



Women Crafting A Better Story

BUSI for Humanity:

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An illustration of four diverse people (two men and two women) standing behind a large white banner. The banner contains text about a campaign goal. The background is light pink with various colorful abstract shapes like wavy lines, a rainbow, and a sun-like circle.

Statement of Campaign Goal

The overall goal of BUSI for Humanity was to increase EcoEquitable's general awareness online. This includes getting more views on EcoEquitable's website, spreading awareness about the organization, and encouraging our target persona to donate. By the end of the four week campaign, the goal is to achieve significant improvement of brand awareness, with a minimum of 3,000 impressions and 300 clicks.

Advertisements

Do Good, Feel Good

This ad is to encourage donations and volunteers

01

One Stitch at a Time

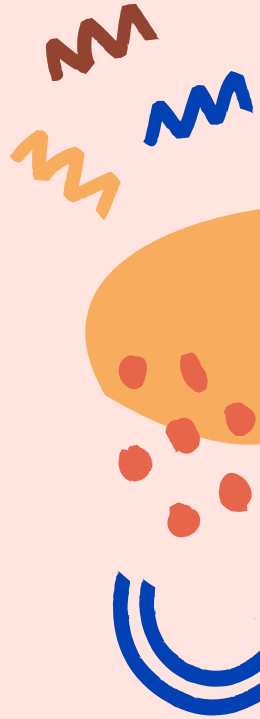
Most general ad, that shares what EcoEquitable is about and the mission of the organization

02

You are an Everyday Champion

This ad is to capture any viewers to look into EcoEquitable and potentially join

03





Target Personas

"Giving" Gracie

- Female
- 45-60 years old
- Executive of a self started business

Values



Team
Building



Giving
Back



"Browser" Brian

- Male
- 19-25 years old
- Student

Values



Education



Service



Target Persona



“Crafty” Cathy

- Female
- 55-70 years old
- Retiree

Interests



Sustainability



Art

The background is a light pink color with various colorful abstract shapes and patterns. In the top left, there are orange and brown wavy lines. In the top right, there is a large orange circle with white dots and a rainbow. In the bottom left, there are orange and brown wavy lines. In the bottom right, there is a blue circle with white dots and orange and brown wavy lines. The text "Campaign Analysis" is centered in a blue, cursive font.

Campaign Analysis



Week 1: October 29th - November 4th

Main Objectives

- ❑ Get the advertisements made and up and running
- ❑ Create a strong and large list of initial keywords

EcoEquitable | One Stitch at a Time

[Ad] www.ecoequitable.ca

EcoEquitable is a charitable organization and social enterprise that supports women. By teaching women how to sew, EcoEquitable helps them gain financial autonomy.

sewing · Locally made · Eco-friendly · Handmade in Ottawa

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EcoEquitable | You are an Everyday Champion

[Ad] www.ecoequitable.ca/pages/about-us

At EcoEquitable, we believe in embracing the power to ignite positive change in the world. Learn more today about how you can contribute to supporting your local community.

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EcoEquitable | Do Good, Feel Good | Donate today

[Ad] www.ecoequitable.ca/pages/about-us

Creating innovative ways to build change, one stitch at a time. EcoEquitable is a nonprofit enabling women with financial stability through sewing.

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Week 1: October 29th - November 4th



Best Performing Keywords:

Keywords + ADD KEYWORD ⋮			
	Cost ▼	Clicks ▼	CTR ▼
● clothing	\$60.99	36	6.55%
● sewing	\$31.38	26	8.00%
● fabric	\$19.70	16	6.45%
● women's clothing	\$16.23	9	10.00%
● clothing fabric	\$12.71	9	5.59%
MANAGE KEYWORDS > ^ 1 / 4 ▼			



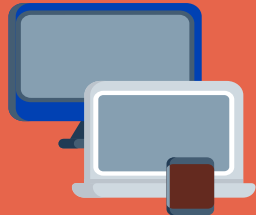
Week 2: November 5th - 11th

Main Objectives

- ❑ Adjust keywords to attract the women who would use EcoEquitable's services and remove ill performing words
- ❑ Edit Sitelink Extensions

Key Insights:

Computers are the most effective device to reach the targeted persona



The "Browser Brian" target persona is the most effective





Week 2: November 5th - 11th



Best Performing Keywords:

Keywords + ADD KEYWORD			
	Cost ▾	Clicks ▾	CTR ▾
● clothing	\$135.05	78	6.60%
● sewing	\$62.91	49	8.38%
● fabric	\$35.75	25	6.31%
● clothing fabric	\$31.49	20	7.14%
● women's clothing	\$26.00	15	10.79%
MANAGE KEYWORDS >			
< 1 / 5 >			



Week 3: November 12th - 18th

Main Objectives

- Adjust keywords to customize to the holiday season and remove ill performing words

Demographics

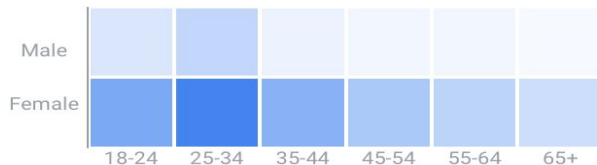
Clicks ▼



GENDER

GENDER & AGE

AGE



Based on the 84% of your clicks with known gender and age. ?

Day & hour

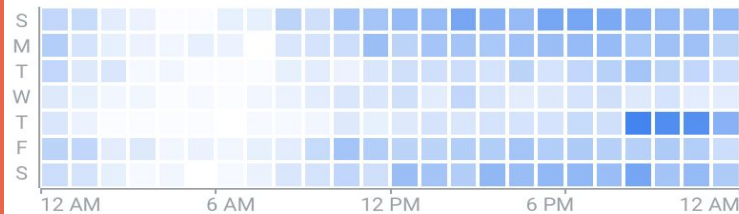
Impressions ▼



DAY

DAY & HOUR

HOUR





Week 3: November 12th - 18th



Best Performing Keywords:

Keywords

+ ADD KEYWORD

	Cost ▾	Clicks ▾	CTR ▾
● clothing	\$218.89	130	6.74%
● sewing	\$83.53	63	9.08%
● fabric	\$44.40	32	6.39%
● women's clothing	\$38.94	22	10.09%
● clothing fabric	\$37.19	23	7.26%



Week 4: November 19th - 25th

Main Objectives

- ☐ Adjust keywords and remove ill performing words
- ☐ Evaluate status of individual advertisements
- ☐ Evaluate sitelink extensions

<input type="checkbox"/>	Sitelink extension	Added to	Level	Status	Impr.	Cost	↓ Clicks
<input type="checkbox"/>	Contact Us Interested in checking us out? Know when and where to find ...	BUSI for Hum...	Campaign	Approved	1,235	\$182.30	116
<input type="checkbox"/>	Shop Collections Ethical fabrics for your projects! Check out our product lines.	BUSI for Hum...	Campaign	Approved	1,226	\$182.53	114
<input type="checkbox"/>	Programs Find out how we support wom... Claim your economic independ...	BUSI for Hum...	Campaign	Approved	1,215	\$172.47	110
<input type="checkbox"/>	Courses Courses offered for all levels! Check out our availability!	BUSI for Hum...	Campaign	Approved	1,223	\$168.97	108
Total: Sitelink extensions					1,315	\$202.43	127





Week 4: November 19th - 25th

Clicks ▾

395

Impressions ▾

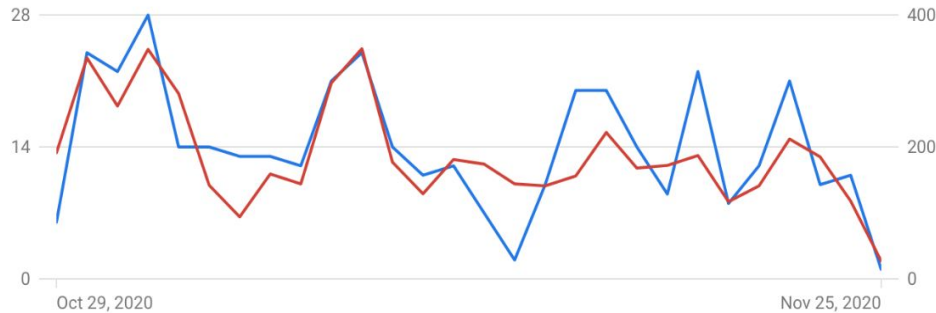
5.25K

Avg. CPC

\$1.60

Cost

\$631



Best Performing Keywords:

Keywords

+ ADD KEYWORD

	Cost ▾	Clicks ▾	CTR ▾
● clothing	\$309.51	183	6.82%
● sewing	\$94.26	72	9.22%
● fabric	\$57.69	40	7.13%
● women's clothing	\$51.82	30	9.62%
● clothing fabric	\$41.89	26	7.39%

MANAGE KEYWORDS >

^ 1 / 6 ▾



Overall Advertisement Performance

EcoEquitable | One Stitch at a Time

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Ad	Impressions	Clicks ▾	CTR ▾
● Enabled	2,321	193	8.32%

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Ad	Impressions	Clicks ▾	CTR ▾
● Enabled	1,416	98	6.92%

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Ad	Impressions	Clicks ▾	CTR ▾
● Enabled	1,516	104	6.86%



Google Ads Three Month Timeline

December

Becoming comfortable with keywords and observing ads.

January

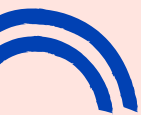
Removing and adding keywords, evaluate previously underperforming words, and observing ads

February

Evaluate and adjust ads, and observing ads.



The Highs and Lows



The Do's and Don'ts



Preparation

Set yourself up
for success.



Implementation

Analyze,
re-adjust, repeat.



Analysis

The lightbulb
moments.





Thank you



Any questions?

