

10 TIPS FOR SUCCESS WITH GOOGLE GRANTS.

Adapted from a previous webinar with  *Media Cause*



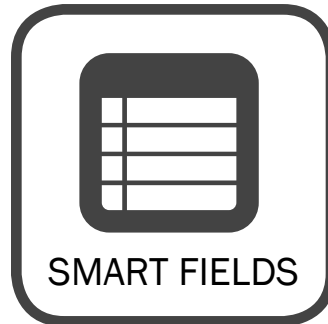
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HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE

brings your **whole marketing** world together in one, powerful, integrated system.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing
- ✓ **Plus** more apps and integrations

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10 TIPS FOR SUCCESS WITH GOOGLE GRANTS

By Taylor Corrado

Taylor Corrado is the Nonprofit Marketing Manager at HubSpot and has worked in the nonprofit space for several years, starting as a marketer (and HubSpot customer) at the online fundraising company, FirstGiving. There, she educated nonprofits on the benefits of peer-to-peer fundraising online. She's bringing all her knowledge of marketing to organizations big and small. She can not think of having a career where she is not helping others in some way.



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@TCORRADO

What is Google Grants?

A \$10,000 in-kind grant
given every month, to members
of Google for Nonprofits, for free
advertising on Google.com.

Why should we use it?

There are over **3 billion searches** on Google a day.

Implementing Google Grants has the potential of **10,000 to 40,000 new website visitors each month.**

Here are your
10 Tips for Success.

Tip #1

Create a campaign for every organizational goal or project.

- It's ok to bucket similar goals together; online donations, volunteers, events, membership.
- Ad Groups should have 15-30 similar keywords that align to a specific page on the website. The more focused the ad group, the better the ad targeting.

Tip #2

Use keywords research tools to expand your list of core words.

- Grow your keyword lists but keep it focused, otherwise they won't even show due to poor quality score. The keywords have to be very specific to the content on your site and landing pages.

Tip #3

Use all three match type options for broad match, “phrase match” & [exact match] or higher volume keywords.

- Quality score is calculated at the keyword level, one match typed keyword could have better relevancy than the others and drive more traffic if isolated.

Tip #4

Write effective and succinct ad copy.

- Headlines should be hyper relevant to the search – include the exact keyword(s).
- Include an informative and empowering
- Test 3-4 variations at all times.
- Remove the worst performer every month.

Tip #4

Bad Ad Example

Family Violence

Learn More - Get the latest family violence facts here.

www.futureswithoutviolence.org

3.32% Click-through rate

Good Ad Example

Family Abuse

Get the facts on family abuse here & learn how you can help stop it.

FuturesWithoutViolence.org

5.56% Click-through rate

Tip #5

Drop users on the most relevant pages within your website (or create new ones).

- Optimizing starts with an inventory of a company's digital assets; Text, images, audio and video.
- Consider are all the digital assets you have to work with to give both search engines and visitors the information they're looking for in the formats they'll respond to.

Tip #6

Keep subscription and contact us forms as short as possible.

Bad Form Example

Email-Based Lead Generation: Marketing's Magic Bullet?

What are the secrets to a successful email-based lead generation campaign? Just complete and submit the form below to find out! Your free report will be sent to you via email upon successful completion of the form. Required fields are marked with an asterisk.

*First Name:	*Last Name:
*Title:	*Company:
*Phone:	*E-mail:

☒ Yes! I would like to receive future communications from NetLine via email.

How does email-based lead generation fit into your marketing mix?

☐ Currently doing it
☐ Planning for this year (2004)
☐ Planning it for next year or later
☐ No plans for it at this time

What other forms of e-marketing have you done in the last year? (check all that apply)

<input type="checkbox"/> Newsletter	<input type="checkbox"/> Seminar/webinar invitation
<input type="checkbox"/> Event Registration	<input type="checkbox"/> Free trial or follow-up
<input type="checkbox"/> Product Announcement	<input type="checkbox"/> Customer Service
<input type="checkbox"/> White paper registration	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Trade show booth	

Where would your e-marketing program benefit from some help? (check all that apply)

<input type="checkbox"/> Developing e-marketing strategy	<input type="checkbox"/> Creating written/graphical content
<input type="checkbox"/> Managing mailing list hygiene	<input type="checkbox"/> Conversion rates, CA, & testing
<input type="checkbox"/> Tracking and reporting individual campaigns	<input type="checkbox"/> Cross-campaign reporting and analysis
<input type="checkbox"/> Integration with offline marketing efforts	<input type="checkbox"/> Lead capture and qualification efforts
<input type="checkbox"/> Routing of leads to the sales force	<input type="checkbox"/> Integration with sales force or CRM
<input type="checkbox"/> Other: _____	<input type="checkbox"/> Don't need any help

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Conversion Rate = 50%

Good Form Example

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[submit](#)

Conversion Rate = 74.6%

Tip #7

Direct traffic to a targeted landing page vs. your homepage.

Traffic to Homepage



Conversion Rate = 0%
0 emails collected

Traffic to Targeted
Landing Page



Conversion Rate = 12.59%
1,000 + email address / mo

Tip #8

Use statistics to introduce the problem.



FUTURES WITHOUT VIOLENCE
Formerly Family Violence Prevention Fund

get involved - get the facts.

Did you know... - that nearly **1 in 4 women** have experienced **violence** by a spouse or boyfriend?

Or that **7 million children** live in families in which **severe partner violence** occurred?

Or the fact that on average, **almost 500 women** are **raped or sexually assaulted each day** in the U.S?

Get the FACTS today - Download our fact sheet on Domestic, Dating and Sexual Violence.

Email *

First Name

Last Name *

Postal Code *

Get the Facts >> [Privacy Policy](#)

The more you know, the more you can do to help stop violence against women.

Tip #9

Share information
that potential supporters want.



Or the fact that on average, **almost 500 women** are
raped or sexually assaulted each day in the US?

Get the FACTS today - Download our fact
sheet on Domestic, Dating and Sexual Violence.

Email *

First Name

Last Name *

Postal Code *

Get the Facts >>

Tip #10

Keep forms as short as possible
(4 fields is ideal).



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Email *

First Name

Last Name *

Postal Code *

Get the Facts >>

[Privacy Policy](#)

Google Grants Campaign Checklist:

- ☐ Create a campaign for every organizational goal or project.
- ☐ Use keywords research tools to expand your list of core words.
- ☐ Use all 3 match type options for broad match, “phrase match” & [exact match] or higher volume keywords.
- ☐ Write effective and succinct copy.
- ☐ Drop users on the most relevant pages within your website.
- ☐ Keep subscription and contact us forms as short as possible.
- ☐ Direct traffic to a targeted landing page vs. you homepage.
- ☐ Use statistics to introduce the problem.
- ☐ Share information that potential supporters want.
- ☐ Keep forms as short as possible (4 fields is ideal).

OPTIMIZE FOR SEO

Track the performance of your keywords, links and overall SEO strategy. [Learn how to use the HubSpot software](#) to keep your site up-to-date with the rapidly evolving SEO landscape.

REQUEST A DEMO

to learn about these and HubSpot's other tools in our all-in-one marketing software:

BOOST LEAD CONVERSIONS

Not sure if the landing pages you are linking to are optimized for conversions? [Find out in a custom demo of the HubSpot software.](#)



EMAIL
MARKETING



SOCIAL
CONTACTS



CONTACTS
DATABASE



SMART FIELDS



WORKFLOWS



ANALYTICS