

TedwindCSS

12-14-22



Agenda

- Google Ads
- TailwindCSS primer
- Design system overview

Google Ads Strategy

- Use the [Keyword Planner](#) + [Moz keyword explorer](#)
- Trim keyword list to include ones with some base performance
- Add some [ad extensions](#)
- Consider geo-targeting (areas with higher intent?)
- Create a Google Shopping ad campaign
- Focus on retargeting
- Use social media accounts to generate more awareness
- Research lookalike audiences
- Deeply integrate GTM + Google Analytics into all sites

Some caveats

- Competing on broad keywords may be impossible
 - We only get leftover spots post auction, can't compete with paid ad accounts
 - Even more of a reason to focus on increasing awareness through social media and then capitalizing on retargeting
- Need to optimize CTR
- More info on [Ad Grants Policy Compliance](#)



Future marketing strategies

- Pro bono marketing agencies [1](#), [2](#), [3](#), [4](#)
- Create monthly giving program (monthly giving programs generate ~5x as much compared to one-time gifts)
- Promote fundraising events
 - Good opportunity to geo-target





Resources

- [TailwindCSS docs](#)
- [Tailwind cheat sheet](#)