



Turnstone
Creating possibilities.

CAMPAIGN REPORT



HELLO!

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Group 9

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About Turnstone

Here are some details about our client



About

Turnstone is Northeast Indiana's only free-standing not for-profit organization providing a comprehensive continuum of supportive services addressing the unique needs of people with disabilities and their families.



Turnstone's mission is to provide therapeutic, educational, wellness and recreational programs to empower people with disabilities.

Core Objectives of the Campaign



Educate Mission/ Awareness

- Turnstone aspires to a world that accepts and values people based on their abilities.
- Turnstone' wants to provide therapeutic, educational, wellness and recreational programs to empower people with disabilities

Cultivate Donors

- Their fundraising goal is to make people directly support their programs to empower people with disabilities by attending their fundraising events.
- They have unlimited spending on marketing

Recruit Volunteers

- They don't have any tracker for volunteers
- They can make aware of the upcoming events or programs for which they need volunteers using AdWords to recruit more volunteers.
- Currently, they are not tracking any volunteer conversions on their website.

Promote Events

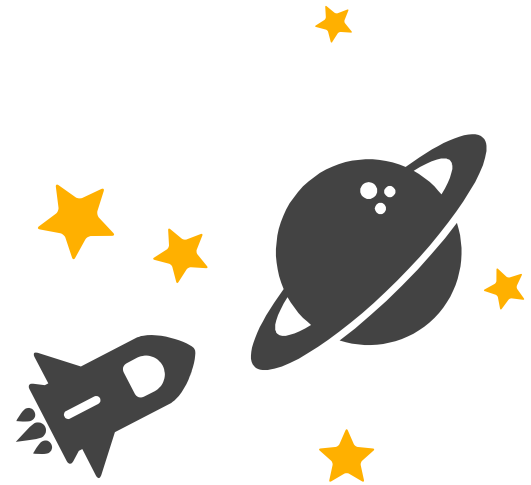
- The scale of this event ranges from locally to internationally. The goals is to make aware and make more people participate in the events.
- They don't run any seasonal campaigns.
- If they use Adwords to promote about the upcoming events and programs, then more people can turn up for the events.

How did we procede.....



- We created two campaigns - Volunteer Awareness and Promote Donations. For each campaign, we had created one adgroup with two Ads each.

Campaign Overview



Campaign 1: Volunteer Awareness



Action:

- Create ad text specific to keywords within the ad group.
- Use broad match targeting and location targeting.
- Adjust bids for optimal ad positioning.
- Change the strategy once a week and decide the best one.

Results:

- Increased the CTR and conversion rate.

Improvement:

- Watch out for keywords that are attracting traffic but not conversions, or keywords with high bounce rates.

Campaign 2: Promote Donations



Action:

- Create Ad group with two ads and select proper keywords.
- Link ads to landing pages that cover the same topic as the keywords in an ad group
- Change the strategy once a week and decide the best one.

Results:

- Made impressions and conversions a huge increase

Improvement:

- Expand the keyword list

Campaign 3: Turnstone General



Action:

- Modify the keywords and negative keywords through Google's free AdWords Keyword Planner.

Results:

- Increase the CTR and impressions

Improvement:

- Need to decide the proper negative keywords.

Core Performance Metrics



Pro:

- Increased our target impressions and conversions overall
- Tracked conversions for incremental conversions successfully
- Increase the conversion rate for the web pages

Con:

- The suitable traffic on donation page doesn't meet our expectation

(PLZ INSERT TABLE)



	A	B	C
Yellow	10	20	7
Blue	30	15	10
Orange	5	24	16

Recommended Next Steps:



Strategy A: Track everything

We recommend using a call tracking solution to determine the source of calls that originate from your website. Regardless of where it comes from, the more data they have, the better they'll understand how their campaigns are performing. Within Google Analytics, they can track bounce rates, time on site, and conversions, to determine the strengths and weaknesses of their campaigns.

Strategy B: Adjust bids

Pay close attention to the positions the ads are appearing in. Sometimes, when keywords have a very low CTR, it's because the ads they appear in are too low on the page. Try slowly increasing your bid over a few days until the ad moves to a higher position, which should translate into more clicks.

Strategy C: Organize proper keywords

Don't just copy and paste the list of keywords into one AdWords bucket. They need to organize them into campaigns and ad groups.

Strategy D: Testing

Keep testing within each of the ad groups, make sure they are always running at least two different ad versions.



THANKS!

Any questions?