Ad Grants Online Marketing Challenge Pre-Campaign Marketing Strategy

Megan Meier Foundation

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Nonprofit Overview

Organization name: **Megan Meier Foundation**

Website: **meganmeierfoundation.org**

Cause: **Offer information and guidance on bullying and cyberbullying to parents, students and schools**

Location: **Saint Charles, Missouri, US**

Organization size: **Three full-time employees, one intern**

Years in business: **11 years**

Products or services: **Resource center available for anyone; email, call, visit for free; help and guidance provided without charge, workshops (funded by donations); speaking events (non-charge and chargeable)**

Mission

"Our mission is to support and inspire actions to end bullying, cyberbullying, and suicide"
(Megan Meier Foundation, 2018).

Data source: Megan Meier Foundation Strategic Plan 2018-2022

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Market and Target Audience Analysis

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
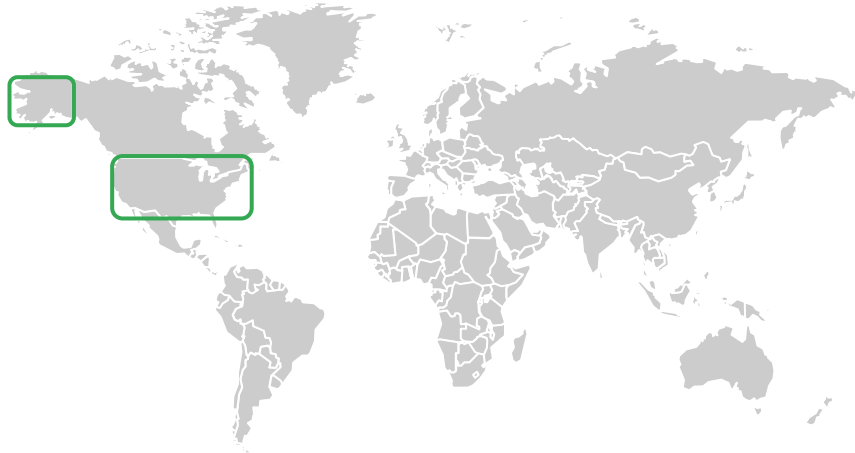
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Current Marketing

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

- Adding and making visible call-to-actions/forms for donations and newsletter subscription
- More efficient use of Google Analytics (setting up conversions e.g. for donations)

Current Online/Offline Marketing:

- Online Channels: email, social (Facebook, Twitter, Instagram, LinkedIn, Pinterest) - organic/unpaid
- Offline channels: speaking events, community events, workshops, Megan Meier Day

Fundraising Evaluation:

- Online: Facebook donation posts have been tested (gathered 700$, organic/unpaid)
- Offline:

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Marketing goals (of the Non-profit)

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.

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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

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KPIs

KPIs (for 4-week campaign period) - goal is 10% improvement in each category

CTR: *more than* **10,40%**

CPC: *less than* **1,50$**

Bounce rate: *less than* **72%**

Pages / session: *more than* **1,6**

Avg. session duration: *more than* **1min 50 sec**

Ad quality score: *minimum 2*

Proposed Google Ads Strategy

Campaign KPIs based on last 30-day account performance (KPIs shown on previous slide).

1 Campaign level (broad themes)

Build campaigns (4) on each marketing objective; educate mission, reach people, get donations, promote events.

2 Ad group level (narrower themes)

Plan ad groups for each objective's most important themes, and apply relevant keywords.

3 Ad level (2-3 ads)

Create efficient ad copies based on website (to which a specific ad directs) and keywords (in the ad group).

4 Successful campaign

Objective of the 4-week campaign is to reach the assigned KPIs.

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Learn more on the strategy (campaign level, ad group level, ad level):
https://powerdigitalmarketing.com/blog/adwords-search-campaign-structure-best-practices/

Core Performance Metrics to Track

Key Metrics	Goal	How
Educate Mission/Awareness	Increase 10% CTR and decrease 10% CPC	Maximize conversions*
Reach People	Decrease 10% bounce rate, increase 10% pages / session and increase 10% session duration	Maximize conversions
Get donations	Increase 10% CTR and decrease 10% CPC	Maximize conversions
Promote events		Maximize conversions

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*Maximize conversions bidding strategy automatically sets bids to help get the most conversions for your campaign while spending budget

Weekly Plans Summary

Pre-Campaign Marketing Strategy

Based on Kickoff-meeting, analysis on account performance (Google Ads and Google Analytics) and research on website and non-profit.

Campaign period (4-weeks)

Build all four Google Ads campaigns (Campaign, ad group and ad level). Monitoring and optimization during campaign.

Post-Campaign Analysis

Reporting and receiving feedback from non-profit organization.

Start Date:
22 January 2019

End Date:
Around 18.3

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Ad Grants OMC
Post-campaign Report Template

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.

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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.

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%)

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Educate Mission/ Awareness

Pre-campaign goals: Build brand awareness and educate mission be 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.

You Tube 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.

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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 lifes.
- 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.

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Recommended Next Steps

Strategy A

Website improvement

Improve usability. Make it easier for people to navigate throughout the site.

C

Budget

Don't be afraid to experiment and use the budget. The cap is 329$/day, which should be used.

B

Donations

Make donation easier by improving the web donation page.

D

Event campaigns

Create new campaigns with specific ads for future events. Do specific geo-targeting and think about demographics. Pre-plan and create ads for future events, which can be paused and activated when needed.

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Learning Component

Learning Objectives

- To learn how to use the Ads platform
- Understand and make decisions based on key metrics
- Establish a client relationship

Group Dynamics

- Communication was crucial and always important
- We worked in harmony and took a vote for changes
- We asked a lot of questions and kept learning as the project moved forward.

Outcome

- We learned how to use the platform, but there is still plenty to learn.
- We learned how to manage a campaign and monitor our performance.
- We learned how to make decisions based on metrics.
- Our communication skills improved
- Consistency in follow-ups improved

Client Dynamics

- Client was very helpful and grateful during the whole project
- We are very happy to have been matched with this client.
- We feel that we might potentially have a good connection with the client in the future.

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