



Google Grants | AdWords for nonprofits

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ESSENTIAL THEATRE

GOOGLE FOR NONPROFITS

- **Google Grants:** Free AdWords advertising to promote your website on Google through keyword targeting.
- **YouTube for Nonprofits:** Premium branding capabilities on YouTube channels, increased uploading capacity, the ability to select custom thumbnail images, and Call-to-action overlay on your videos.
- **Google Earth Outreach Grants:** Free licensing for Google Earth Pro and Maps API for Business.
- **Google Apps for Nonprofit:** Free version of Google Apps for Nonprofits with fewer than 3,000 users, or a 40% discount (\$30/user/year) on Google Apps for Business for organizations which have over 3,000 users.



ABOUT GOOGLE GRANTS

- A **daily budget set to \$330 USD**, which is equivalent to about **\$10,000 per month**
- A maximum cost-per-click (**CPC**) **limit of \$1.00 USD**
- **Only run keyword-targeted campaigns**
- **Only appear on Google.com**
- **Only run text ads**
- Run for as long as the organization remains **actively engaged** with their Grants AdWords account



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ABOUT GOOGLE GRANTS

- Leverage online advertising to reach donors, volunteers and constituents when they're searching on Google
- Raise awareness by choosing relevant keywords and creating unique ads to highlight your work
- Track online donations, newsletter sign-ups, volunteer registrations and more so you can see what's working and what's not
- Promote your organization's website on Google with in-kind AdWords advertising

ELIGIBILITY

- Open only to organizations **based in the United States**
- Must have **current 501(c)(3)** status
- Must first be publicly updated in the IRS's online database
- **Mission Statement**



GOOGLE ANALYTICS

- **Understand how people find and interact with information on your website & take action with that data.**
- Google Analytics gives valuable insight into the activity on your site and the efficacy of your online campaigns.
- **Make more informed decisions with Google Analytics:**
- Turn metrics into actual value that moves your organization and helps you achieve your mission
- Determine which of your AdWords ads are most effective
- Measure the engagement of your supporters on your site
- Identify and understand how volunteers, donors and stakeholders are interacting with your website
- Track the effectiveness of social media



YOUTUBE FOR NONPROFITS

- **Tell the story of your organization or cause through video on YouTube.**
- **Connect with supporters,** volunteers, and donors who can watch and share your videos on YouTube.
- Drive viewers to action by placing a **Call to Action overlay** on your videos, which can bring people to your website, donation page, petition, or volunteer form.
- **Customize the look & feel of your channel** with your organization's logo and branding
- Drive fundraising through a **Google Wallet "Donate" button.**

WHAT ARE YOUR GOALS

- Awareness
 - Donations
 - Ticket Purchases
 - Email signup
 - Get Comfortable with Quality Score
 - Install Conversion Tracking
- <http://www.google.com/nonprofits/learning/getting-started.html>

KEYWORDS

- Choose Great Keywords
- Group Keywords-> Separate Adgroups
- Broad match vs exact phrase
- Specificity = < \$\$\$
- Consider negative Keywords
- Try Keyword Tool
- Target The Right Audience

WRITE EFFECTIVE GOOGLE ADS

- Include Targeted Keywords In Your Ad & Landing Page/URL
 - [http://www.EssentialTheatre.com/Great New Plays](http://www.EssentialTheatre.com/Great>New/Plays)
- Correlation between Your ad copy and your Landing Page
- Remove Common Words
 - such as "a, an, in, on, it, of, etc
- Provoke Emotion & Enthusiasm
 - free, cheap, sale, special offer, time limited offer, tricks, you, tips, enhance, discover, fact, learn, at last
- Highlight your Unique Value Proposition
 - What makes your product or service better, or different, from the competition?
- Call-To-Action
- Test Multiple Ads Simultaneously
- Track The Return-On-Investment Of Each Ad

WHAT IS A QUALITY SCORE

- Quality Score is made up of three components
 - Click Through Rate [CTR]
 - Relevancy of the ad to the user searched keyword
 - Landing Page Quality
 - An ad is only useful to the user if the landing page it leads to contains useful information to help them find what they are looking for. A relevant landing page should:
 - Have relevant, original information
 - Be easily navigable
 - Load quickly
 - Minimum/No popups

5 Pillars of Adwords Success



<http://www.google.com/ads/learn/marketing-business/videos/five-adwords-pillars.html>

YouTube for Nonprofits



<http://www.youtube.com/user/EssentialTheatre?feature=mhee>

Adwords Tutorial



<http://www.youtube.com/watch?v=lx2L6EGa9DY>

Google Analytics



<http://www.google.com/ads/learn/marketing-business/videos/quality-score.html>
