You have chosen “Batch 2#6 -HAC - StoryLand” for the Google Project.

Please find HAC's Google Ads account as follow and make the link request to the NGO

Ad Grant a/c no.: 610-415-2182

Main Contact Person: Mr. John SIN

Email: pr@hac.org.hk

Please follow the steps specified in ""Google Manager Account"" on Canvas to set up the connection with NGO's Google Ads account. ONLY ONE member's Google Manager account needs to be linked to HAC's Google Ad Grand account as manager account. Please be reminded the following key points when you are doing the Google Ads for the NGO.

1. Please do create your campaigns with the name format of

""2024fa-ISOM5320-L1-G2-StoryLand"".

2. You need to create at least 2 ""Ad Groups"" for each campaign, and each ""Ad Groups"" at least needs 2 ""Ad Copies"".

### **Ad Group 1: Parents**

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| Keywords | Headlines & Descriptions for ad copies |
| Short, Broad Keywords (Awareness Stage):   * reading * professional talks * trainings * workshops * Storytelling sessions * Kids library * Children's books * Crafting activities   Long, Specific Keywords (Conversion Stage):   * Storytelling sessions for kids * Library with storybooks for 3-8 years old * Storytelling skill workshops for parents * Parent and child activities * Extra curricular activities * After school activities * Best storytelling experience for children | Headline 1: Discover Storyland -  Headline 2: Professional Story Education (A)| Trusted Story Education (B test)  Headline 3: Register as a member now!  Description 1: Enhance your child's imagination and learning at StoryLand. Join us today!  Description 2: StoryLand - Using stories and books to facilitate children’s growth and development. |

### **Ad Group 2: Kindergarten/Primary School Faculty**

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| Keywords | Headlines & Descriptions for ad copies |
| Short, Broad Keywords (Awareness Stage):   * Positivity * Mental Well-Being * Social Interaction skills * Communication skills * Emotional Awareness * Anger Management * Behavioral Guidance   Long, Specific Keywords (Conversion Stage): | Headline 1: Emotional Management at School  Headline 2: Storytelling for Harmony at School  Headline 3: A School Environment with More Empathy  Description 1: Our research results show that storytelling reduces aggression in students. Contact us now and start helping your students to manage their emotions  Description 2: Foster harmony by storytelling not only within but also between individual students by guiding their mind and behaviors  Description 3: Teach students to embrace empathy and improve on their emotional intelligence through our storytelling workshops |

### Chris：I think the kindergarden/ primary school faculty is fine - should not be too broad. I actually did some research on how HAC works on the school side, because for parents they can just easily sell classes to them. But when it comes to school, it is important how school faculties use their service: whether they would but HAC service and invite them to school to hold those, say, workshops? Or they would know HAC and recommend it to parents. I cant find a lot of info on their website(the most effective way would be directly ask them or ask the prof i think) and based on the info they seem to sell it to schools as an extended or extra class. So i made the follow list for your reference based on their products e.g. [和孩成长] - 理财课 and etc. Following things were considered: their basic info(mostly from slides like location, history, profession etc.), their products, the audience customers as mentioned above

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| --- | --- |
| Keywords | Headlines & Descriptions for ad copies |
| A. Short, Broad Keywords (Awareness Stage):  Education Focus:   * child education * kids activities * after school * child development * learning center   Problem-oriented:   * bullying prevention * emotional learning * kids finance * parenting tips * character education   B. Long, Specific Keywords (Conversion Stage):  Course-specific:   * emotional management course for kids * school bullying prevention program * children financial literacy workshop * parent-child reading classes * character building activities   Problem-solving:   * how to prevent school bullying * emotional intelligence training for children * teaching kids about money * positive parenting skills * values education program | A. Headlines:  Professional Focus:   * "9 Years of Research | Award-Winning Education" * "Internationally Recognized | Child Development Experts" * "Professional Child Education | Evidence-Based Methods"   Solution-oriented:   * "Effective Bullying Prevention | Expert Support" * "Boost Your Child's EQ | Professional Training" * "Smart Money Kids | Innovative Learning"   B. Descriptions :  "Award-winning child education program. Research-backed methods for optimal development. Book a free consultation!"  "Transform your child's future with our expert-led programs. Join 1000+ successful students today!"  "Comprehensive child development solution. Professional team, proven results. Limited spots available!" |

### **Ad Group 3: Community Engagement**

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| Keywords | Headlines & Descriptions |
| Short, Broad Keywords (Awareness Stage):   * Community storytelling * Intergenerational activities * Public storytelling events * Family workshops * Storytelling for all ages   Long, Specific Keywords (Conversion Stage):   * Free community storytelling events * Storytelling workshops for families * Intergenerational harmony through storytelling * Public storytelling sessions and workshops * Storytelling activities for mutual appreciation | Headline 1: Storytelling for All Ages  Headline 2: Foster Intergenerational Harmony  Headline 3: Free Storytelling Events  Description 1: Join our community storytelling events and workshops. Activities for all ages to foster mutual appreciation and harmony.  Description 2: Experience the power of stories to inspire and nurture curiosity. Participate in our free storytelling sessions and workshops.  Call to Action: Get Involved |

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3. Please make sure your campaign is ""Paused"" when you are still at the design stage, a new campaign will by default be ""Enabled"" when being created, please change the status from ""Enabled"" to ""Paused"" when you are still editing it.

4. Once you are done with the design of your campaigns, you can “Enable” your campaigns; at the same time, please prepare a pdf which contains the screen shots of your campaign design (mainly including Ad groups and Ad copies) and send it to me(imsophie@ust.hk) and the contact of the NGO. Your campaigns will be reviewed by NGO to see if adjustment is needed.

5. You can continuously change the settings in your campaigns, but be very careful not to change the settings for NGO's own campaigns

6. Very importantly, DO NOT put Third Party websites/links (even NGO's Facebook or IG page) in the campaign as landing page or sub landing page, this will cause immediate suspension of NGO's Google Ads Account.

7. You need to conduct A/B testing with your campaigns and a proposal need to be submitted on Canvas on or before Nov.19th.

AB testing proposal

8. Please end/pause all your campaigns on Nov.25th at 12:00pm noon.

9. Please retrieve all the useful info (you can save some screen caps of your campaign figures/performance) before Nov. 26th, 10:00am, your account will be removed from NGO's Ad Grand account by then.

10. If you want to clarify anything or ask questions for the NGO via email, please include me in the loop so that I could be involved as well.

Please send a message to me (imsophie@ust.hk) when you have completed link-up with NGOs’ account, so I can ask NGO to accept your request in a timely manner.

If you have any questions, please let me know.

Best,

Sophie