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

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

Case Studies

- One Love Foundation
- Power Poetry
- Organ Donation
Case Studies

♥ onelove

POWER TO
WRITE YOUR OWN LIFE STORY

DONATE LIFE®

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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
Does it work?

The data says yes
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

Campaign #1
- Ad Group #1a
  - Ad
  - Keyword
  - Keyword

- Ad Group #1b
  - Ad
  - Keyword
  - Keyword

Campaign #2
- Ad Group #2a
  - Ad
  - Keyword
  - Keyword

- Ad Group #2b
  - Ad
  - Keyword
  - Keyword

Campaign #3
- Ad Group #3a
  - Ad
  - Keyword

- Ad Group #3b
  - Ad
  - Keyword
  - Keyword
  - Keyword

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Structure

Google AdWords

Campaign: Abuse

- Unhealthy Relationships
  - Status: Eligible
  - Default Max. CPC: $2.00
  - Clicks: 1
  - Impressions: 5
  - CTR: 20.00%
  - Avg. CPC: $1.39

- Escalation Workshop
  - Status: Eligible
  - Default Max. CPC: $2.00
  - Clicks: 63
  - Impressions: 904
  - CTR: 6.67%
  - Avg. CPC: $1.70

- Healthy Relationships
  - Status: Eligible
  - Default Max. CPC: $2.00
  - Clicks: 275
  - Impressions: 4,314
  - CTR: 6.37%
  - Avg. CPC: $1.34

- Emotional Abuse
  - Status: Eligible
  - Default Max. CPC: $2.00
  - Clicks: 138
  - Impressions: 2,285
  - CTR: 6.04%
  - Avg. CPC: $1.35

- Verbal Abuse
  - Status: Eligible
  - Default Max. CPC: $2.00
  - Clicks: 24
  - Impressions: 406
  - CTR: 5.91%
  - Avg. CPC: $1.64

- Signs of Abuse
  - Status: Eligible
  - Default Max. CPC: $2.00
  - Clicks: 77
  - Impressions: 1,358
  - CTR: 5.67%
  - Avg. CPC: $1.50

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Anatomy of an Ad

Headline:
{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!

URL:
donatelifenewengland.org/register
Keys to Writing a Good Ad

● Strong CTA
  o Keep the end goal in mind
  o Create a sense of urgency
  o Countdown insertion

● Get personal
  o Value to them?
  o Needs vs wants
  o Targetted, more specific ads perform better
  o Keyword insertion

● Iterate!
Writing Awesome Ads

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

<table>
<thead>
<tr>
<th>Ad</th>
<th>Status</th>
<th>% Served</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can you spot the signs? Are you in an abusive relationship? Learn the warning signs of abuse <a href="http://www.joinonelove.org">www.joinonelove.org</a></td>
<td>Approved</td>
<td>7.29%</td>
<td>2.02%</td>
</tr>
<tr>
<td>{Keyword:Abusive Relationship} Understand the warning signs. Examples of healthy relationships <a href="http://www.joinonelove.org">www.joinonelove.org</a></td>
<td>Approved</td>
<td>26.07%</td>
<td>5.93%</td>
</tr>
</tbody>
</table>
Using Goals - the Funnel

WHOLE WHALE

AWARE
Build audience
People know you exist (impressions, mentions, web visits)

INTERESTED
Optimize for conversions
People give you permission to communicate with them (e-mail signups, social follows)

ENGAGED
Analyze communications
People take action to support your cause (e-mail opens, shares, comments, views)

Analyze donor behaviors
People donate to your organization

Register Me Homepage

Profile Creation

Organ Registrations

<table>
<thead>
<tr>
<th>Path</th>
<th>Visits</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>138,839</td>
<td></td>
</tr>
<tr>
<td>/</td>
<td>4,157</td>
<td></td>
</tr>
<tr>
<td>/register_profile.aspx</td>
<td>1,806</td>
<td>27.40%</td>
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<tr>
<td>/login.aspx</td>
<td>523</td>
<td></td>
</tr>
<tr>
<td>/registrant-edit.aspx</td>
<td>156</td>
<td></td>
</tr>
<tr>
<td>/</td>
<td>3,381</td>
<td></td>
</tr>
<tr>
<td>/</td>
<td>470</td>
<td></td>
</tr>
<tr>
<td>/login.aspx</td>
<td>18</td>
<td>83.93%</td>
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<tr>
<td>/dashboard.aspx</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>/faq/</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>/registerme-orange</td>
<td>8,114</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.registerme-orange">www.registerme-orange</a></td>
<td>0,349</td>
<td></td>
</tr>
<tr>
<td>/entrance</td>
<td>2,113</td>
<td></td>
</tr>
<tr>
<td>registerme-orange?p=healthcorps&amp;m=organ</td>
<td>116</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.donatelife.net/">www.donatelife.net/</a></td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>
Partner example

DL New England  +70% increase in 3 months
Calculating CPA organ donation

$180k spent YTD, 120k Clicks, 648+ registrations
AdWords CPA = $277
Best Practices
Tactic: Always Test Ads

Seriously, always create 2 ads for an ad group

+51%

More Kidneys!

```
{Keyword: Living Donation}
Learn More Here.
www.neob.org/Living-Donation
An alternative for Those Waiting for Deceased Donation. Get All the Info Here.

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.
```
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?
How Power Poetry used AdWords

6,000 poets

300,000 poets

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What are users doing?
Getting Started Checklist

- 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
Tactics: Geotargeting

Target by:
- Country
- State
- City
- Metro Area
- Zip code
- Congressional district
Tactics: Time of day

When are our website users converting?

Advertise here
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

- Direct: 47.98%
- Organic Search: 48.75%
- Referral: 20.45%
- Social Network: 4.50%
- Paid Search: 3.54%

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

Channel Grouping

<table>
<thead>
<tr>
<th>Channel</th>
<th>Assisted Conversions</th>
<th>Assisted Conversion Value</th>
<th>Last Click or Direct Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>41,118 (45.89%)</td>
<td>$1,541.00 (39.12%)</td>
<td>79,525 (44.70%)</td>
</tr>
<tr>
<td>Organic Search</td>
<td>22,238 (24.82%)</td>
<td>$576.00 (14.62%)</td>
<td>53,950 (30.33%)</td>
</tr>
<tr>
<td>Referral</td>
<td>19,434 (21.69%)</td>
<td>$1,457.00 (36.99%)</td>
<td>50,022 (20.25%)</td>
</tr>
<tr>
<td>Social Network</td>
<td>4,493 (5.01%)</td>
<td>$82.00 (2.08%)</td>
<td>3,973 (2.23%)</td>
</tr>
<tr>
<td>Paid Search</td>
<td>2,323 (2.59%)</td>
<td>$283.00 (7.16%)</td>
<td>4,419 (2.48%)</td>
</tr>
</tbody>
</table>
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

Gather Data

Ask Questions

Analyze

Insights

Learn & Act