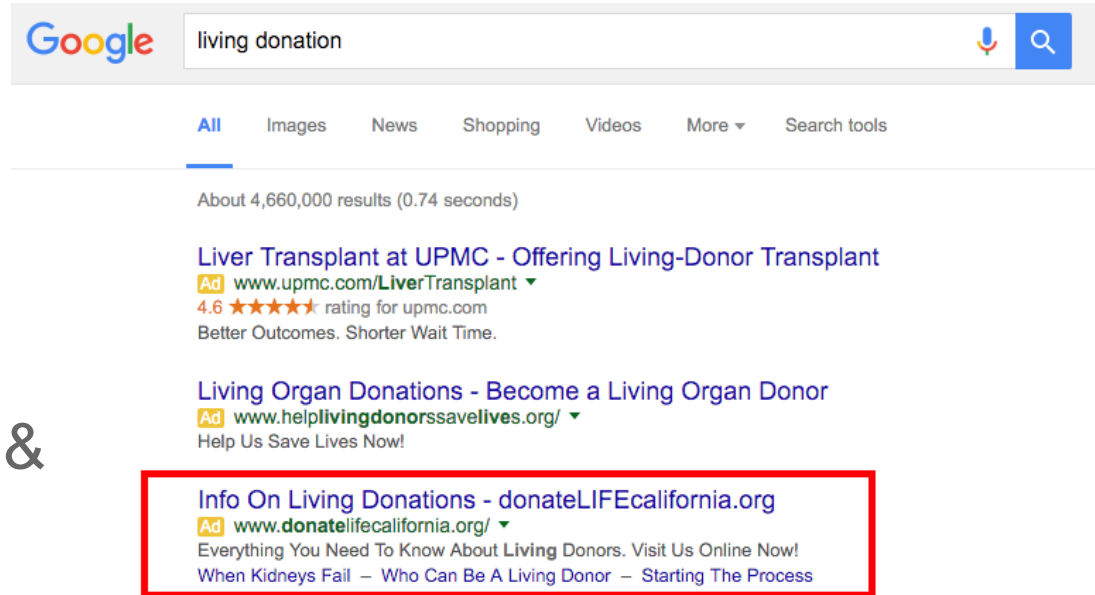
Case Studies



An Overview



- SEO vs. SEM
- What are some SEM tactics?
- What is AdWords?
 - Search Ads
 - Based on keyword & network display



What is the Google AdWords Grant?

- \$10k per month for AdWords
- Eligible Nonprofit 501c(3)
- Use or lose
- Max CPC \$2.00

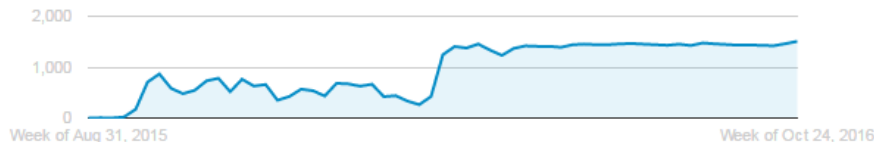
Application: [Google.com/Nonprofits](https://www.google.com/nonprofits)

Does it work?

The data says yes



Performance graph



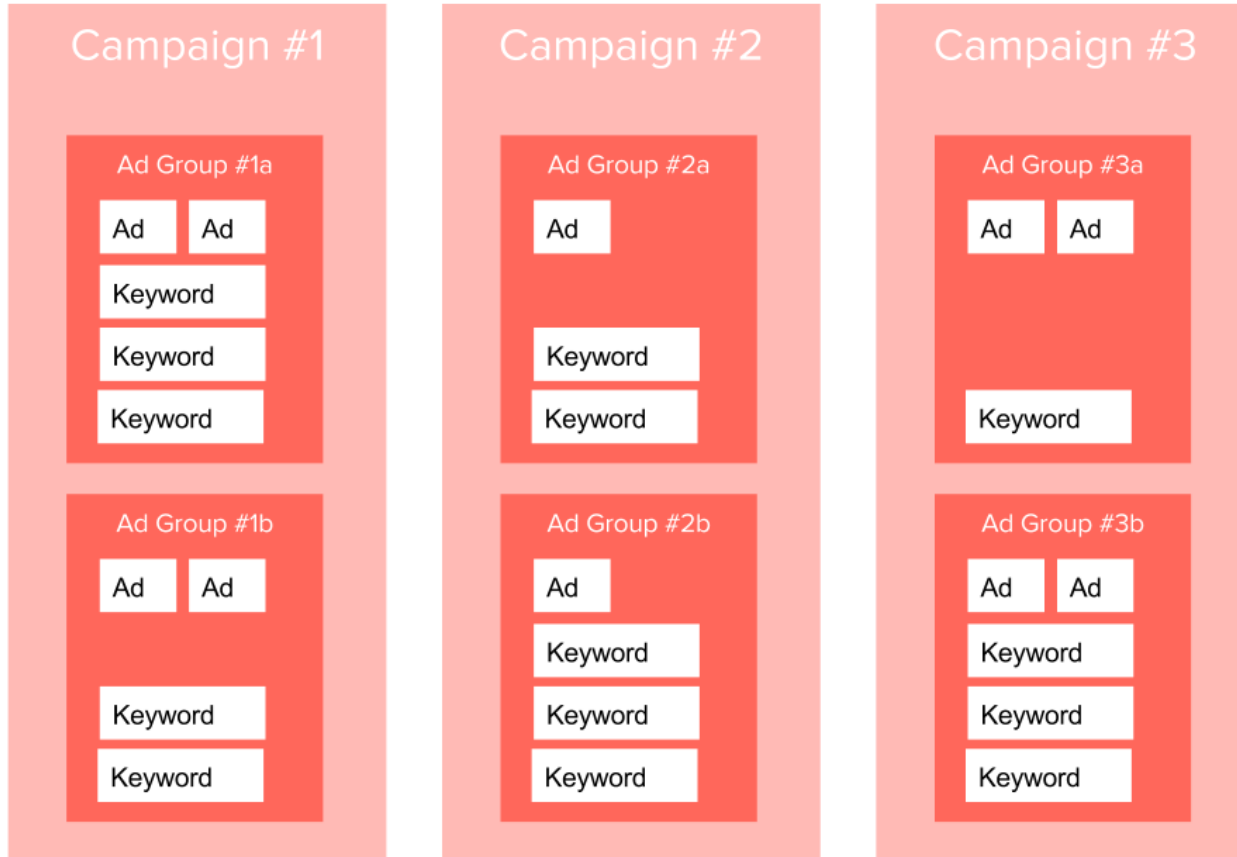
Campaign / Campaign ID	Acquisition	
	Clicks ? ↓	Cost ?
	6,493 % of Total: 100.00% (6,493)	\$10,269.20 % of Total: 100.00% (\$10,269.20)
1. Abuse 347282436	5,834 (89.85%)	\$9,134.52 (88.95%)
2. DV & Foundation General 392988396	625 (9.63%)	\$1,085.57 (10.57%)
3. Yards4Yearley 135255156	31 (0.48%)	\$45.85 (0.45%)

Before getting started



- Understand brand, audience, offerings, etc.
 - Escalation Workshop, #ThatsNotLove campaign, blog and resources, action page
- Why do people come to the site and what gets them to return?

Your Adwords Account



Structure



one1love

Google AdWords interface showing the structure of a campaign named "Abuse".

Google AdWords Home **Campaigns** Opportunities Reports Tools Customer ID: JoinOneLove

All campaigns >
Campaign: Abuse

Enabled Type: Search Network only - Standard Edit Budget: \$7,800.00/day Edit Targeting: Canada; United States Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions

All but removed ad groups Segment Filter Columns Find ad groups View Change History

Clicks vs None Daily

Tuesday, November 1, 2016 Monday, November 7, 2016

+ AD GROUP Edit Details Bid strategy Automate Labels

		Ad group	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ? ↓	Avg. CPC ?
<input type="checkbox"/>	●	Unhealthy Relationships	Eligible	\$2.00	1	5	20.00%	\$1.39
<input type="checkbox"/>	●	Escalation Workshop	Eligible	\$2.00	63	904	6.97%	\$1.70
<input type="checkbox"/>	●	Healthy Relationships	Eligible	\$2.00	275	4,314	6.37%	\$1.34
<input type="checkbox"/>	●	Emotional Abuse	Eligible	\$2.00	138	2,285	6.04%	\$1.35
<input type="checkbox"/>	●	Verbal Abuse	Eligible	\$2.00	24	406	5.91%	\$1.64
<input type="checkbox"/>	●	Signs of Abuse	Eligible	\$2.00	77	1,358	5.67%	\$1.59

#PRNews

Anatomy of an Ad



Headline
e
URL

{Keyword: Organ Donation in New England}
Register Here.

www.neob.org/register

120,000 people are waiting for an organ. Sign up to be an organ donor!

New expanded text ad | [Switch back to standard text ads](#)

Write your text ad below. Remember to be clear and specific. [Learn how to write a great text ad](#)

Text ads have been expanded to give you more headline and description space. [Learn more](#)

Final URL

Headline 1

Headline 2

Path /

Description

[Ad URL options \(advanced\)](#)

Preview Desktop | Mobile

Donate Life New England - Register to Be a Organ Donor.

www.donatelifenewengland.org

120,000 People are Waiting for an Organ. Register to be a Donor & Save Lives.

Sample ads [View more](#)

New College Programs For You - Plan For Your Future

www.example.com/Online_Courses

Apply For Campus Or Online Courses Of Your Choice. Request Information Today!

Ad extensions expand your ad with additional information like a business address or phone number. [Take a tour](#)

Keys to Writing a Good Ad

- Strong CTA
 - Keep the end goal in mind
 - Create a sense of urgency
 - Countdown insertion
- Get personal
 - Value to them?
 - Needs vs wants
 - Targetted, more specific ads perform better
 - Keyword insertion
- Iterate!

Writing Awesome Ads

UPWORTHY

- {Keyword: Insert title}
- Ask questions
- Try capitalization
- Social proofing (“join our community of over 100k teens”)
- Spy on the competition espionage
- Appeal to emotion (“imagine a world without child hunger”)
- Mix it up with numbers and other symbols
- Use [title generators](#)
- Modify Upworthy stories



51,956 shares | Relationships

Dad and daughter relationships, as explained by 10 paintings.

Doyin Richards



5,887 shares | Identities

My wife surprised her coworkers when she came out as trans. Then they surprised her.

Amanda Jette

Testing Awesome Ads



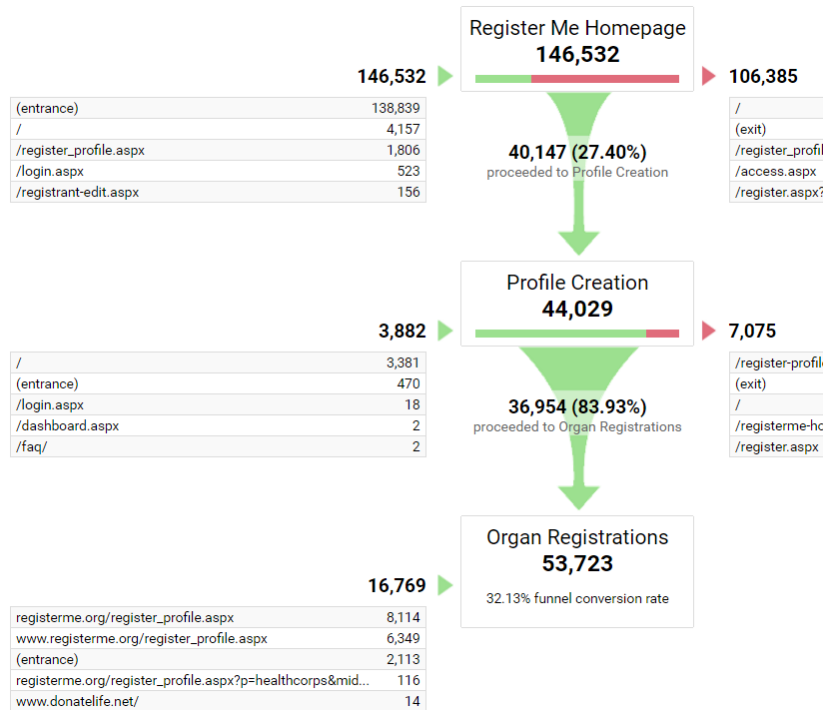
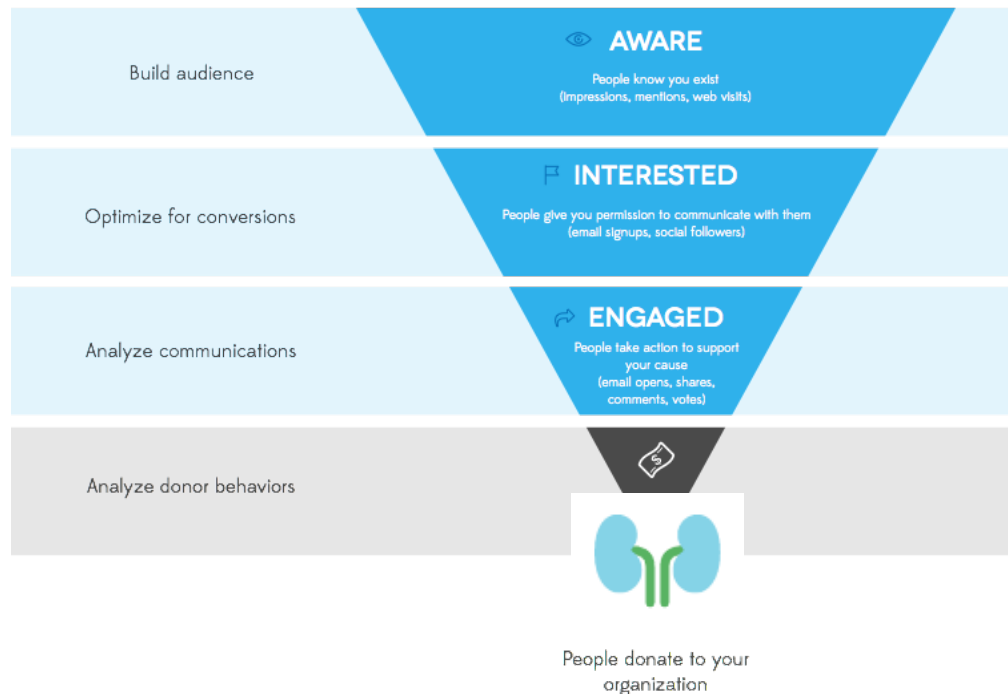
Create multiple ads for each ad group

Ad		Status ?	% Served ? ↓	CTR ?
●	Can you spot the signs? Are you in an abusive relationship? Learn the warning signs of abuse www.joinonelove.org	Approved	7.29%	2.02%
●	{Keyword: Abusive Relationship} Understand the warning signs. Examples of healthy relationships www.joinonelove.org	Approved	26.07%	5.93%

Using Goals - the Funnel



WHOLE WHALE



Partner example



DL New England +70% increase in 3 months



Organ, eye and tissue donation gives people a second chance at life.

One American dies nearly every hour waiting for a transplant - yet a single organ donor can save as many as eight lives.



Google Analytics
Anywhere. Anytime.



Organ
Registrations

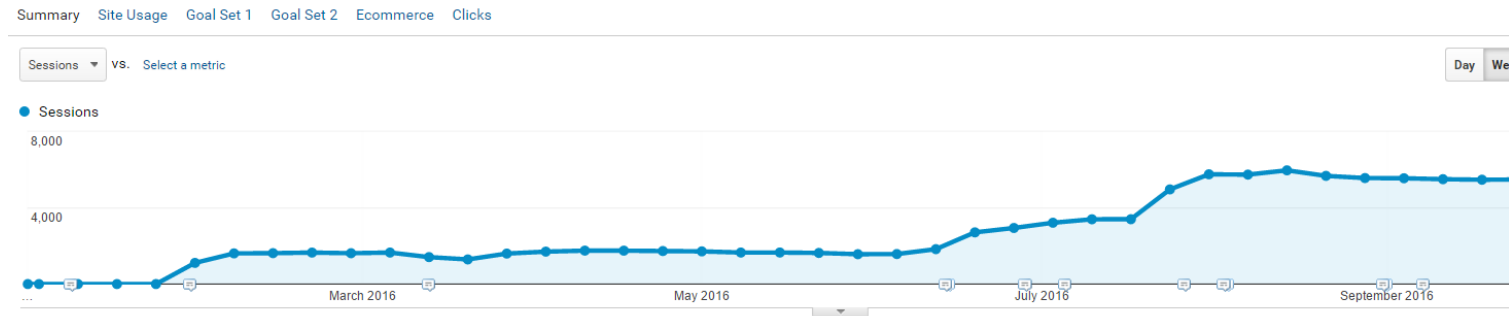


70.59% 
58 vs 34

Calculating CPA organ donation



\$180k spent YTD, 120k Clicks, 648+ registrations
AdWords CPA = \$277



Primary Dimension: Keyword Ad Content

Keyword	Acquisition				Behavior		Conversions	
	Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session	Organ Registrations (Goal 1 Conversion Rate)	Organ Registrations (Goal 1 Completions)
	120,217 % of Total: 99.70% (120,582)	\$179,253.16 % of Total: 99.79% (\$179,639.31)	\$1.49 Avg for View: \$1.49 (0.09%)	115,570 % of Total: 18.36% (629,521)	10.90% Avg for View: 12.91% (-15.55%)	2.15 Avg for View: 3.22 (-33.25%)	0.56% Avg for View: 8.53% (-93.43%)	648 % of Total: 1.21% (53,723)

Best Practices



Tactic: Always Test Ads

Seriously, always create 2 ads for an ad group

Ad	CTR <input data-bbox="1246 456 1275 478" type="text" value="?"/> ↓
{Keyword: Living Donation} Learn More Here. www.neob.org/Living-Donation An alternative for Those Waiting for Deceased Donation. Get All the Info Here.	3.96%
Interested in Living Donation? Learn More Here. www.neob.org/Living-Donation An alternative for Those Waiting for Deceased Donation. Get All the Info Here.	2.62%



+51%
More
Kidneys!

What to Avoid

- Keyword insertion #FAIL



- Keep ads current (seasonal campaigns)
- Google Grants: Allocate funds so spend is dispersed throughout entire month

Tactics



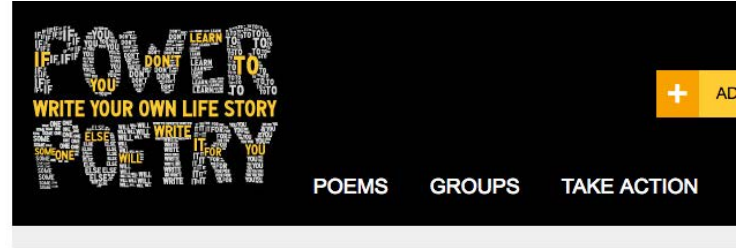
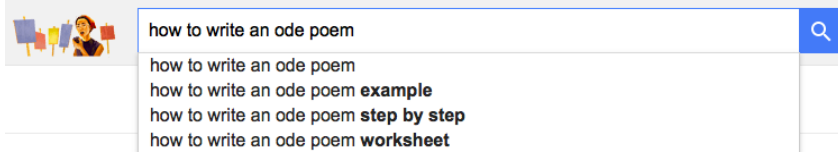
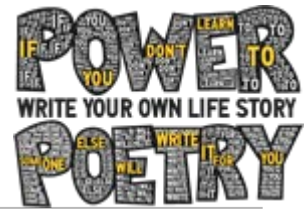
- Understand Q Score
- Time of day
- Device
- Use Google Analytics
- Assisted Conversions

Optimize Q Score

- $1 < 10$ score, remove or relocate 3 and below
- Relevant ads for users is the goal
- Irrelevant ad - keyword - page matches cost more
- Higher Q Score = lower cost



Audit your site's Q Score content



Pick a landing page for ads

- Does it contain the keywords?
- Is it a good user experience?
- Does it drive meaningful user action?

6 TIPS FOR WRITING AN ODE



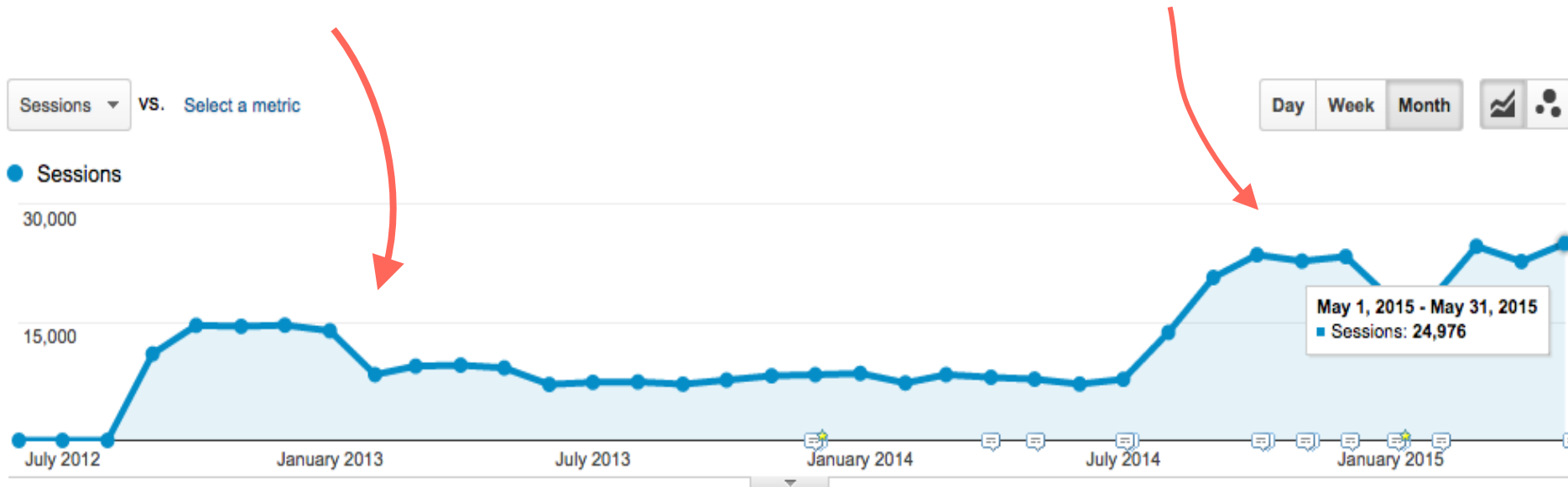
An ode is a poem that is about one specific thing that you think is truly amazing and praiseworthy. This type of poem can be centered upon a person, an object, or something abstract like a feeling or an idea. Here are some tips to help you get started if you're interested in writing an ode (and

How Power Poetry used AdWords



6,000 poets

300,000 poets



What are users doing?



Google Analytics



Getting Started Checklist



Google Analytics

-
- Setup: is it installed?
 - Staff: who is monitoring?
 - Access: are there tiers of access?
 - Goals: are they setup/defined?
 - Webmaster tools: is it connected?
 - AdWords: Connected?
 - Dashboards: (WW bundle)

Using Dashboards



Google Analytics

Find reports & more

Dashboards

Shared

Private

AdWords Perform...

Demographics Da...

Executive Dashb...

Mobile Traffic Das...

SEO/Organic Das...

Social Media Das...

+ New Dashboard

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Active Users BETA

Cohort Analysis BETA

Demographics

Interests

Executive Dashboard via wholehale.com

+ Add Widget Share Email Export

All Sessions
100.00%

+ Add Segment

Sessions
252,111
% of Total: 100.00% (252,111)

Users
205,679
% of Total: 100.00% (205,679)

Average Session Duration
00:02:45
Avg for View: 00:02:45 (0.00%)

Bounce Rate
36.15%
Avg for View: 36.15% (0.00%)

Overall Website Goals
106,336
% of Total: 100.00% (106,336)

How many people are visiting per day and for how long?

Sessions

Avg. Session Duration

How do people get to our site?

Source / Medium	Sessions	Bounce Rate
google / organic	130,241	37.25%
(direct) / (none)	46,681	30.60%
fastweb.com / referral	24,114	15.33%
google / cpc	23,551	68.78%
bing / organic	6,576	42.88%
yahoo / organic	4,266	41.16%
scholarshipguidance.com / referral	2,465	21.14%

Email Report: Executive Dashboard via wholehale.com

From george@wholehale.com

To SomeoneWhoCares@nonprofit.org

Subject Executive Dashboard via wholehale.com

Attachments PDF EXECUTIVE DASHBOARD VIA WHOLEHALE.COM

Frequency Weekly Day of Week: S M T W T F S

ADVANCED OPTIONS

Active for 6 months

Send Cancel Add to an existing email

Tactics: Geotargeting

Target by:

- Country
- State
- City
- Metro Area
- Zip code
- Congressional district

Targeted locations	Reach ?	Remove all
Canada - country	17,200,000	Remove Nearby
United States - country	202,000,000	Remove Nearby

[Advanced search](#)

For example, a country, city, region, or postal code.

[Save](#) [Cancel](#)

Targeted locations	Reach ?	Remove all
300.0 mi around Dahlonaga, US - custom	—	Remove Nearby

[Advanced search](#)


For example, a country, city, region, or postal code.

[Save](#) [Cancel](#)

Tactics: Time of day

When are our website users converting?

Advertise here

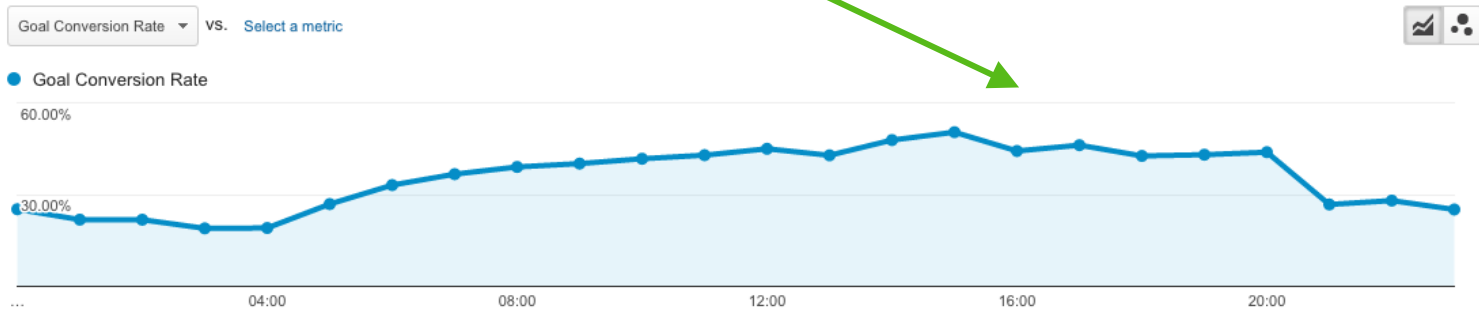
 Custom Reports

Overview

New Custom Report

Day of the Week

Hour of the Day



Tactic: Create Strong SEM Pages

- Don't confuse users (or puppies)
- Scent match: Copy that matches the keywords you are bidding on
- Geared toward conversion
- Fast load time, mobile-responsive
- Dynamically update or don't require too much maintenance



Tactic: Understand the Assisted Conversion

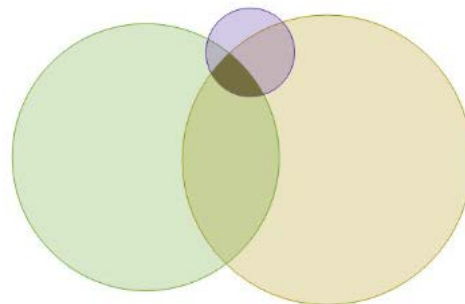
Assisted Conversions

Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included combinations of the channels below. Select up to four channels.

Channel	% of total conversions
Direct	47.98%
Organic Search	40.75%
Referral	29.45%
Social Network	4.50%
Paid Search	3.54%

Direct & Organic Search & Social Network: 1.03% (1834)



Channel Grouping

	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions
Direct	41,118 (45.89%)	\$1,541.00 (39.12%)	79,525 (44.70%)
Organic Search	22,238 (24.82%)	\$576.00 (14.62%)	53,950 (30.33%)
Referral	19,434 (21.69%)	\$1,457.00 (36.99%)	36,022 (20.25%)
Social Network	4,493 (5.01%)	\$82.00 (2.08%)	3,973 (2.23%)
Paid Search	2,323 (2.59%)	\$283.00 (7.18%)	4,419 (2.48%)

Next Steps

Management Takeaways

Check in on accounts every week

- Keywords - are we wasting \$ on low Q Score?
- Ad copy - A/B Test regularly
- Geographical breakdown - is our targeting on point?
- Bids - are we adjusting bids for low performers/high performers?
- Time on Day - adjust spend based on conversion rate
- Use Google Analytics Dashboard reports
 - Analyze Landing page conversion/optimization
 - Analyze keyword conversion

Tools

- Google AdWords Keyword planner
- Google Analytics (dashboards, assisted conversions)
- Track competition: Ispionage.com
- Ideas: Upworthy titles, Title Generators
(<http://www.hubspot.com/blog-topic-generator>)
- Google Grant - Google.com/nonprofits

Summary

