

PRE-CAMPAIGN MARKETING STRATEGY

Google Ad Grants Online Marketing Challenge 2019

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1. Nonprofit Organization Overview

Megan Meier Foundation is a foundation established after Megan Meier took her own life following a cruel cyberbullying incident. You can read the whole Megan's story on their web page www.megameierfoundation.org. Megan Meier foundation (shortened MMF) was founded by Megan's mother Tina Meier in 2007. Since the inception of MMF it has grown into a global bullying, cyberbullying and suicide prevention foundation. (Megan Meier Foundation N.d.)

The cause of the organization is to offer information and guidance on bullying and cyberbullying to student teachers and schools. The mission of MMF is to support and inspire actions to end bullying, cyberbullying, and suicide. The core values of Megan Meier Foundation are built to guide their behaviours, judgments and efforts to achieve their mission. Commitment to Excellence, Inspire, Diversity, Teamwork, Empathy and Education are the core values that MMF is committed to with the highest ethical standards. (Strategy 2018.)

The foundation is working in Saint Charles, Missouri, USA, where their resource center is also located. There are three full-time employees and one intern working in the organization. MMF services includes resource centre that is available to anyone through email, calling or visiting. These services are free of charge and they are targeted to anyone who has been impacted by bullying and needs help, guidance or just to be listened to. The organization also provides workshops that are founded by the donations. Tina Meier also hosts speaking events at schools free of charge and other events are charged. (Meier 2019.)

2. Market and Target Audience Analysis

Bullying and cyberbullying are a huge phenomenon and there are many anti bullying foundations all over the world. Seventeen and The Rat listed best anti-bullying organization in 2017 and they both had named four exactly same foundations. These organizations were: The Trevor Project, Kind Campaign, Born this way Foundation and Stomp Out Bullying. All these four foundations are working in U.S for the same goal to prevent bullying, but they all have a different way to reach that goal (Levine 2017, Denton 2017). Charity and charitable organization play an important and increasing role in the provision of goods, information and services in United States. The growing need and reliance on the non-profit sector raise the need to nurture the relationships with existing donors and to attract new donors in order to keep the charity organizations working (Webb, Green & Brashears 2000).

Monetary donations are one form of charity and the other is volunteering. This report mainly focuses on monetary donations and donors. Who Gives What to Charity? Characteristics affecting Donation Behavior -research indicated similarities between monetary donors. First, older people are more likely to donate money, than the younger ones. The second outcome was, that females are more likely to donate money than men. Thirdly people with one child or more, had strong positive associations with the possibility of monetary donations. Married people donated more likely money than single and the amount was usually higher. A significant psychographic variable was empathy, the higher a participant rated themselves as empathetic, the likelihood of donation increased. These results showcase that monetary donations are determined by demographic and socioeconomic conditions, but it is also important to think of the education and income when predicting amount of monetary donation (Lee & Chang 2007).

Strengths	Weaknesses
<ul style="list-style-type: none">• Strong story• History• Persona behind the foundation	<ul style="list-style-type: none">• The lack of employees (Tina must study how to make web page etc.)• No clear strategy for digital marketing

Opportunities	Threats
<ul style="list-style-type: none"> • Online bullying is worldwide phenomena • Personal help 	<ul style="list-style-type: none"> • Many competitors • People stop donating

Table 1. SWOT-analysis

As shown on the SWOT-table above Megan Meier Foundations strength is the strong story behind the foundations, also known as Megan's story. This story cannot be copied and makes the foundation unique. The uniqueness of this foundation culminates in Tina Meier a persona behind the organization and the mother of Megan. Tina has been present on different speaking events and she has been also on TEDx and interviewed by Dr. Phil on his tv- show. Also, the relatively long history of the foundation gives the impression of trustworthiness of this organization. The weaknesses of MMF are all related to the lack of employees, since the organization is doing the best they can, with the time and money they have. Tina Meier said on the interview that they need all the help they can get with their digital marketing, because she and her co-workers oversee everything and it takes a lot of time from them, because they must learn everything themselves before, they can act. There are huge opportunities in Megan Meier Foundation, because the cause of the organization is relevant and timely. Bullying is a worldwide phenomenon that affects almost everyone at some level whether it's the parents, students or someone you know. MMF offers personal help at the resource center where anyone can go, and they get help and a feeling that someone is listening. Biggest threats for this foundation are the number of competitors and the risk that people stop caring and donating money (Meier 2019).

Parents	Students	Educators	Donors
Gender: Females & males Age: 20-50 Has 1 or more children (age 7-16) Lives in U.S. Is worried because his/her child might be bullied	Gender: Boys & girls Age: 7-16 Elementary school or junior high school Lives in U.S. Is bullied or knows a friend that's been bullied Spends time online after school	Gender: Females & Males Age: 30-55 Works in school Lives in U.S. Wants to stop bullying in her/his school	Gender: Females & Males Age: 35-70 Married Has children Good income and education Wants to give money for a good purpose

Table 2. Target groups.

As shown above Megan Meier Foundation have four main target groups: Parents-looking for advices, students-encourage and inspire youth, educators-provide guidance and listen in order to understand current trends and donors-increased awareness require new donors. The foundation would want to communicate their mission worldwide but at this moment and this campaign, the targeting is narrowed down to national level (the United States). Some of their services they offer, workshops and speaking events, are targeted locally as the event locations vary (Meier 2019).

Main target groups:

- Parents - seeking for advice
- Students - encourage and inspire youth
- Educators - provide guidance and listen in order to understand current trends
- Donors - increased awareness require new donations

Geographical targeting:

- Educating mission on national-level (the United States)
- Workshops and counselling services in specific areas



Figure 1. Target market analysis. Source: Pre-Marketing Strategy Presentation (made for the nonprofit organization).

The potential market reach for the Megan Meier Foundation is wide as the target market (in this campaign) is the United States. Ultimately the reach get even wider as the foundation would want worldwide recognition. The market reaches are narrowed down when speaking of the foundation's services (e.g. workshops and other events) offered from location to another.

3. Current Marketing Overview

The Megan Meier Foundation does not have an active marketing budget. However, some of the donations they receive, they use for marketing. In addition, the foundation has organic marketing activities, such as posting on social media channels; Facebook, Twitter, Instagram and Pinterest. The most active channels are Facebook, Twitter and Instagram, of which the first two ones carry out an informative style of communication. Instagram, as a common feature for the channel, is used to communicate visually on important topics. Facebook and Twitter share a common feature in communicating; a mixture of self-generated content (e.g. posts themed #WisdomWednesday, #ThankfulThursday) and shared posts from external sources (e.g. articles on topics important to the foundation). Pinterest serves as a channel where the foundation can build link-ups between topics, content and communities important to them, which results in efficient linking of topics and themes.

The aim of the communication in the social media channels is to build awareness as well as educate the public on the broader theme related to the foundation. The largest follower base is on Facebook (52 871 users, 4 February 2019). The other channels come behind; Twitter (4421), Instagram (1609), Pinterest (721), (4 February 2019). The foundation tested for the first time a "donation" (gather donations) button on Facebook and it received \$700. This activity was not advertised (which would have gained more reach and resulted probably in more donations).

In addition to organic communication on social media channels, the foundation has tried targeted newsletters (e.g. to school counsellors). However, maintaining the newsletter was seen too hard and has not been continued. The foundation collected contact information from their events. In addition, for the events' primary objective, which is to help and educate, they serve as offline marketing for the foundation.

While the core message of Megan Meier Foundation is conveyed well on the website, as well as the good use of images and descriptive texts, the content throughout the site could be improved in many ways in terms of design, user experience, and the overall way that content is displayed.

As a very brief overview of the website, the first point for improvement is the navigation. Since the navigation serves as a site structure, it is important that there is a visual hierarchy, and with the most important pages you want users to journey through first. It is also recommended that the navigation is changed to a full-width top bar menu rather than a sidebar menu. Importantly, the homepage should be where most of each point of information (summarized in brief) should be and have more content, for example, a highlight of the most important parts of your website or organisation that you want to feature.

Additionally, all of the ‘About’ pages, including ‘Megan’s Story’, could be under one title as for example, ‘About’ and with for example a drop-down menu. While it is good to have many pages in a website, there are many pages that could be easily missed by the user, therefore it would be recommended to display the pages in a more “journeyed” and simplified way, so that website users are not either lost or leaving the website seconds later after first visiting, which in turn will result in an improved bounce rate. A solution to this could be to improve the home page so that featured aspects are covered there. Lastly, more call-to-action could be used throughout the pages, this way people take action at every step of the way while going through the site or a single page.

Other improvements for measuring marketing, especially digital, is to set up conversion tracking (i.e. Google Ads and Google Analytics conversion tracking). However, this requires developing the website with more clear CTAs, e.g. for donations which would give a better view on which conversion points to follow. The foundation has a Google Analytics account linked to their Google Ads account, but conversions have not been assigned.

4. Marketing Goals

Megan Meier Foundation has stated their four core objectives in their Strategic Plan, for 2018-2022, as following:

- “Increase awareness and empathetic understanding regarding the issues surrounding bullying, cyberbullying, and suicide”,
- “Provide education to foster bullying prevention and intervention by means of addressing and reducing the prevalence and impact of bullying, cyberbullying, and suicide”,
- Offer meaningful individualized support and referrals to individuals and families negatively impacted by issues surrounding bullying, cyberbullying, and suicide”,

- “Advocate for social change in the form of pro-social and up stander behaviours among youth to reduce bullying behaviours and foster safe, healthy school and community climates”.

Based on these strategic goals and other important needs for the foundation to succeed (e.g. receiving donations), the following marketing goals were assigned aiming in implementing the goals into search engine marketing (for the Google Ad Grants Online Marketing Challenge).

 Educate mission/ awareness	Build brand awareness and educate mission by telling the story about the foundation and what it offers.
 Reach people	Reach people in need for guidance on bullying and cyberbullying and offering them information on resources and services the foundation provides. Optimizing ads for increased traffic to website.
 Get donations	Reach potential donors and tell them about the opportunity of donation to the foundation. Create ad copies in order for increased donations.
 Promote Events	Promote and increase awareness of the events of the foundation; workshops, speaking events and other.

Figure 2. Marketing goals. Source: Pre-Marketing Strategy Presentation (made for the nonprofit organization).

In order to gain more insight and to understand in depth the marketing goals, they are analysed within the 5S framework. This framework focuses in digital marketing and aims to provide a wide overview analysing digital marketing from different perspectives. The five S's are: 'Sell' - how organizations make profit through digital channels; 'Speak' - how organizations build relationships with customers in digital channels; 'Serve' - how organizations build value in digital channels and the customer journey is created; 'Save' - how organizations are able to make operations more cost-efficient with the use of digital environment; 'Sizzle' - how organizations build and improve brand awareness with digital channels (My Social Agency).

In order to gain a more holistic digital marketing overview, the four marketing goals are each analysed in the below table within the 5S framework.

	Educate Mission	Reach People	Get Donations	Promote Events
Sell			Improve website for clear CTA	Include event promotion in Google Ads strategy
Speak	Develop dialogue and two-way communication in online channels	Reach out to target groups (e.g. via SEM)	Increased awareness results in increased amount of donations	Increased brand awareness results in increased awareness for events
Serve	Be ready to communicate (create dialogue) in social media	After reaching out to target groups, continue communicating (preferably two-way)	With improved dialogue, likelihood of donations increases	
Save	Using CRM-system or such creates synergy between marketing actions			
Sizzle	Increase and develop social media presence	Create new ideas for reaching target groups		

Figure 3. Marketing goals analysed within the 5S framework.

Understanding the foundation's strategic goals and applying them into digital marketing context creates the basis on which the Google Ads campaign is built on. With thorough analysis, creating the four marketing goals and analysing them in the 5S framework, a successful campaign can be created and objectives met.

5. Proposed Online Marketing Strategy

We will suggest a few tactics that could be implemented on the foundations' online marketing strategy in addition to the current use of Google Ads. These tactics would be used alongside the Ads campaigns to further improve reaching the specific goals of the foundation and to target the right audience. The tactics we will suggest are categorized as email marketing and search engine optimization.

5.2. Search Engine Optimization

Search engine optimization (SEO) is a very important aspect to online marketing strategy. Combining organic search with paid search and other acquisition channels will in turn bring forth the best results. While paid search via Google Ads brings much quicker results, organic search using SEO strategies will bring more sustainable long-term results and can also be done for free, particularly with basic SEO implemented. Improving website usability and design, search marketing and overall online presence all work in tandem with each other, therefore, the best way to improve your SEO is with quality content and using strategic keywords and terms which people are searching for. (See the current website below in figure 4.) It's important that the Megan Meier Foundation website is being found organically.



Figure 4 Megan Meier website

A direct exact-match search for 'megan meier foundation' brings results in Google, however meganmeierfoundation.org may not show up in the search results when users search for more general or even specific searches such as 'help with

'cyberbullying' or 'anti-bullying volunteer organization in Illinois' for example. This is due to lack of SEO. There are many factors that go into SEO and ways to improve search result rankings. For improvements on local search results, making use of Google My Business is highly advisable and will help those searching for your organization within close proximity of your location.

In short, there are two aspects that we advise to focus on for SEO, which are on-page SEO, and off-site SEO. Off-site could be to acquire relevant backlinks to direct to your website, for example, from another charity organization linking to your website, or a relevant blog or influencers which mention and link back to your site. Links help a lot with ranking factors in Google. On-page could involve improving content on your website, website functionality and design, blogging, optimizing for keywords throughout your website i.e. headings texts, adding strategic keywords within your already existing text, alt tags on images, meta-descriptions, and SEO plugins if you have access to any. These are to name a few areas where improvements can be made. Overall, quality content is important for SEO and with regular updates such as adding more and better content to your website or blog, it all helps with getting better organic search results in Google.

5.3. Email Marketing

Email marketing is a very beneficial tactic to implement in the online marketing strategy. It gives a very broad reach as well as the needs to connect with predetermined audience in a very personalized way. Providing interested parties with meaningful information is guaranteed to contribute in reaching the marketing goals of the foundation.

We would suggest that the foundation would benefit from creating a newsletter and targeting it to their different target audiences. Each newsletter would have customized information for each target group. For example, parents that are looking for resources when their child is being bullied would get just the correct information in their inbox, without them having to search all over the internet. The email subscribers have also explicitly told you that they want to receive your emails, which means that the subscriber is anticipating your messages and is happy to receive them.

The emails would essentially have relevant link to the website, whether it is to the resource center or to book a keynote speak. This would likely generate plenty of traffic to the website and thus also raise awareness of the foundation. To think further in the marketing goals, we think that it is fair to assume that these email

subscribers are more likely to donate to the foundation, since they are receiving meaningful information from them.

Email is also highly measurable. By using a third-party email marketing program, one can track different metrics that will provide meaningful information. These include clicks, bounce rate, social shares, opens and multiple other metrics.

5.4. Additional Google Ads Campaigns

During our kick-off meeting with the Megan Meier Foundation, we were told that they are also hosting events occasionally. In addition, Tina Meier is publishing a book in the future. We decided that we would create campaigns in Google Ads to promote the events and the book launch. These campaigns would be created and paused for further use. The goal is that the foundation can enable these campaigns when they are relevant, for example when the book is finally launched.

These campaigns will have their own targets and goals. Keywords will also be provided. The campaigns serve as a sort guideline on how to run these kinds of campaigns in the future. We plan on providing the foundation with some basic instructions on how to successfully use the Google tools.

6. Current State of Ad Grants Account

The foundation is currently running one campaign on their Ads account. Their key metrics can be seen below in Figure 1. They are generating plenty of impressions which are mostly coming from desktop browsers. The traffic generated from mobile devices seems to be minimal. Their biggest ad groups at the moment are cyberbullying and bullying (Figure 2.), which make up for most of the impressions, clicks and cost. The other three ad groups seem to not contribute much to the overall success of the campaign. They are currently not spending the whole budget (10.000\$/month). The total spent for the last 30 days is 4492\$, which is below 50% of the allocated budget. The average CPC is at 1,69\$ and the CTR is at 9,43%. The current campaign is excelling in CTR.

Account Performance (last 30 days)

Impressions
21 731 1101

Clicks
2092 60

Click-through rate (CTR)
8,28% 5,45% total 9,43%

Avg. cost-per click (CPC)
1,73\$ 0,75\$ avg. 1,69\$

Google Analytics (performance from Google Ads)
Bounce rate: 80,11%
Pages / session: 1,44
Avg. session duration: 1min 33sec

Figure 5. Account performance (30 days)

Ad Groups				
	Cost	Clicks	CTR	⋮
● Cyberbullying	US\$2,255.44	1,384	10.17%	
● Bullying	US\$2,196.00	1,259	8.44%	
● Queries	US\$33.96	18	6.77%	
● Suicide	US\$7.09	5	4.67%	
● Local Requests	US\$0.00	0	0.00%	

Figure 6. Ad Groups.

The five most successful keywords can be seen in Figure 3. “bullying in school” seems to be the most successful one, generating most of the clicks (about 27% of all clicks) while also maintaining a good CTR (8,63%). There are currently 445 keywords in the campaign, out of which only 8 keywords generate more than 100 clicks in a 30-day period. The rest of the keywords generate low amounts of clicks but their CTR is very high, which effects the overall CTR of the campaign in a positive way.

Keywords	Cost	Clicks	CTR
bullying in school	US\$969.62	561	8.63%
online bullying	US\$526.75	326	11.47%
cyberbullying	US\$307.83	188	7.31%
facts on cyber bullying	US\$278.57	156	10.74%
prevent bullying	US\$265.38	149	6.61%

Figure 7. Top 5 keywords

The current campaign is not using any ad extensions. There is one extension made; “Donate \$4,70 Today”, but it is disapproved because the destination is not working. Location is targeted at the United States.

They seem to be doing well with their current campaign, but the structure is not as good as it could be. They are only having one campaign with two effective ad groups and way too many keywords. This number of keywords seems to boost their CTR, because there are multiple keywords with five or less impressions, but still have a CTR of 50% or so. They are also not fully using their allocated budget, which would be wise since the budget is provided by Google. We also would look further into the spread of which devices are generating clicks. Currently they are using a bid adjustment of -50% for mobile phones, which seems a bit weird considering their target audience includes children, which are likely to use mobile devices as their primary source in seeking information and using the internet.

7. Google Ads Goals

The organization had not been tracking their Google Ads –performance steadily in the past. Our mission is to add goal tracking by utilizing Google Analytics –tools. During the kick-off meeting the key performance indicators were determined: Ads’

click through rate, cost-per-click, bounce rate, pages viewed per session on site, average session duration and ad quality score. The KPI's determined can be found below (Figure 7).

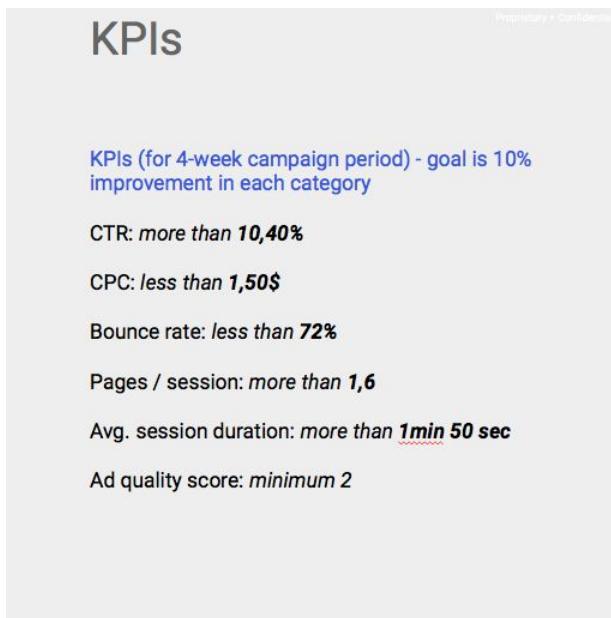


Figure 8. KPIs.

The main goal is to improve the campaign by ten percent in each category. Click through rate should be more than 10.4 percent, cost-per-click less than US\$1.50, bounce rate less than 72 percent, more than 1.6 pages viewed per session spent on site, the average duration of session should be more than 110 seconds and the ads' quality scores should be more than 2.

In the kick-off meeting interview, the organization defined their main goal to be increasing traffic into their website and building awareness about their resource centre. Obviously, getting more donations was said to be one of the goals of the ad campaigns. There has not been any numerical goals in the past regarding the ad campaigns. This is something that is needed to change in order to constantly develop the ad campaigns. The organization needs to know what is working, and what is not working and why. The setup of the new ad campaigns is illustrated in a figure 8 below.



Figure 9. New ad campaigns.

8. Proposed Google Ads strategy

The campaign themes our group is targeting deals a lot with the content on the actual website. Advantage is taken on the information of what has been working previously and what not. As the organization has been utilizing Google Ads –marketing for a significant amount of time, there is some data available on, for example, what keywords to use.

The campaigns are structured as follows:

Campaign level	Awareness		Donations		Resource center	
Ad group level	Foundation	Stories	Donate	Prevent	Resources	Statistics

Table 3. Campaign structure.

There are three main ad groups with each ad groups having several ad campaigns underneath. The ad groups were chosen based on the most relative landing page that can be found on the organization's website. An ideal situation would be to create separate, new landing pages for the campaigns, but that is a recommendation for the future at this point.

The ads are targeted US-wide to begin with. Although the organization has certain marketable happenings and events that are state-wide, also global awareness are wanted to grow, at first the campaigns will concentrate USA only. As the campaigns

develop, the targeting will be adjusted more. Demographics as a targeting have not been used previously and at this point they are not considered important.

The cost for each ad group is the same, although this can be edited in the future. All future changes should be based on data received from Google. The daily budget per an ad group is US\$109.66 per day. At first the budget will be kept the same for each ad group. During the campaign this can and will be adjusted to meet the amount of clicks as effective as possible. Previously the organization had only one ad group with a daily budget of US\$329.00. As that is the maximum daily budget, it is only logical that the budget will be divided threefold to have as high budget for three ad groups as possible. In order to maximize clicks, Google's maximize clicks bidding strategy will be used.

A few differences with the organizations' old ads and our new ads are the proper extension links. As we can see from the captions below (Figure 9 and Figure 10), proper sitelinks are visually more effective. Also, the texts on the ad itself are changed to be more responsive towards the landing page.

Cyberbullying Statistics | Megan Meier Foundation

[Ad] meganmeierfoundation.org/statistics

Learn the facts and laws. Understand the issues. Get answers today!

Resource Center
Learn more about bullying and other related topics.

Contact Us
Take action. Contact us today!
We are here to help.

Donate
Your gift will change lives.
Donate by phone, mail or online.

Presentations
Book the Megan Meier Foundation!
Presentations can be customized.

Figure 10. New ad style.

Old ad style

BULLYING STATISTICS | Megan Meier Foundation

[Ad] www.meganmeierfoundation.org

Learn the Facts. Get Involved Today Understand the Issues. Get Support!

Donate \$4.70 Today

Figure 11. Old ad style

The ad texts on the extension links all respond to the text appearing on the specific landing page. This way an individual clicking the ad knows what to expect from the landing page. Also, this way the ad quality score grows.

Conversions are tracked in two different ways: Donations and website visits. In order to track the conversion rate of the ads donation wise, a Google Analytics tool needs to be implemented into Google Ads.

9. Timeline and Evaluation

The graph featured below shows our team project progress and meetings displayed in the form of a combined timeline and GANTT-chart. To summarize our progress, we first formed our group followed by being matched with our non-profit, Megan Meier Foundation, and establishing contact with them to proceed. To conduct our project campaign, we started with a kick-off-meeting, analysis on account performance (Google Ads and Google Analytics) and research on website and non-profit. After we gathered information from our kick-off-meeting, client and account profiling, we then started the campaign progress which spans over a 4 week period. In short, our objective is to build all four Google Ads campaigns (Campaign, ad group, and ad level), as well as monitoring and optimization during the campaign. Lastly, the post-campaign analysis, which involves reporting and receiving feedback from the non-profit. Additionally, it's important to mention that as a group, our communication has been consistent on a daily basis with each other both in-person and with live chat via WhatsApp. Our group meetings often occurs once a week lasting approximately 1 hour or more.

TASK TITLE	DATE	DURATION	PCT OF TASK COMPLETE	NON-PROFIT NAME		DATE	6/2/2019
				WEEK 2	WEEK 3	WEEK 4	WEEK 5
GMC Project Conception and Group Initiation	11/1/19		Complete		✓		
Group planning session to structure report and study GMC objectives + organizational folders etc.	15/1/19	1hr	Complete		✓		
Client confirmation and correspondence. Studied the NGO	16/1/19		Complete		✓		
First meeting with client over group video chat.	22/1/19	1hr	Complete			✓	
Client profiling, pre-marketing form/slides. Divided campaign adsets/campaigns to each group member.	23/1/19		Complete			✓	
Group meeting and planning session	28/1/19	1.5hr	Complete			✓	
Keyword researching, segmenting keywords to adsets+via excel	31/1/2019		Tentative				✓
Started the preliminary report and divided our parts equally	4/2/19		In progress				✓
Preliminary report submitted	7/2/19		In progress				✓

Figure 12. GANTT-chart

10. Campaign Analysis and Evaluation

The campaigns that we are running for the 4-week period need to be analysed and tweaked on a daily, weekly and monthly basis. This summary will also help the foundation in improving their future campaigns.

Daily:

- Ensuring the campaigns are running and the budgets are up to date.
- Review if there are major performance changes

Weekly:

- Run a search term report and see if there are opportunities for new keywords (and negative keywords)
- Adjust the budget if needed
 - Example: If one campaign is constantly using the whole budget and another is not, balancing between these two
- Check ad rotations

Monthly:

- More in-depth budget allocation between campaigns.
- Evaluation of campaigns against the target KPIs
- Analyse keyword performance and try to find the poorly performing ones
 - A good example is to look for keywords that perform 10% below KPIs
- Check ad copies and their rotation, change poorly performing ads and create new copies if some ads are not shown.

Appendices

Minutes of the kick off meeting (22 January 2019: duration 50 minutes) with the non-profit organization.

Question 1: Identify the client's mission, goals and other background information to complete the client profile

Answer 1: Mission is to support and aspire actions to prevent cyberbullying/bullying that cause suicide. The background of the case can be found online. After the incident Tina cannot kept quiet. She started to talk about the case and was asked to come to speak publicly into schools and organizations. They have currently travelled into 38 different states into private and public schools to talk about these issues. The foundation has been working for this cause for over 11 years. Also, what are the things kids are going through? Workshops, and resolutions to prevent same from happening in the future. Also, connecting individuals with the right help. Working with worried parents and supporting them with the best resources available. Counseling in their city in Missouri for bullied / cyberbullied kids. Mission is not to be a crisis line but to be a guiding help for the worried parents. Understanding and listening. Their goal is to share Megan's story across the country and offer help for students, parents and counselors.

Question 2: Organization size

Answer 2: Three full time people and an intern. As the organization has such a wide presence on followers on social media the size of the organization comes as a surprise often for the followers.

Question 3: Vertical overview (key characteristics, products or services offered, organization structure, seasonality, etc.)

Answer 3: Resource-center is a free service. Anybody can email, visit or call and the organization will help without charge. Tina also goes to schools to talk to students

about bullying. Workshops, interactive workshops that give financial aid to less fortunate kids. The money that comes in goes into the workshops. Email marketed about the workshops events. Held twice a year on autumn and spring.

Question 3: Marketing Goals (Awareness, donations, volunteers, subscriptions, events, etc.)

Answer 3: Increased traffic. Strategic plan exists for the next few years. Awareness on resource center. To get more donations. Firstly awareness, then educating change.

Question 4: Approximate annual marketing budget in total advertising (any media type)

Answer 4: No active marketing budget. Some donations are used for marketing activities.

Question 5: Target Audience (geographics, demographics, interests and other relevant market data)

Answer 5: National (speaker and resource center). Workshops and councils need to stay in specific geographical area. Resource center local /Illinois at the moment. They want to share Megan story worldwide and get donations all over the world. Parents seeking for advice. Students, educators. New donors. The mission is to speak about the case throughout the country and even globally. The workshops and counselling needs to stay in the same geographical area.

Tina is trying to make MMF not to look so “memorial” foundation, but Megan's story touches people's feelings and it is still the page people spend the most time on in their website.

Question 6: Website overview (strengths/areas for improvement, call-to-actions)

Answer 6: Any help with the website will be appreciated. Website is a bit old at the moment. “Digital marketing for dummies”. At the moment Tina is taking care of the

web page and learning by doing. Google Analytics has been used but is not efficiently used. "Just added the account and read what to do and see if it works"

Question 7: Current online & traditional marketing (social, advertising, email, blogs, video, print, etc.)

Answer 7: Not paying for marketing. Emails are collected from contact list and speaking events. Speaker requestors. Email is targeted. One for school counsellors etc. Newsletter was tried but was too hard to maintain. Has checked google analytics but doesn't know how to use the data.

Question 8: Partnership expectations (what each party wants to get out of the partnership)

Answer 8: Anything to help and instruct the organization. Set up a guideline to follow in the future? Needs ideas with all the digital marketing, not just with google ads. Mentioned about a new book and how to get that "out".

Question 9: On a scale of 1 to 5, how unimportant (1) or important (5) are the following marketing goals to your client? (1=Totally unimportant, 5=Very important)

Answer 9:

- Earn donations **5/5**
- Recruit members/volunteers **2/5**
- Raise awareness **5/5**
- Promote events **3/5**
- Reach people who need help **5/5**

Question 10: How often does your client update their website content?

Answer 10:

- Never
- About once every few years
- About once a year
- A few times a year

- **Almost monthly**
- Very frequent - they have an in-house website developer

Post-campaign report slides



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Ad Grants OMC

Post-campaign Report Template

Google

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Executive Summary

1

We created different campaigns with different goals. We made use of ad extensions (sitelink extensions, callout extensions, structured snippets).

2

Don't be afraid to experiment with ad rotation, different creatives and keywords.

3

Consider using the whole budget, if it benefits your campaigns.

4

When building awareness, you can target other English-speaking countries.

5

Make use of keyword research tools like Google Keyword Planner.

Google

Campaign Overview

Campaign 1 – Awareness

We did a competitive analysis, keyword research and A/B testing to find out the best solutions to build brand awareness and drive qualified traffic to the website.

We enabled the ads to be shown on mobile as well, which generated significant traffic.

We could have used more long-tail keywords.

Campaign 2 - Resource center

The goal for this campaign was to drive traffic to the resource center.

Our ads aligned with the landing pages.

We could have used more keywords that are in form of a question.

Google

Core Performance Metrics

Last 30-days performance (10.2.2019-11.3.2019).

Conversions were not counted, as Google Analytics was not set up.

Significant increase in impressions, clicks and click-through rate, while lowering the cost of each click severely.

	Pre-Campaign metrics	Post-Campaign metrics	Difference
IMPRESSIONS	21731	96149	+74418 (+343%)
CLICKS	2092	13525	+11433 (+547%)
CLICK-THROUGH RATE %	9,43%	14,07%	+4,64% (+49,2%)
COST PER CLICK	1,69\$	0,55\$	-1,14\$ (-68%)

Google

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Google

 Educate Mission/Awareness	Pre-campaign goals: Build brand awareness and educate mission by telling the story about the foundation and what it offers. We succeeded in building awareness by generating meaningful and qualified traffic to the assigned landing pages that aligned with our campaign objectives.
 Reach people	Pre-campaign goals: Reach people in need for guidance on bullying and cyberbullying and offering them information on resources and services the foundation provides. Optimizing ads for increased traffic to website. We reached approximately 100k people with a CTR of 14,07% a significant improvement from the previous campaign.
 Get donations	Pre-campaign goals: Reach potential donors and tell them about the opportunity of donation to the foundation. Create ad copies in order for increased donations. Conversions couldn't be tracked. The donation ads generated 1959 clicks and a click through rate of 17,68%, which signals that we reached people who are interested in donating to the cause.
 Promote Events	Promote and increase awareness of the events of the foundation, workshops, speaking events and other. We didn't create campaigns for the events, because we decided to focus solely on the campaigns that would bring us results. The events were also past the deadline of this challenge.

Google

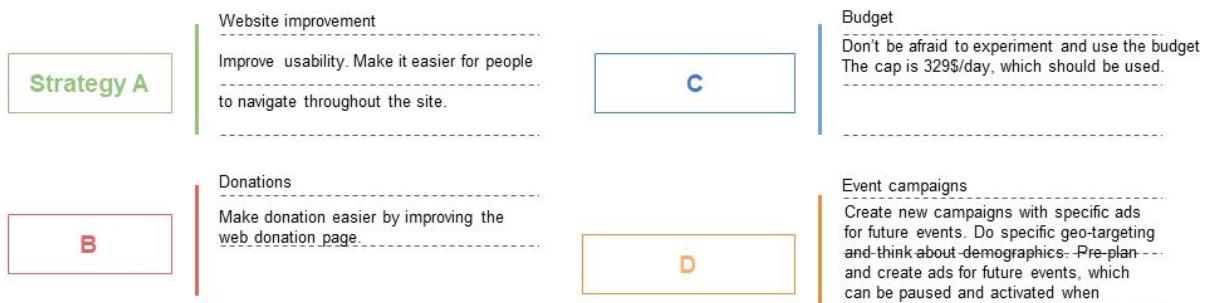
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Marketing Goal Achievement and Social Impact

- How is the non-profit making a social impact?
 - They are solving a problem that is widespread in people's everyday lives.
- How did you design the Ads campaign to meet the nonprofit's goals?
 - We consulted with the organization and conducted an analysis on their online presence.
- Explain how the Ads campaign impacted the nonprofit's mission?
 - The campaigns aligned with the nonprofit's mission by creating awareness on cyberbullying by targeting those who were searching for related search terms.
- Would you advise the nonprofit to continue with Ads or change any aspects of their Ads campaign in the future to better accomplish their goals?
 - We would advise to continue with Google Ads and to fully implement conversion tracking (and Google Analytics) on their website. Additionally we advice that the organization would improve their website by focusing on usability.

Google

Recommended Next Steps



Google

Learning Component



Google

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