



## **EXECUTIVE SUMMARY**

Our Daily Bread is responsible for the ongoing operating expenses fueled by community financial support and volunteer power. All clients are qualified and monitored to ensure the agency helps as many individuals and families as possible. These campaigns aim to drive food and money donations and volunteer services to aid their cause.

### **GOMC**

#### **CAMPAIGN OVERVIEW:**

- Campaign Start date – 8<sup>th</sup> April 2017
- Campaign End date – 25<sup>th</sup> April 2017
- Total GOMC campaign duration – 18 Days
- Budget spent \$249.46

#### **GOALS**

- To promote and encourage people to donate food
- To promote and encourage people to donate money
- To increase volunteering sign-ups
- To promote Our Daily Bread throughout the regions of USA

#### **KEY RESULTS**

##### **INDIVIDUAL CAMPAIGN PERFORMANCES**

#### **FOOD DONATION CAMPAIGN:**

Description: Campaign for driving food donations to our daily bread.

Key Metrics:

CTR	Clicks	Impressions	Avg CPC	Avg Position	Conversion
6.2 %	165	2661	1.02	1.3	1

#### **MONEY DONATION CAMPAIGN:**

Description: Campaign for driving money donations to our daily bread.

Key Metrics:

CTR	Clicks	Impressions	Avg CPC	Avg Position	Conversion
1.41 %	41	2789	0.77	3.0	0

#### **VOLUNTEER CAMPAIGN:**



Description: Campaign for driving money volunteers to our daily bread.

Key Metrics:

CTR	Clicks	Impressions	Avg CPC	Avg Position	Conversion
4.61 %	36	781	0.77	1.7	0

#### OVERALL PERFORMANCE

CTR	Clicks	Impressions	Avg cost	Cost
3.45 %	36	7592	0.95	249.55

#### CONCLUSION

- The food donation campaign was a significant success with several conversions and amassed around \$2000 worth of donations.
- The display network achieved a total of 166 impressions and \$0.26 avg cpm.
- Customers are inclined towards donating on weekends rather than week days.
- Customers access the site more through mobile than through computer or tablet.

#### FUTURE ONLINE MARKETING RECOMMENDATIONS

- The client should focus more on improving their mobile and desktop website.
- Tracking codes should be placed in their pages to enable google analytics for better performance tracking.
- Since customers are more active on weekends and 9am, targeting should be done at these times for maximum possible results.

#### FACEBOOK

##### CAMPAIGN OVERVIEW

The Facebook campaign was tuned to drive more impressions and gain popularity for the website and their cause.

Bid amount: Automatic (Lets Facebook decide the bid amount)

Daily budget: \$25

Start date: April 22

Platforms: Facebook and Instagram

##### KEY RESULTS

##### OVERALL CAMPAIGN RESULTS



Link Click	Reach	Cost	Amount spent	Impressions
1	322	\$2.77	\$2.77	1795

#### CONCLUSION:

The campaign has gathered close to 1800 impressions in over two weeks, which is a decent result since our whole campaign's goal was to drive impressions and generate more awareness about the NGO.

#### SUGGESTIONS:

The client could improve their presence on Facebook to drive even more impressions and organize local food donation drives through Facebook to get the surrounding masses.

### Industry Component

Our Daily Bread emphasized majorly on three key things, encouraging people to donate food, encouraging people to volunteer and lastly to promote their organization throughout USA. Following their requirements, we decided to build campaigns and target Google search and display network accordingly. After studying the overall website, we decided to create four campaigns. One campaign was designed to address food donation, one campaign was designed to address money donation, one campaign was designed to address volunteer sign up and one campaign was designed to address promotion of Our Daily Bread. All of our campaigns are explained in much more details as follows.

#### Campaign Overview

##### **Campaign 1: Food Donation**

With this campaign, our main aim was to get people to the Our daily bread website. Doing so shall make people aware of what our daily bread does. We wanted to encourage people to donate more surplus food to Our Daily Bread. Details about the food donation drives is mentioned on the home page of the website. Strategically we wanted more people to click on the ads and come to the home page of the website. Hence we kept the home page as our landing page for Food Donation campaign. The KPI that we were targeting here was click through rate. Our main aim with this campaign was to keep a high and steady click through rate. Following are the operational details for Food Donation campaign broken on a weekly basis.

- Campaign Start date: 8<sup>th</sup> April 2017.
- Campaign End date: 28<sup>th</sup> April 2017.

Following is the overall performance dashboard for Food Donation Campaign

Ad group	Status ?	Default Max CPC ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?
Food Donation AdGroup	Campaign paused	US\$1.30 ☑ (enhanced)	165	2,661	6.20%	US\$1.02	US\$167.97	1.3	1.00
Total - all ad groups			165	2,661	6.20%	US\$1.02	US\$167.97	1.3	1.00

**Fig 1 – Food donation Ad group**

In total, we invested \$ 167.87 on the Food Donation campaign. It was the most successful campaign for us. It had a CTR of 6.20% and an average CPC of \$ 1.02. Its average position was about 1.3. This campaign had one Ad Group called the Food Donation Ad Group. The Ad Group had three text ads in total.

### **Campaign 2: Money Donation Campaign**

With this campaign, our main aim was to make people donate money to Our Daily bread for their initiatives. Hence we created a money donation campaign to encourage people to donate money to Our Daily Bread. Details about the Money donation drive is mentioned on the “Donate” page of the website. Strategically we wanted more people to click on our ads and land on our Donate page of the website. We could have tracked the conversion too with our campaign but since we did not have access to the HTML code of the website, we couldn’t implement the conversion tracking code on the Donate page. “Donate” page was our landing page for Money Donation campaign. The KPI that we were targeting here was click through rate. Our main aim with this campaign was to keep a high and steady click through rate. Following are the operational details for Money Donation campaign.

- Campaign Start date: 8<sup>th</sup> April 2017.
- Campaign End date: 28<sup>th</sup> April 2017.

Following is the overall performance dashboard for Food Donation Campaign

●	Ad group	Status ?	Default Max CPC ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?
●	Money Donation AdGroup	Campaign paused	US\$1.50 ☑	61	3,799	1.61%	US\$0.77	US\$46.89	3.0	0.00	US\$0.00	0.00%
Total - all ad groups				61	3,799	1.61%	US\$0.77	US\$46.89	3.0	0.00	US\$0.00	0.00%

**Fig 2 – Money donation Ad group**

In total, we invested \$ 46.89 on the Money Donation campaign. It had a CTR of 1.61% and an average CPC of \$0.77. Its average position was about 3.0. This campaign had one Ad Group called the Money Donation Ad Group. The Ad Group had three text ads in total.

### **Campaign 3: Volunteering Campaign**

With this campaign, our main aim was to make people sign up as a volunteer for Our Daily Bread. Hence we created a campaign for volunteering in order to encourage people to sign up as a volunteer with Our Daily Bread. Details about the volunteering activities is mentioned on the “Volunteer” page of the website. Strategically we wanted more people to click on our ads and land on our Volunteer page of the website. We could have tracked the conversion too with our campaign but since we did not have access to the

HTML code of the website, we couldn't implement the conversion tracking code on the Volunteer page. "Volunteer" page was our landing page for Volunteering campaign. The KPI that we were targeting here was click through rate. Our main aim with this campaign was to keep a high and steady click through rate. Following are the operational details for Volunteering campaign.

- Campaign Start date: 8<sup>th</sup> April 2017.
- Campaign End date: 28<sup>th</sup> April 2017.

Following is the overall performance dashboard for Volunteering Campaign

Ad group	Status ?	Default Max CPC ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?
Volunteer AdGroup	Campaign paused	US\$0.70	29	669	4.33%	US\$0.92	US\$26.67	1.7	0.00
Total - all ad groups			29	669	4.33%	US\$0.92	US\$26.67	1.7	0.00

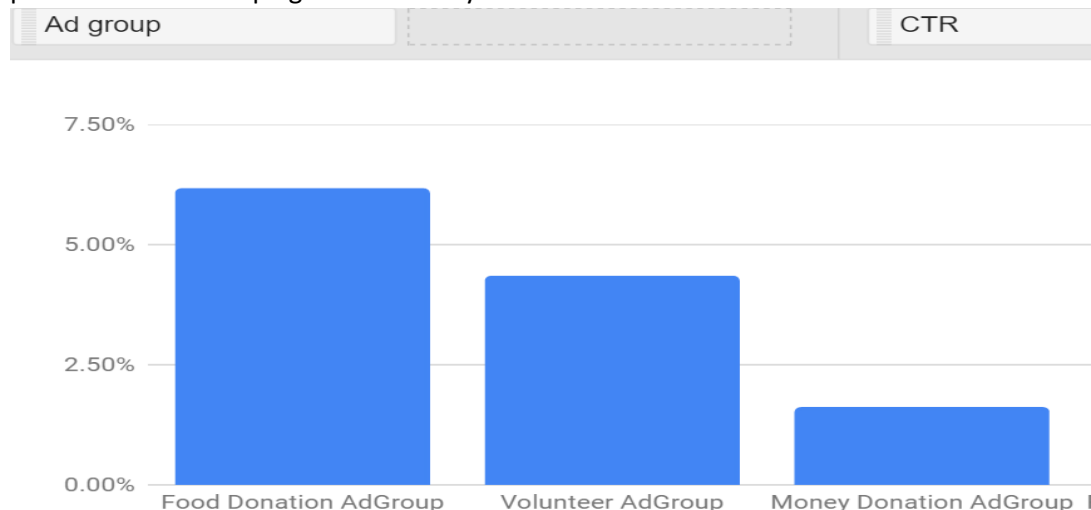
**Fig 3 – Volunteer Ad group**

In total, we invested \$ 26.67 on the Volunteering campaign. It had a CTR of 4.33% and an average CPC of \$0.92. Its average position was about 1.7. This campaign had one Ad Group called the Volunteer Ad Group. The Ad Group had three text ads in total.

### Evolution of Campaign Strategy

We started our campaigns at a preliminary level but we kept on trying different experiments on our campaigns. Post the first week, changes were done to our campaigns on regular intervals. Following are the changes that we did to our campaigns

- **Budget allocation:** We observed that Food Donation campaign was doing better than the rest, hence we allocated more budget to Food Donation campaign. Following graph shows the performance of campaigns on a weekly basis



- **Use of Ad Extensions:** We made use of Sitelink and Call Ad extensions, which help improve our quality score and ad rank. Collectively it helped us improve our CTR for the campaigns. Following are stats for the Ad Extensions.

**Fig 4 - Sitelink Extension**

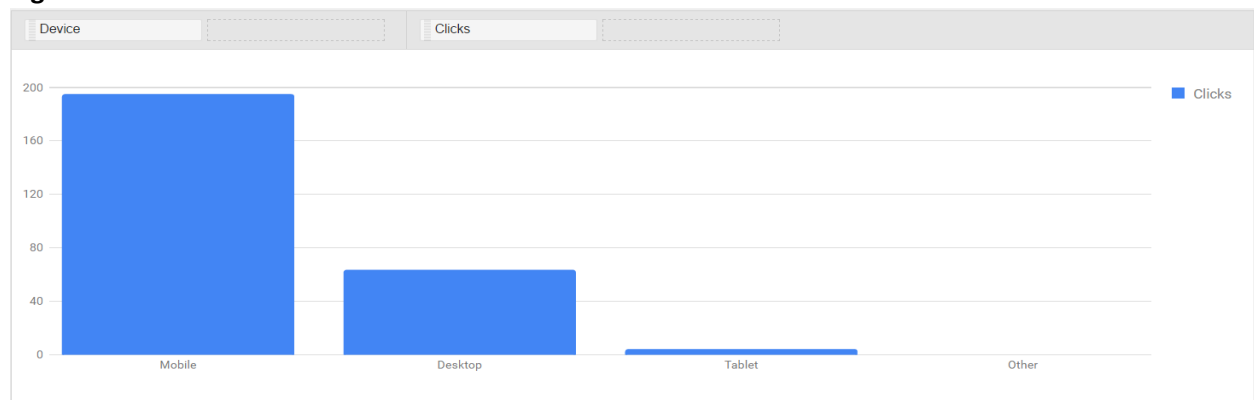
Sitelink	Status	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]
<input type="checkbox"/> Project Details Facility remodelling assistance Volunteer for a cause	Approved	204	5,430	3.76%	US\$0.97	US\$197.78	2.1	1.00	US\$156.76	0.60%	1.00
<input type="checkbox"/> About Us Regional food bank of Oklahoma Located in Stillwaters	Approved	203	5,436	3.73%	US\$0.96	US\$194.17	2.1	1.00	US\$151.75	0.61%	1.00
<input type="checkbox"/> Contribute Today Lead a life of purpose Get involved Donate food, save communities	Approved	153	4,476	3.42%	US\$0.93	US\$142.59	2.2	1.00	US\$142.59	0.65%	1.00
<input type="checkbox"/> Board of Directors Key founders and board of directors Key decision makers	Approved	146	4,434	3.29%	US\$0.95	US\$139.36	2.2	1.00	US\$118.99	0.78%	1.00
Total - all sitelinks		215	5,739	3.75%	US\$0.97	US\$208.03	2.1	1.00	US\$165.61	0.56%	1.00

**Fig 5 - Call Extension**

Phone number	Status	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]
<input type="checkbox"/> 4695168838	Approved	121	4,408	2.75%	US\$0.83	US\$100.84	2.4	1.00	US\$100.84	0.83%	1.00
Total - all phone numbers		121	4,408	2.75%	US\$0.83	US\$100.84	2.4	1.00	US\$100.84	0.83%	1.00

- **Device Bid Adjustments:** We observed that we were getting more clicks from the mobile devices than the tablet or computer. Hence we raised our bids for the mobile devices. Following is the device wise performance.

**Fig 6 – Device wise breakdown**

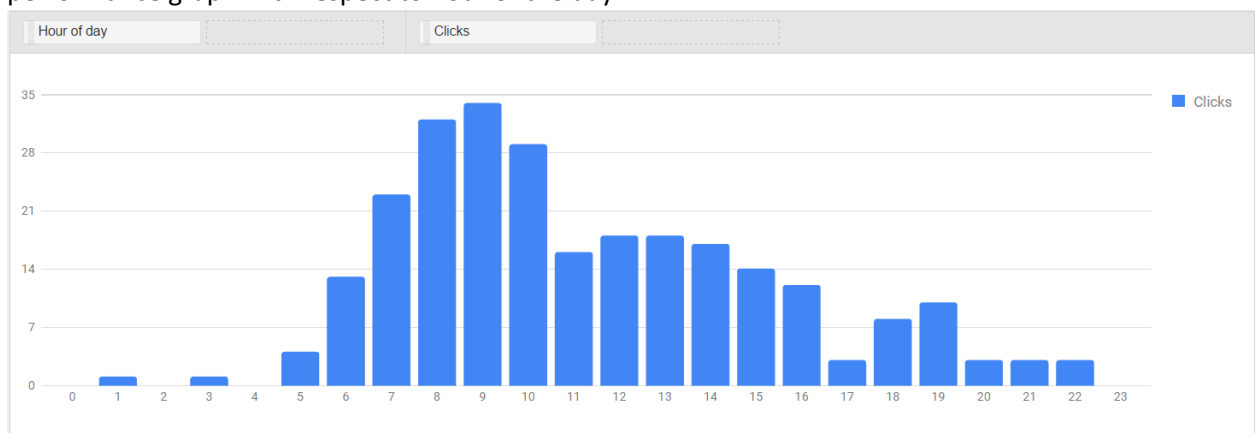


**Device level Statistics:** Following are the statistics for device level bid adjustments

Device	Campaign	Bid adj. ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
Mobile devices with full browsers	Food Donation Campaign	+ 50% ?	137	2,096	6.54%	US\$1.03	US\$140.61	1.3
Computers	Money Donation Campaign	+ 5% ?	41	1,926	2.13%	US\$0.80	US\$32.68	2.9
Mobile devices with full browsers	Volunteer	+ 30% ?	25	468	5.34%	US\$0.96	US\$23.95	1.6

**Fig 7 – Device wise statistics**

- **Running ads on prime time:** To optimize our campaign level performance, we ran our ads on prime time. We discovered that our ads were getting more clicks on the 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> hour of the day. Hence we raised our campaign bids for above mentioned hours. Following is a performance graph with respect to hour of the day.



**Fig 8 – Time vs Clicks**

- **Keyword Refinements:** We experimented with keyword match types and used a mix of broad, exact and phrase match keywords. Throughout the span of the campaign we refined keywords on a weekly basis, better performing keywords were given more budget to perform and underperforming keywords were paused on a regular basis. Negative keywords were also added to the campaign to restrict irrelevant clicks

Our Daily Bread emphasized majorly on three key things, encouraging people to donate food, encouraging people to volunteer and lastly to promote their organization throughout USA. Following their requirements, we decided to build campaigns and target Google search and display network accordingly. After studying the overall website, we decided to create four campaigns. One campaign was designed to address food donation, one campaign was designed to address money donation, one campaign was designed to address volunteer sign up and one campaign was designed to address promotion of Our Daily Bread. All our campaigns are explained in much more details as follows.



## **Campaign Overview**

### **Campaign 1: ODB Oklahoma**

With this campaign, our main aim was to get people living in Stillwater to the Our daily bread website. Doing so shall make people aware of what our daily bread does. We wanted to encourage people to donate more surplus food to Our Daily Bread. Our Ads would run on Facebook, Instagram and Facebook audience network. Details about the food donation drives is mentioned on the home page of the website. Strategically we wanted more people to click on the ads and come to the home page of the website. The KPI that we were targeting here was click through rate. Our main aim with this campaign was to keep a high and steady click through rate. Following are the operational details for Food Donation campaign broken on a weekly basis.

- Campaign Start date: 22<sup>nd</sup> April 2017.
- Campaign End date: 5<sup>th</sup> May 2017.

Our daily budget was \$25 but we were charged \$2.64. It was the most successful campaign for us. It had an Impressions of 1747 and a reach of 318. This campaign had one Ad Set called ODB that had 1 text AD.

### **Campaign 2: ODB Stillwater**

With this campaign, our main aim was to get people living in USA to the Our daily bread website. Doing so shall make people aware of what our daily bread does. We wanted to encourage people to donate more surplus food or Money to Our Daily Bread. Our Ads would run on Facebook, Instagram and Facebook audience network. Details about the food donation drives is mentioned on the home page of the website. Strategically we wanted more people to click on the ads and come to the home page of the website with more reach. The KPI that we were targeting here was click through rate. Our main aim with this campaign was to keep a high and steady click through rate. Following are the operational details for Food Donation campaign broken on a weekly basis.

- Campaign Start date: 22<sup>nd</sup> April 2017.
- Campaign End date: 5<sup>th</sup> May 2017.

Our daily budget was \$25 but we were charged \$0.13. It had an Impressions of 48 and a reach of 7. This campaign had one Ad Set called ODB that had one text AD.

## **Evolution of Campaign Strategy**

### **Targeting Strategy**

- **Age Group Targeting:** We targeted people from age group 18 to 54 years. Following is the detailed statistics for the same.



Account Name	Reach ⓘ	Frequency ⓘ	Cost per 1,000 Pro... ⓘ	Impressions ⓘ	CPM (Cost per 1,00... ⓘ	
Sankey Dessai	323	5.60	\$8.70	1,800	\$1.55	
46-64	140	6.55	\$8.71	917	\$1.48	
25-34	63	5.32	\$8.57	335	\$1.61	
35-44	75	4.65	\$7.07	349	\$1.52	
55-64	18	6.22	\$13.80	112	\$2.23	
18-24	28	3.43	\$4.64	96	\$1.35	

**Fig 10 – Facebook Age group targeting**









- **Demographic targeting based on Gender:** We used demographic targeting to target audiences of all the genders. Below are the statistics for the same.

Account Name	Reach ⓘ	Frequency ⓘ	Cost per 1,000 Pro... ⓘ	Impressions ⓘ	CPM (Cost per 1,00... ⓘ	
Sankey Dessai	323	5.60	\$8.70	1,800	\$1.55	
Female	215	6.34	\$8.14	1,140	\$1.62	
Male	102	6.28	\$10.00	641	\$1.59	
Unknown	6	3.17	\$6.67	19	\$2.11	











**Fig 11 – Facebook demographic targeting**

## Key Results (Google and Facebook)

Following is the performance summary of the overall campaigns for Our Daily Bread

Campaign	Budget ⓘ	Status ⓘ	Impr. ⓘ	Interactions ⓘ	Interaction rate ⓘ	Avg. cost ⓘ	Cost ⓘ
 Food Donation Campaign	US\$1.30/day 	Paused	2,661	165 clicks	6.20% CTR	US\$1.02 per click	US\$167.97
 Money Donation Campaign	US\$10.00/day 	Paused	3,799	61 clicks	1.61% CTR	US\$0.77 per click	US\$46.89
 Volunteer	US\$7.00/day 	Paused	781	36 clicks	4.61% CTR	US\$0.96 per click	US\$34.60
 Volunteering Display Campaign	US\$0.46/day 	Paused	349	--	--	--	US\$0.09
<b>Total – all but removed campaigns</b>			<b>7,590</b>	<b>262</b>	<b>3.45%</b>	<b>US\$0.95</b>	<b>US\$249.55</b>
<b>Total - all campaigns</b>	<b>US\$0.00/day</b>		<b>7,592</b>	<b>262</b>	<b>3.45%</b>	<b>US\$0.95</b>	<b>US\$249.55</b>
<b>Total - search</b>			<b>7,243</b>	<b>262</b>	<b>3.62%</b>	<b>US\$0.95</b>	<b>US\$249.46</b>
<b>Total – Display</b>			<b>349</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>US\$0.09</b>

**Fig 12 – Google campaigns overview**

	Campaign Name	Delivery 	Resu... 	Reach 	Cost ... 	Amount ... 	Ends 	Impress... 
	ODB	 Active	1 Link Click	318	\$2.64 Per Link C...	\$2.64	Ongoing	1,747
	ODB	 Active	— Link Click	7	— Per Link C...	\$0.13	Ongoing	48
	► Results from 2 Campaigns		1 Link Click	322 People	\$2.77 Per Link C...	\$2.77 Total Spent		1,795 Total

**Fig 13 – Facebook campaigns overview**

We manage to run our campaigns for a span of 21 days. Throughout the tenure of the challenge, we managed to generate 7,243 impressions. We managed to get 262 clicks and a combined CTR of 3.45%. We started with a CPC of \$ 1.50 which later reduced to \$ 0.95. We attribute this success to maintain a good Quality score, Ad rank, Ad position and Click through rate. On Facebook, we could achieve a total of 1800 Impressions which helped us in achieving our goals of maximizing the awareness about the NGO.

### **Conclusion**

Through our overall campaign, we managed to achieve significant milestones. Our client Our Daily Bread experienced an increase of traffic on their website. This resulted in an increase of volunteer sign ups and donations for Our Daily Bread. Throughout the tenure of the project many lessons were learnt on aspects of effective budget allocation, campaign optimization, campaign testing, campaign progress tracking etc. Parallely we also picked up key lessons on factors like the importance of teamwork, maintaining attention to detail, organizational skills and constant experimentation.

## **Learning component (Google and Facebook)**

### **Learning Objectives and Outcomes**

Working on the Google Online marketing challenge and Facebook advertising platforms was a truly one of its kind learning experience where we got first-hand experiences of planning, implementing and analyzing the campaigns. We could learn most of the aspects of advertising through Google and Facebook which included setting up the account structure, dividing our goals into various campaigns, allocating the budget across these campaigns and identifying the important KPI's to track the success of these campaigns. We planned and setup the strategies to be executed to increase the charity's brand awareness and at the same time help them with potential leads for volunteering as well as people who were interested in assisting them with Food donation as well as Money donation.

**Google** – With the Google AdWords platform we targeted the audience based on the keywords they were looking for and tailoring our ads based on those keywords. Throughout the duration of the campaign, we analyzed the user behavior data through the reporting feature on Google AdWords and



with this we could identify the trends which helped us further to improve the reach of the campaign and at getting more potential leads. The reporting data from AdWords helped us realize that our campaign achieved its maximum clicks on Saturdays and Sundays as compared to rest of the days of the week and the time slots between 8 am and 10 am were our most productive hours in terms of getting clicks towards the charity's website.

Facebook – On the Facebook advertising platform, we used the interest groups targeting to target the potential audience. The Facebook Ads manager tool was very interactive and simple to use and helped us to get the exact information in terms of devices, geographic region, age, sex and the duration of the interactions which let us tailor the requirements going forward. We also realized how much of a big part Social media can play in reaching a target audience.

### **Group Dynamics**

Group 6 was a very focused group with a pretty clear picture of the what are target goals were and the strategies we should be using to achieve these goals. Even though this was the first time, the four of us were working together, we had a pretty solid understanding of what each other's strengths and weaknesses which helped us perform effectively as a team. Each team member had their own areas of expertise in terms of planning, executing, marketing, presenting as well as analyzing the reports. Up front at the start of the campaign, we had a lot of different ideas and it was not possible to implement all of them due to the constraints of the budget, scope and time.

Google – Since we started the Google campaign before the Facebook campaign, we had to plan the campaign from scratch and we had a lot of constructive brainstorming sessions and after much deliberations we could narrow down on an approach to these campaigns and start steadily from that point onwards.

Facebook – The execution of Facebook campaign in terms of planning and implementation was much simpler because of our prior experience in running the AdWords campaign. At the end, I feel that each team member gave their best efforts and contributed very well and the project could not have been able to achieve the same amount of success without inputs and insights from each one of us.

### **Client Dynamics**

Our clients - Our Daily Bread located in Stillwater, Oklahoma were co-operative and helpful right from the start of the campaign. They were clear and concise about what expectations they had from this campaign and how they could assist us in getting the maximum conversions for the ads. The client got a tremendous response on the call extension feature that we had used while advertising about their NGO. We noticed, that it was very convenient for the locals from Stillwater Oklahoma to directly call the helpline number and inquire about how they could help the NGO in their objectives of feeding the



needy by either providing food in the food pantries or by volunteering in food drives or help them build a warehouse that can house the substantial amounts of food that were donated to the NGO.

Google - The clients were skeptical about using the Analytics code on their website or providing us access to the NGO's website's source code and hence we were not able to merge our GOMC AdWords account with the Google analytics account which would have provided us with even better insights about the user behavior.

Facebook - Like the GOMC campaign, we didn't have access to the Our Daily Bread's Facebook admin page and hence we were not able to direct traffic to their official Facebook page and had to send most of the traffic to their official website. Even though having access to their analytics account and their official Facebook page would have helped us better, we were able to compensate for it by using the respective reporting features of Facebook Ads manager which provides a very detailed breakdown of the campaigns as well and these tools helped us to achieve the target goals that we had set at the start of our campaign

### **Future recommendations**

With regards to the clients, the suggestions that we would like to provide are that 'Our daily bread' website has been hosted on Wix.com and a basic template has been used for the same. The flow of information is a bit confusing for the first-time users and there is no implementation of SEO techniques on the website which could help improve the organic search listings for the website and improve the quality scores for the ads devised for their platform. There is a 'donate now' option on each of their page, we believe that if the information on their website was divided better categorically, it would have been easier for the audience to get better idea of which page they were on and ultimately lead to more potential conversions. The charity also accepts food donation but there is very little information about the same and the ways in which food can be donated on their website

Google - The things we would have done differently would be spending more cautiously in the initial weeks to identify our best performing keywords, target audience and ads and tailor our campaigns based on the various KPI's that we used to track the success of our campaigns. We could have adopted a more dynamic approach to start with so that we could have tailored our campaigns as per the data we analyzed through the reporting feature of AdWords.

Facebook - We started with a very specific interest group which didn't have a large audience on Facebook and we narrowed down the area of advertising specifically to the Stillwater region of Oklahoma. Based on these experiences in future, we would have had a more generic targeting method towards our Facebook campaign.