

# Google AdWords Pre-Campaign Marketing Report

## Client Profile

The Network of Community Ministries is a 501(3)(c) nonprofit charitable organization. They help individuals find a footing in life and lend a hand when in need. Their goal is to provide support and care for individuals to achieve long-term independence. They were established in 1985 when there was a recession in the economy which came about as the result of the ‘oil boom’ failing. The term ‘Network’ comes from the fact that the organization was formed by a group of neighborhood churches that wanted to help people stand on their own feet once again. They have their base in Richardson and their service area mainly covers regions including Garland and Lake Highlands. Even today, their stakeholders comprise of the churches that were involved in forming the organization. Network is also operated by a board that comprises of people who are principally just interested in giving back to the society. Their office in Richardson is managed by people with many years of experiencing in working with volunteering organizations and humanitarian services.

The 3 principal areas of service provided by Network is Emergency Relief and Services which include providing assistance with respect to food, clothing, rent and utilities to individuals that meet certain standards; Adolescent and Children’s Clinic where medical and dental care is provided for uninsured children; and Senior’s Net program which tries to help the seniors of the community maintain an acceptable standard of independent living by providing them with resources and help where possible.

The online website of the organization was designed and is maintained by a third-party vendor and is overseen by their Director of Development who has the responsibility to increase their awareness. Their website ‘<https://thenetwork.org/>’ has a good layout that makes it easy for people to navigate around their site according to each visitor’s interests; whether they are there for information, to volunteer, donate or more importantly, to get help. They have clear goals mentioned but some of the pages don’t have a call-to-action button. They do have a decent online presence on various social media sites including Facebook, Instagram & Twitter which they update actively. However, these sites don’t seem to be bringing in a lot of “conversion” for

the organization. The website also does not seem to rank high on the organic results with search terms such as “volunteer in Dallas” or “Richardson volunteer opportunities”.

### Market Analysis

Since Network is not a commercial organization, they require a more complex marketing strategy as compared to others. While Network has a service area that is restricted to the Dallas County region which mainly encompasses the Dallas County area including Garland and Lake Highlands, they appeal to a much larger base area for donations and personnel (volunteers). Network’s primary service area covers the fourteen zip codes where it serves communities in the Richardson Independent School District. While their service area is fixed, they are trying to reach a wider population of the community in order to increase the donations they receive, both in cash and kind so that they may be able to provide more assistance to their current service area. Their present needs include receiving more monetary donations that would allow them to provide financial support for the community and acquiring more volunteers to help run administrative tasks as well as manage their food pantry and the closet on a regular basis.

In terms of their online presence, we see with a few generic search terms that Network does not appear on the first page on the organic results which means that a search for “charitable organizations”, “make a donation” or “food pantries in Dallas” gives you a result of numerous competitors. Thus, Network is lost among its competitors when trying to increase donations. These competitors included those operating a clothing closet, food bank or other general charitable organizations fighting for a cause. Apart from these competitors, Dan Palotta (Ted Talk) says, “We need to get people to stop spending on consumption and rather give back”. He means that apart from nonprofits, commercial companies are also a threat to nonprofits if they divert the population’s attention from helping to enjoying.

However, some of the unique selling points of Network include their efforts towards two important segments of the society; the young and the elderly. Some of the aids provided by Network towards the future of the society include providing medical care, dental care, school

supplies etc. On the other hand, they provide assistance to seniors with home deliveries, small house repairs, finances and moreover, they try to help by referring them to other similar organizations if they lie outside their service area. Additionally, they also offer GED and ESL classes and have a Job Resource Center to help individuals find and prepare for interviews. As of today, Network is yet to exploit the opportunities that can be obtained through the use of SEM campaigns. Using AdWords will enable Network to reach a wider audience for donations and get those volunteers through their doors.

### Proposed AdWords Strategy

The Google Adwords strategy chosen aims to achieve the main goals of Network of Community Ministries which is to create awareness for three categories namely ‘Volunteering’, ‘Donate’, ‘Get Help.’ A Search Network campaign is chosen for the ads.

The following table gives a summary of the various campaigns, ad-groups and keywords that are going to be used. There are 3 campaigns which highlight the main goals of the organization, followed by several ad-groups and keywords for each of these campaigns.

*Table 1 : Sample KWs for ad campaigns*

	<b>Volunteer Campaign</b>	<b>Donate Campaign</b>	<b>Get Help Campaign</b>
Focus	Target people who want to be dedicated volunteers for various positions required by Network of Community Ministries	Target people who are interested in providing donations for services provided by Network of Community Ministries.	Target those who search for immediate help for services provided by Network of Community Ministries.
Target Location	Area Targeting (Dallas, Richardson and other neighboring cities)	Area Targeting (Dallas, Richardson and other neighboring cities)	City Targeting (Within Dallas and Richardson)
Ad Group 1	Location	Monetary	Food & Clothing Assistance
Sample Keywords	+volunteer +places +near me, +charity +work	+make +donation, where to donate, best charities to	need job clothes, need food for the next week, +food +bank,

	+Dallas, +local +community service +opportunities, charitable organizations in Dallas, -animal, -hospital volunteer	donate in Dallas, +online +donations, -get, -food, -clothes	+food +pantry, food assistance near me, +free clothes +needy, need school clothes, -uniforms
Ad Group 2	Food and Clothing	Food & Clothing Donations	Rental Assistance
Sample Keywords	+food pantry +volunteer, +food bank +community service, +food drive +volunteers, +charity work +closet, -soup kitchen, -donate	+donate +food, food drive donations, where to donate canned food, donate old clothes, donate children's clothes, donate to food pantry, +donation box +location, -homemade	need +help +paying +bills, emergency +rent assistance, energy assistance, help with utility, organizations that help pay bills, +financial +help, -grants, -medical bills
Ad Group 3	Volunteer Services	Other Supplies	Medical Care for Children
Sample Keywords	+volunteer +elderly, volunteers needed, community service opportunities, -homeless, -shelter, -animal	+donate +toys, +donate +baby items, donate blankets, donate appliances, donate toiletries, -furniture, -mattress	+dental care +children, +free dental care, emergency oral care, -adults, -medical bills

Below are a few examples of the text ads that would appear if a person searches for a place to volunteer in his locality.

Table 2 : Sample ad-creations for ad campaigns

Search Query: need help, emergency
<p><b>Need help-Don't wait any longer</b>  <a href="http://thenetwork.org/get-help/">thenetwork.org/get-help/</a>  Over 670000 Americans are homeless. More than 41 million Americans live in poverty and go hungry every night. Don't be one any longer, join network to get help.</p>

Search Query: charities to donate in Dallas
<b>Join network, give hope – Make a change</b> <a href="http://thenetwork.org/donate-today/">thenetwork.org/donate-today/</a> Donate to give hope, improve the community and bring a change.
Search Query: local volunteering places
<b>Help those in need - Get involved today!</b> <a href="http://thenetwork.org/get-involved/">thenetwork.org/get-involved/</a> Serve our neighbors in need, get involved today to help us make a difference in their life.

As the campaign begins, more exact, broad-match and negative keywords will be added to the campaign to optimize clicks. Site-link extensions will also be added to the text ads as the campaign proceeds.

Table 3 : Daily and weekly plans for spending campaign budget

Search Network(100%)	Volunteer Campaign	Donation Campaign	Get Help Campaign	Weekly Spend
<b>Budget %</b>	<b>30.00%</b>	<b>40.00%</b>	<b>30.00%</b>	<b>100.00%</b>
<b>Week 1 (25%)</b>	<b>\$18.75</b>	<b>\$25.00</b>	<b>\$18.75</b>	<b>\$62.50</b>
<b>Week 2 (35%)</b>	<b>\$26.25</b>	<b>\$35.00</b>	<b>\$26.25</b>	<b>\$87.50</b>
<b>Week 3 (40%)</b>	<b>\$30.00</b>	<b>\$40.00</b>	<b>\$30.00</b>	<b>\$100.00</b>
<b>Total Campaign</b>	<b>\$75.00</b>	<b>\$100.00</b>	<b>\$75.00</b>	<b>\$250.00</b>

Table above presents our estimated daily and weekly AdWords budget allocation by campaigns. We assign slightly more budget on the donation campaign since Network of Community wants more awareness from prospective donors to run their organization. For a better CTR, we will focus on search network campaigns. The weekly budget shares for the three-week period are

25%, 35% and 40%. We put the smallest budget for the first week because we may change the budget proportions for campaigns based on the campaigns' performance.

For the targeting method for search network, since our website is non-profit charitable organization for Richardson Independent School District, we choose 'Location' targeting for the base and use advanced location option, 'Reach people in targeted location'. We will use default setting for Ad delivery for the Donation and Get Help campaigns. In addition, Sitelink, Callout and Phone extensions will be used to improve quality of impression and increase brand awareness.

Our purpose of this project is enhancing the awareness. Our goal is to achieve more meaningful impressions to improve CTR since the organization wants to enhance their brand awareness. Since we found that organic home page traffic of the organization is, on average, 554 per month, we will aim to increase The Network's home page traffic by 41.5(10%) during our project period. Thus, our project will aim to generate 5,000 impressions with a 200 ad clicks so our success CTR is 4%.