Spring 2016 Google PEPY Project
April 15th, 2016

- Student International Business Council
- Largest student-run organization on campus
- Amidst 25th academic year
- Frank Potenziani

"Peace Through Commerce"

Project Leaders

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Marketing and Chinese
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Finance & Economics
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Marketing, Poverty Studies Minor

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2019

Finance and ACMS

Alexandra Robelo

2019

Finance, Sociology Minor

Yiling Zhou

2019

Accounting and Film

How can PEPY best use the tools provided by Google and create more creative and successful ad campaigns to improve its online presence?

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Objectives

Evaluate the success of PEPY ads and social media presence

Use Google Tools to PEPY's advantage

Recommend new strategies for PEPY's staff and future SIBC teams

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PEPY

PEPY Story

- Began in 2004
- "The PEPY Ride": Cycling adventure across Cambodia to contribute to education programs
- In 2005 raised funds to support a school-building project
- A few months later, the school was nearly empty
- Realized the need to invest in people, not in schools
- Program changed focus to youth leadership and enhancing employment capabilities

PEPY Philosophy

Vision
- A future where young Cambodians are empowered to pursue careers to improve the quality of their lives.
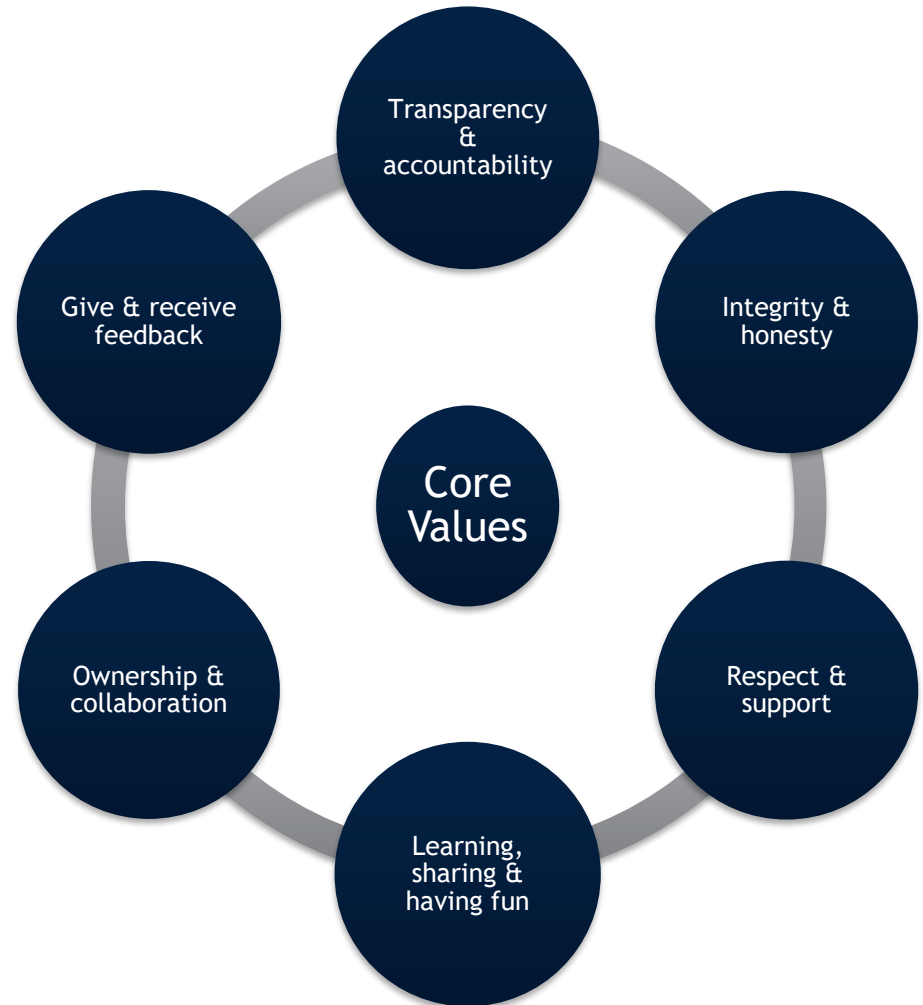
Mission
- To work with young Cambodians and connect them to the skills, opportunities and inspirations needed.

Key Goal
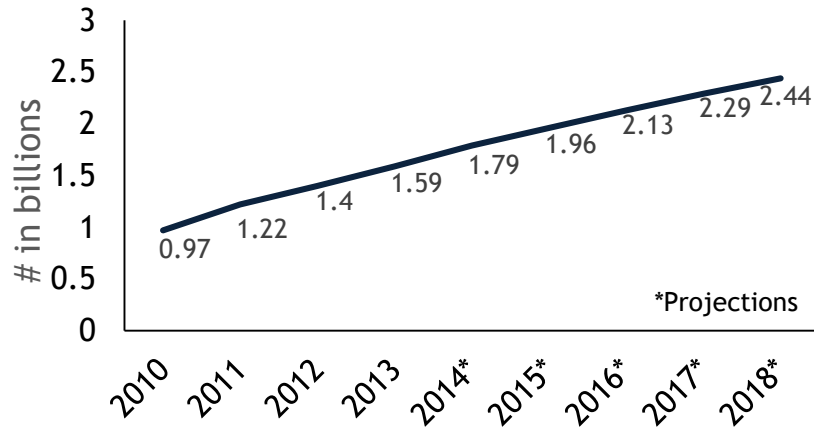- To increase the percentage of Kralanh graduates accessing skilled employment.

PEPY Core Values

Core Values

- Transparency & accountability
- Integrity & honesty
- Respect & support
- Learning, sharing & having fun
- Ownership & collaboration
- Give & receive feedback

NGO's and Social Media Overview

Number of Social Network Users Worldwide

Line chart, # in billions (y-axis) vs year (x-axis):
- 2010: 0.97
- 2011: 1.22
- 2012: 1.4
- 2013: 1.59
- 2014*: 1.79
- 2015*: 1.96
- 2016*: 2.13
- 2017*: 2.29
- 2018*: 2.44

*Projections

Similar Global NGOs

ACUMEN · brac · ALS ASSOCIATION #ALS Ice Bucket Challenge · CURE VIOLENCE · care · MEDECINS SANS FRONTIERES DOCTORS WITHOUT BORDERS

Social Media Landscape

- Share and Discuss
- Social Networks
- Publish

Leading Online Campaigns

Social Good & Social Gaming: Apps such as WeTopia that turn game points into monetary donations

Viral Marketing: Raise awareness and encourage donations through challenges spread amongst communities.

Rewarding Altruism: Offer prizes in return for helping promote a specific cause.

Global NGO's that effectively use social media have been able to make these platforms tools that increase awareness and drive action for their causes.
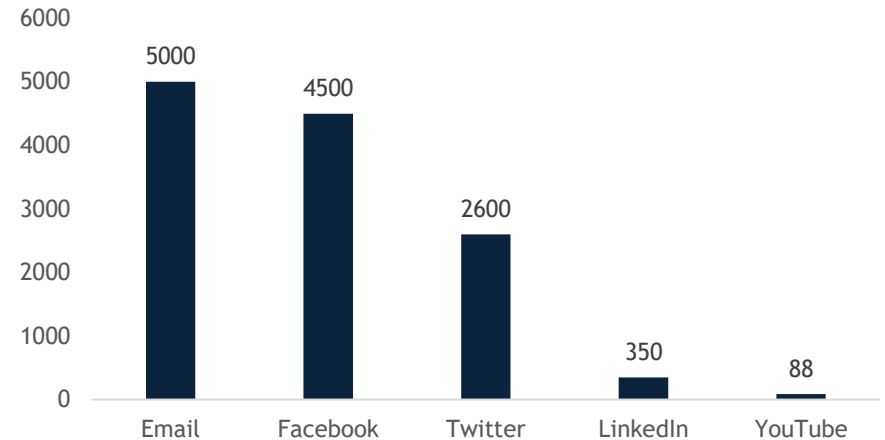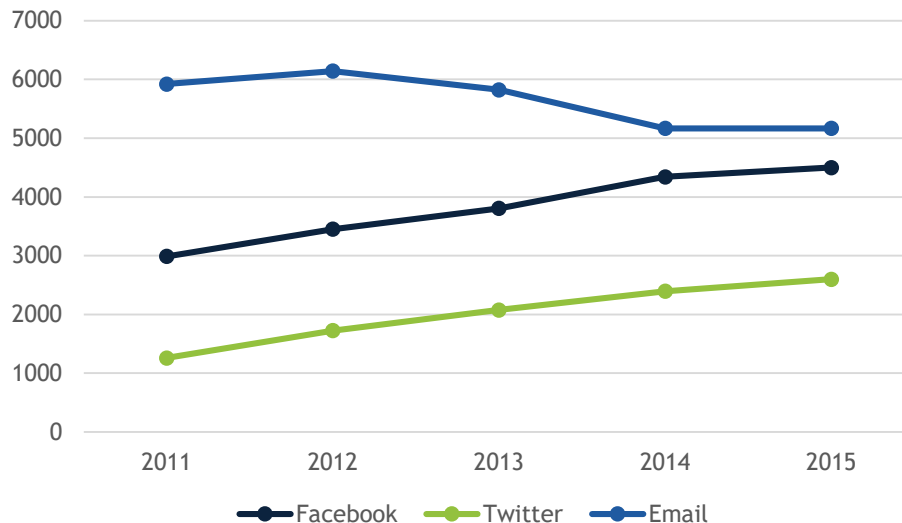
PEPY's Social Media Presence
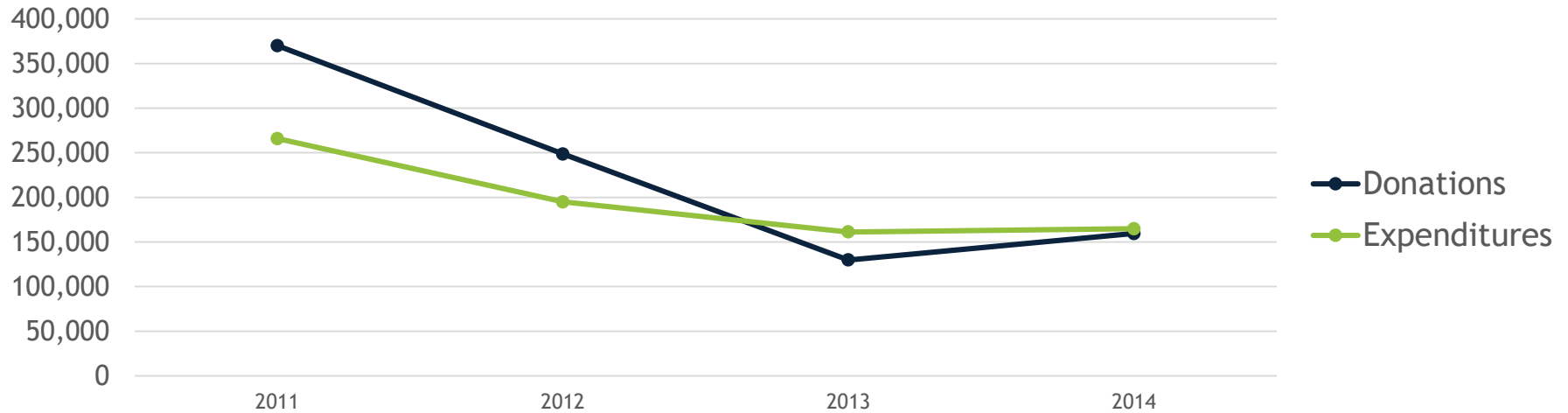
Social Media in Which PEPY is Present

4500+

350+

2600+

88+

5000+

Social Media Presence

Chart:
- Email: 5000
- Facebook: 4500
- Twitter: 2600
- LinkedIn: 350
- YouTube: 88

(Y-axis: 0, 1000, 2000, 3000, 4000, 5000, 6000)

Social Media

Line chart (2011–2015):
- Facebook: ~3000 (2011), ~3450 (2012), ~3800 (2013), ~4350 (2014), ~4500 (2015)
- Twitter: ~1250 (2011), ~1750 (2012), ~2050 (2013), ~2400 (2014), ~2600 (2015)
- Email: ~5900 (2011), ~6150 (2012), ~5800 (2013), ~5150 (2014), ~5150 (2015)

(Y-axis: 0, 1000, 2000, 3000, 4000, 5000, 6000, 7000)

Legend: Facebook — Twitter — Email

PEPY vs. Other NGOs Growth

	PEPY	Other NGOs
Facebook	9%/year	42%/year
Twitter	16%/year	37%/year
Email	-11%/year	37%/year

PEPY's Donations

Income vs Expenditures in Dollars

Legend:
- Donations
- Expenditures

2014 Funders

- 9% Social Media
- 30% Major Donors
- 61% Other
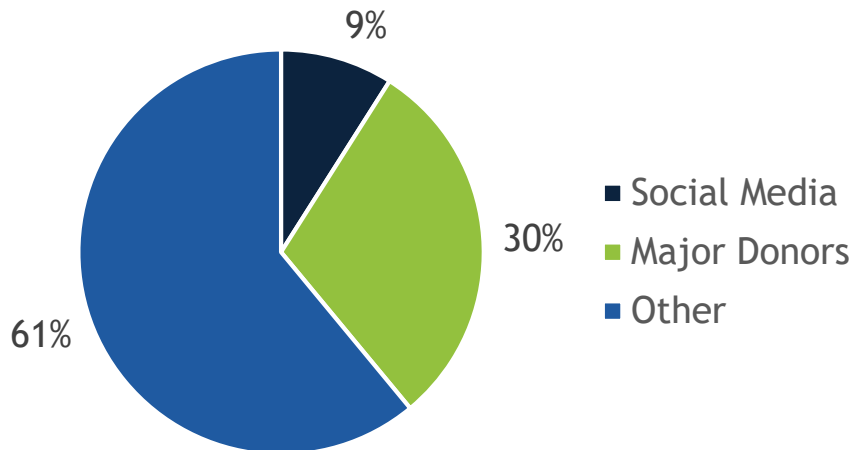
PEPY vs. Other NGO growth
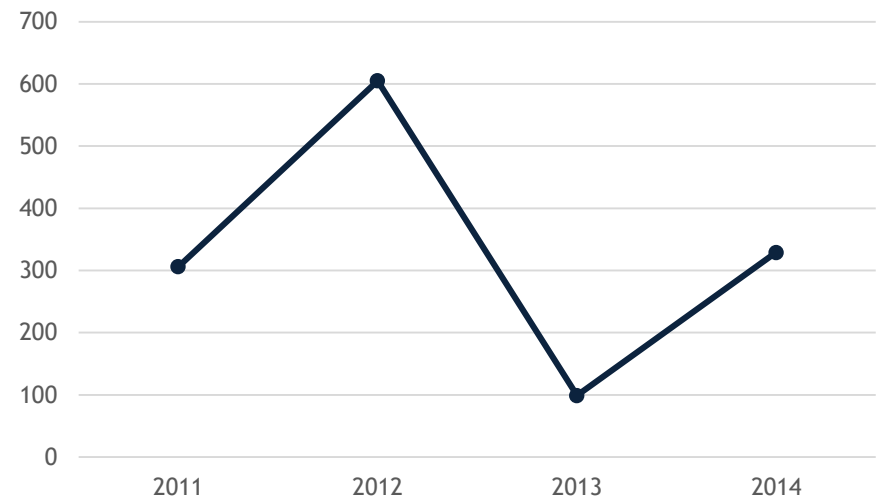
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Analytics Usage

Target Segments

Locate Weaknesses

Monitor Campaigns

User Flow in Webpage
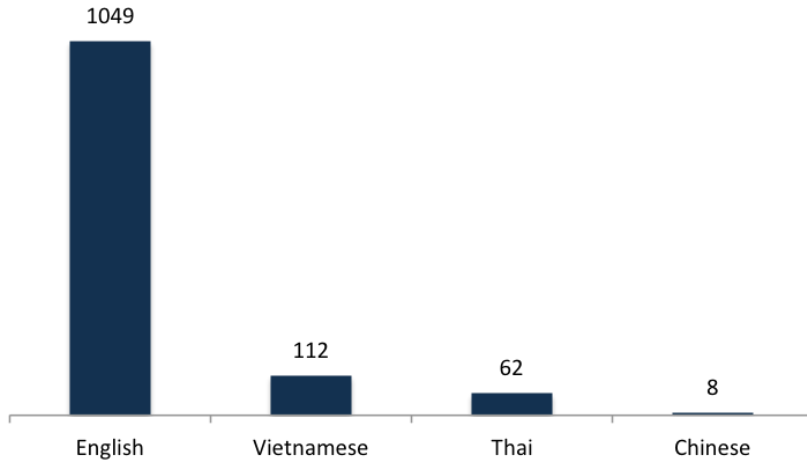

Source: Google Analytics
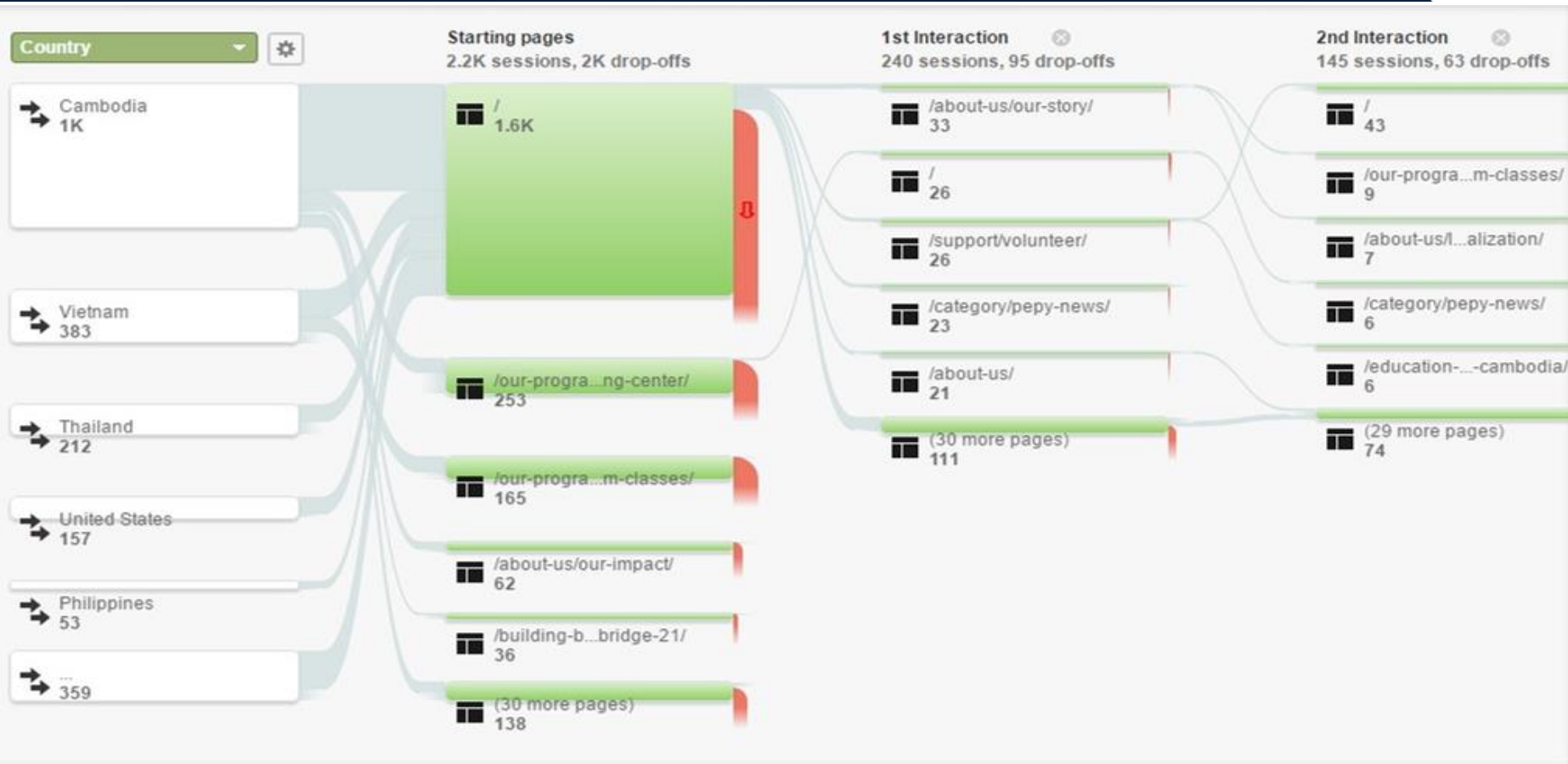
Most visitors begin at homepage and either exit or proceed to Our Story, Volunteer, PEPY News, and About Us pages. If users begin elsewhere on site, drop-off is much more likely.
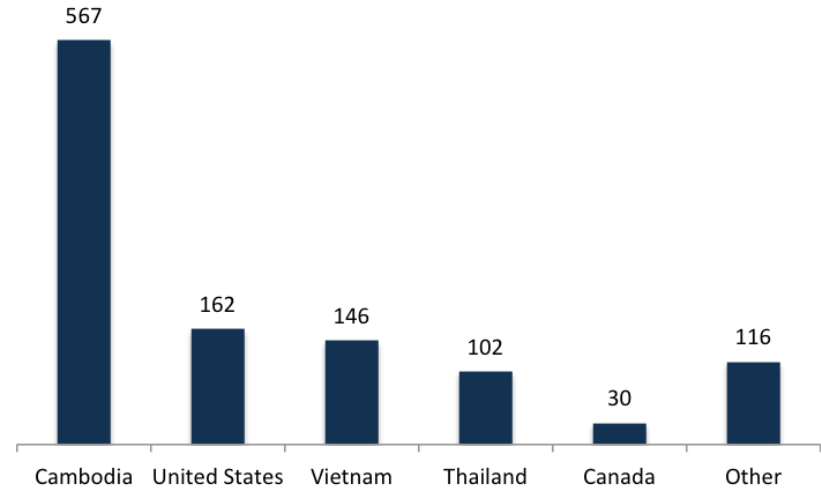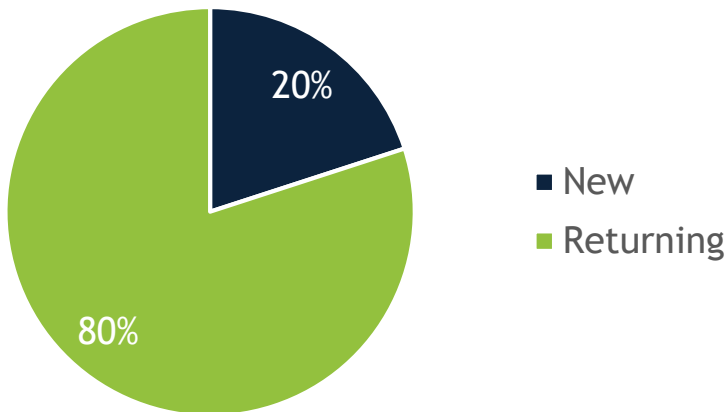
Demographics Overview Past Month

Language

English	1049
Vietnamese	112
Thai	62
Chinese	8

Amount of Visitors per Country

Cambodia	567
United States	162
Vietnam	146
Thailand	102
Canada	30
Other	116
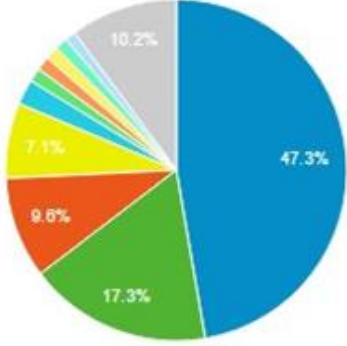
Returning vs. New Visitors

- 20% New
- 80% Returning

The vast majority of visitors speak English, despite the fact that most visitors live in Asian countries: Cambodia, Vietnam, and Thailand. Additionally, most visitors are new, instead of returning.

Traffic by Country, March 2016

Country	Sessions ▼ ↓	Sessions	Contribution to total: Sessions ▼
	2,208 % of Total: 100.00% (2,208)	2,208 % of Total: 100.00% (2,208)	
1. 🇰🇭 Cambodia	1,044	47.28%	
2. 🇻🇳 Vietnam	383	17.35%	
3. 🇹🇭 Thailand	212	9.60%	
4. 🇺🇸 United States	157	7.11%	
5. 🇵🇭 Philippines	53	2.40%	
6. 🇦🇺 Australia	29	1.31%	
7. 🇮🇪 Ireland	29	1.31%	
8. 🇬🇧 United Kingdom	28	1.27%	
9. 🇨🇦 Canada	26	1.18%	
10. 🇮🇳 India	22	1.00%	

Pie chart labels: 47.3%, 17.3%, 9.8%, 7.1%, 10.2%

Web traffic concentrates in Southeast Asia, and Cambodia makes up an even greater majority of pageviews (47.28%); however, views from Western countries (and potential donors) have decreased.

Age of PEPY Visitors Past Month

Age	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	279 % of Total: 21.18% (1,317)	**58.06%** Avg for View: 80.41% (-27.79%)	**162** % of Total: 15.30% (1,059)	**60.57%** Avg for View: 79.35% (-23.66%)	**2.57** Avg for View: 1.82 (40.71%)	**00:03:17** Avg for View: 00:01:26 (128.36%)
1. 18-24	**112** (40.14%)	56.25%	63 (38.89%)	57.14%	2.60	00:02:32
2. 25-34	**88** (31.54%)	53.41%	47 (29.01%)	60.23%	2.66	00:04:38
3. 45-54	**34** (12.19%)	52.94%	18 (11.11%)	61.76%	3.26	00:03:29
4. 35-44	**31** (11.11%)	80.65%	25 (15.43%)	64.52%	1.97	00:03:21
5. 55-64	**14** (5.02%)	64.29%	9 (5.56%)	78.57%	1.36	00:00:09

- The majority of visitors are between 18 to 34 years old.
- 18-24-year-olds are the largest segment.*
- 25-34-year-olds spend the longest time per session.
- Those aged 45-54 view the most pages per session.

*Our team probably skewed the data

Source: Google Analytics

Global Trend

1   314

1   1.044

We have experienced gains in most countries, especially the United States (110 to 157), Cambodia (314 to 1044), Thailand (59 to 212), and Australia (1 to 29).

Source: Google Analytics

New vs. Returning Visitors

December 1, 2015 - December 31, 2015

User Type	Acquisition	Behavior		
	Sessions ↓	Bounce Rate	Pages / Session	Avg. Session Duration
	758 % of Total: 100.00% (758)	91.16% Avg for View: 91.16% (0.00%)	1.27 Avg for View: 1.27 (0.00%)	00:00:30 Avg for View: 00:00:30 (0.00%)
1. New Visitor	688 (90.77%)	93.60%	1.18	00:00:14
2. Returning Visitor	70 (9.23%)	67.14%	2.23	00:03:04

March 1, 2016 - March 31, 2016

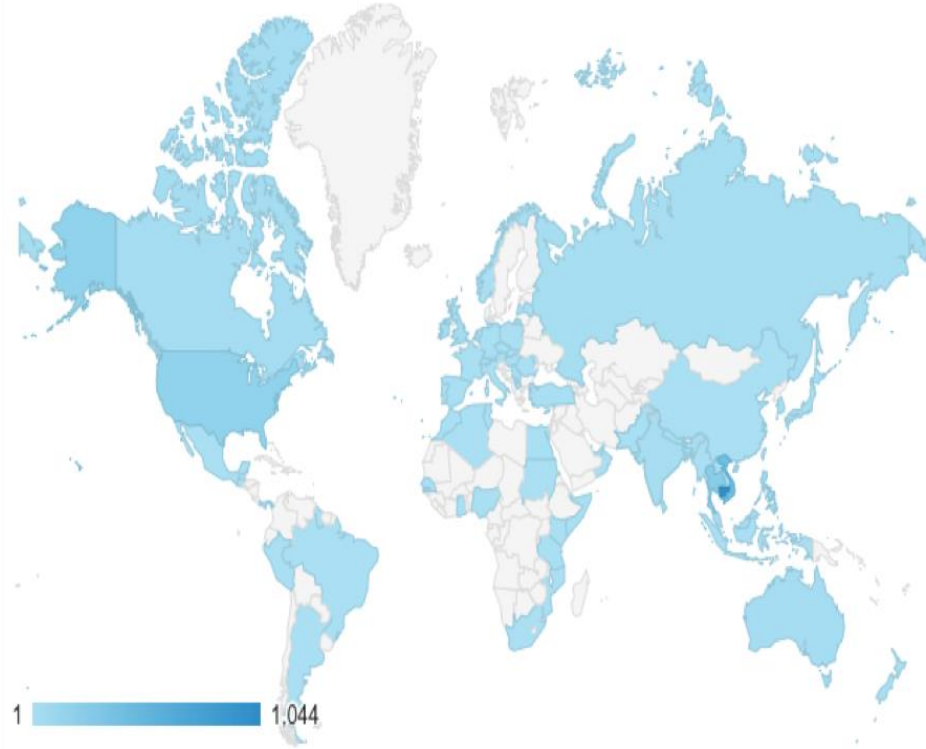| User Type	Acquisition	Behavior		
	Sessions ↓	Bounce Rate	Pages / Session	Avg. Session Duration
	2,208 % of Total: 100.00% (2,208)	85.24% Avg for View: 85.24% (0.00%)	1.52 Avg for View: 1.52 (0.00%)	00:00:52 Avg for View: 00:00:52 (0.00%)
1. New Visitor	1,877 (85.01%)	88.01%	1.39	00:00:30
2. Returning Visitor	331 (14.99%)	69.49%	2.26	00:02:57

From Fall 2015 to Spring 2016:
- New visitor average session duration more than doubled.
- Total number of sessions almost tripled.
- Returning visitor average session duration minutely decreased.
- Bounce rate decreased by 6.5%.
- Pages viewed per session increased for both new and returning visitors.

Source: Google Analytics

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Google Ad Campaigns

Fall 2015

Cambodian Development
Support community development.
Get involved, make a difference!
pepyempoweringyouth.org/

Community Development

Developing Cambodia
Help improve Cambodia's community.
Give a child a bright future.
pepyempoweringyouth.org/

Community Development

PEPY Empowering Cambodia
Help youth reach their potential
and achieve their dreams.
pepyempoweringyouth.org/

Empowering Youth

Support Cambodian Youth
Help empower those in need.
Every Donation Matters!
pepyempoweringyouth.org/

Empowering Youth

Embrace Cambodia's Future
Support youth by improving their
Cambodian Communities. Learn more!
pepyempoweringyouth.org/

Community Development

Spring 2016

Help Students Achieve
Make Cambodia's Future Brighter.
Scholarships for Young Leaders.
pepyempoweringyouth.org

Scholarship and Education

Aid Cambodian Education
Provide an Academic Scholarship
Empower and Inspire Youth
pepyempoweringyouth.org

Education and Empowerment

Educate Cambodia's Future
Provide the Gift of Knowledge.
Help PEPY Today!
pepyempoweringyouth.org

Scholarship and Education

Empower Cambodian Youth
Help Educate The Next Generation
Make their Dreams a Reality
pepyempoweringyouth.org

Education and Empowerment

Empower Youth.
PEPY Cambodia.
Educate a Child. Build a Community.
pepyempoweringyouth.org

Scholarship and Education

While both projects focused on empowerment, last fall focused on community development whereas this semester focused education and scholarship.

Google Ads

Scholarships → Education → Youth Empowerment

Help Students Achieve
Make Cambodia's Future Brighter.
Scholarships for Young Leaders.
pepyempoweringyouth.org

Educate Cambodia's Future
Provide the Gift of Knowledge.
Help PEPY Today!
pepyempoweringyouth.org

Empower Youth.
PEPY Cambodia.
Educate a Child. Build a Community.
pepyempoweringyouth.org

Ad Keywords

youth in cambodia	youth empowerment	youth education	youth cambodia	university	students
scholarship	nonprofit	NGO	khmer	empowering youth in cambodia	education
donation	cambodian organizations	cambodian education	cambodian youth action	cambodia youth	cambodia

Sources: Google AdWords

23

Results

Our Campaign

Ad	Clicks	Impr	CTR
Aid Cambodian Education Provide an Academic Scholarship Empower and Inspire Youth	14	1,962	0.71%
Empower Cambodian Youth Help Educate The Next Generation Make their Dreams a Reality	9	573	1.57%
Help Students Achieve Make Cambodia's Future Brighter Scholarships for Young Leaders	66	8,417	0.78%
Educate Cambodia's Future Provide the Gift of Knowledge Help PEPY Today!	12	1,491	0.80%

Quality Score By Keyword

Bar chart values:
- Cambodia: 5
- NGO: 6
- khmer: 1
- empowerment program: 5
- Cambodia youth: 5
- empowering youth: 5
- university: 1
- youth education: 6
- students: 3
- Cambodian organizations: 6
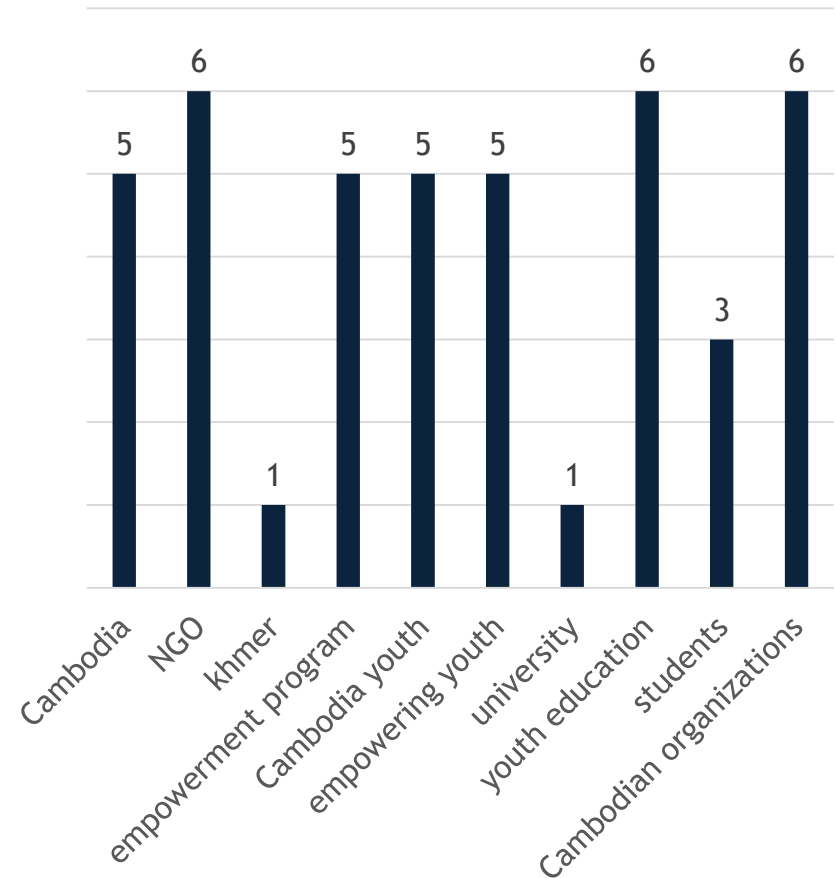
Specific terms lead to a higher CTR, making the ad more relevant.

Effectiveness

Keywords

Specific phrases	PEPY-related terminology

↓

CTR

Effective impressions	Increase relevance

↓

Quality Score

Lower CPC	Higher rank and position
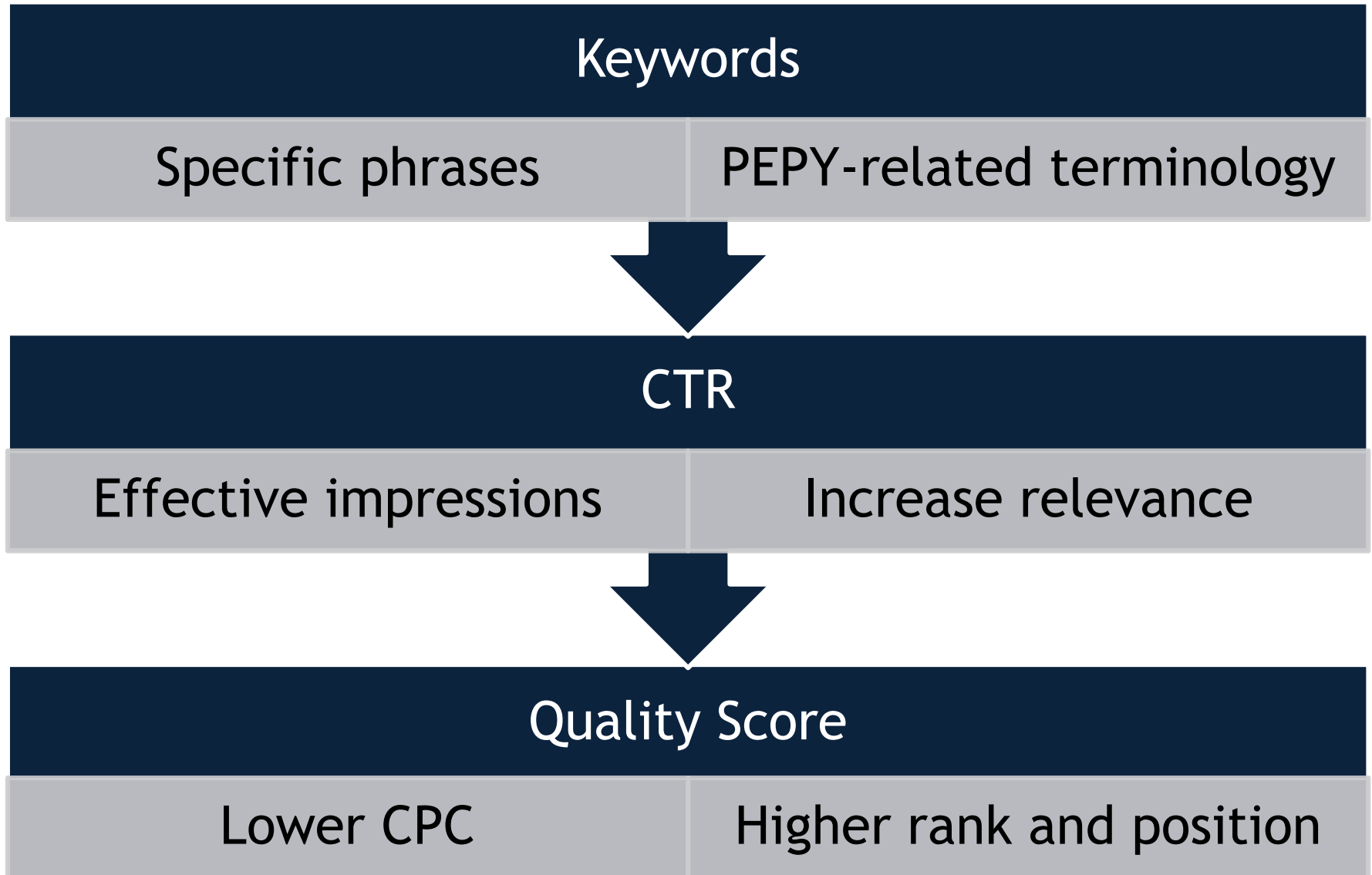
Results

New Sessions and Bounce Rate

	Acquisition			Behavior		
	Sessions ↓	**% New Sessions** ↓	**New Users** ↓	**Bounce Rate** ↓	**Pages / Session** ↓	**Avg. Session Duration**
	1,308	80.73%	1,056	79.51%	1.82	00:01:26
1 ■ Paid Search	768			92.84%		
2 ■ Organic Search	300			59.33%		
3 ■ Direct	126			57.94%		
4 ■ Social	65			63.08%		
5 ■ Referral	49			71.43%		

Although paid searches provide the greatest amount of new visitors to the site, these visitors are not staying on the site.

SEO Problem

pepy

All | News | Images | Videos | Maps | More ▾ | Search tools

About 360,000 results (0.38 seconds)

PEPY Cambodia - Education programs and community ...
pepycambodia.org/ ▾
A Better Future for Cambodia; The Vision of **PEPY** Cambodia ...more ... The **PEPY** Ride 2009 | Privacy/Terms and Conditions | Phone: +855-17-737-519 | Email: ...

PEPY Tours - Adventurous living. Responsible giving.
pepytours.com/ ▾
Responsible travel experiences that integrate sightseeing and cultural immersion with experiential learning opportunities, all the while raising money to support ...
Student Study Trips - The Learning Service Movement - Blog - For Participants

PEPY Empowering Youth - Education programs and ...
pepyempoweringyouth.org/ ▾
Education programs and community development programs in Cambodia, facilitated by **PEPY**.

When googling "PEPY," the old website is the main hit.

This is an inherent problem with PEPY's SEO, as the old website does not work.

This problem must be addressed to yield more visitors to PEPY's site

Top Keywords

Keyword	Ad group	Status ?	Max. CPC ?	Clicks ?	Impr. ?	CTR ? ↓
Total - all campaign ?				103	12,936	0.80%
education	Scholarship and Education	Below first page bid First page bid estimate: $2.41	$2.00	3	95	3.16%
empowering youth	Education and Empowerment	Eligible	$2.00	1	51	1.96%
cambodia	Scholarship and Education	Eligible	$2.00	1	58	1.72%
Cambodia	Education and Empowerment	Eligible	$2.00	2	145	1.38%
education	Education and Empowerment	Below first page	$2.00	8	703	1.14%

We chose keywords based results that yielded the highest CTR rate.

SWOT Analysis of PEPY

Strengths

- Paid ads acquired 85% of visitors
- Returning visitors spend more time
- Awareness growing
- Wide geographical and linguistic diversity

Weaknesses

- High bounce rate
- Low returning visitor rate
- Visit duration under 10 seconds
- Twitter and LinkedIn fail to produce referrals

Opportunities

- Expansion in social media
- Increase awareness
- Increase ads on mobile devices
- Improve PEPY website user experience

Threats

- Competition
- Political instability threatening growth
- Laws on Associations and Non-Governmental Organizations

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AdWords Improvement

Reasons for Ineffective Ads

- 100% of ad's landing pages (PEPY's website) are not mobile friendly

- Some keywords are not triggering ads due to low Ad Rank

- Some keywords are not triggering ads due to low search volume

Google Developers Mobile Friendly Test

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Mobile viewport not set
- ✗ Links too close together
- ✗ Content wider than screen

For details on which parts of the page are affected by these usability issues, see Pagespeed Insights.

How Googlebot sees this page

By creating a more effective list of keywords, raising bids on certain keywords, and ensuring that ads link to a mobile-friendly site, PEPY will see an increase in both clicks and overall impressions.

PEPY Website Improvement

Main Website

- More engaging content on homepage
- Language-friendly for international visitors, especially Khmer
- "Donate" button more notable
- Available on mobile devices

Donation Page

- Make the donation page more visually appealing
- Include Facebook and Instagram ad ideas on the page
- Include a thank-you video on the page
- Make the page available on mobile devices

About Us Page

- Concise mission statements instead of long paragraphs
- Make it easy to understand what PEPY is
- More visually appealing

There are direct links to PEPY's Main Website, Donation Page and About Us Page on Facebook and Instagram ads, so we suggest future SIBC group mainly improve these three online pages.

Source: PEPY

Google Grant and Social Media Usage

How Google grant can best be utilized:

- Promote social media posts on all platforms
- Budget to create higher quality YouTube videos to gain subscribers/interest
- Buy domain to make new website for campaign
    - Make website and donation page mobile friendly

Facebook page
- Wide range of users – campaign will reach individuals of all ages
- Can make longer, more thorough text posts
- Can easily link to other sites (i.e. donation page)

Twitter account
- PEPY has a strong presence
- Use of hashtag can increase hits
- Tweets can be easily shared/promoted and can be monitored for views/likes/etc.

YouTube channel
- Provides video information about campaign
- Annotation and Cards allow easy access to links (i.e. donation page)
- Viewers can "support this channel" directly if feature is enabled

Instagram account
- Allow easy sharing/posting of support for campaign (people participating, etc.)
- Use of hashtag can increase hits
- Link to donation page can be added to caption/profile

By using a variety of social media platforms, campaigns can gain momentum and popularity, increasing both awareness of the cause and funds for PEPY.

YouTube and Instagram Emphasis

YouTube

- Over 1 billion users (over 1/3 of Internet users)
- 80% of YouTube views are from outside of the U.S.
- Can be navigated in 76 languages
- Amount of hours people spend on YouTube is up 60% and rapidly growing
- Number of people on YouTube per day is up 40% since March 2014
- Number of advertisers running ads on YouTube is up more than 40%
- Average spend per advertiser is up over 60%

Instagram

- Over 300 million active users
- 70% of Instagram users are from outside of the U.S.
- Posts generate a 4.21% follower-engagement rate
  - Average engagement per post has grown by over 416% in 2 years
- 52% of marketers are planning on increasing their use of Instagram in the next year
- Ad recall from sponsored posts on Instagram is 2.9x higher than Nielson norms for online ads

Creating an Instagram account and enhancing current YouTube channels, as well as creating ads for both platforms, will greatly increase PEPY's social media presence, consequently increasing donations.

Ad Campaign Rationale

Avoid Ego → Focus on the Work → Do Not Showcase the Poverty

PEPY's Voice

Rationale Behind the Ads

Factors that lead to successful campaigns:

1. Triggers: Cues that get people to think about an object, product or organization

1. Emotional Resonance: Ads with emotional components are more likely to resonate

1. Calls to Action

Facebook Campaign

PEPY Success Stories

- PEPY's Facebook page showcases a section of PEPY's website that features success stories
- Showcases scholarship students and their stories

Humans of New York

- Simple pictures of everyday New Yorkers with captions that tell a funny story, life lesson, or random fact about that person's life
- Why is it so popular? Poignant, simple, real

Sources: Contagion, PEPY, Humans of New York

The average American spends $100 dollars on coffee a month.
In Cambodia, that is the cost of transporting 2 children to school for 4 years.

Learn how you can make a difference at http://pepyempoweringyouth.org/about-us/

The average American spends $1,200 dollars on fast food a year.
In Cambodia, that is the cost of 2 years of education fees.

Hear more when you search for PEPY Empowering Youth on YouTube.

Instagram Campaign

Facebook Campaign

PEPY Success Series

PEPY Empowering Youth
April 3 at 5:00am · 🌐

As part of our Success Series, we're pleased to introduce you to Chanra!

Success Series: Meet Chanra! - PEPY Empowering Youth

Chanra is a PEPY Empowering Youth Scholarship student from the third intake. She is currently studying Accountancy at the Vanda Institute in Siem Reap, and…

PEPYEMPOWERINGYOUTH.ORG

👍 Like   💬 Comment   ➤ Share

Humans of New York

Humans of New York
March 6 · New York, NY, United States · 🌐

"I want to be an engineer because you get to mess around with technology and help people. But first I need to get better at long division. One thing I'd like to do is make cheaper prosthetics for people in the army. One day I was bored so I googled them and saw that they cost $3500. Maybe I can make them the same way but with recycled materials."

👍 Like   💬 Comment   ➤ Share

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- Social media growth
- PEPY's social media presence

Google Analytics' Findings
- Main page inefficiency

PEPY's Google AdWords Insights
- Education and scholarship focus

Recommendations
- Website restructuring and social media campaigns

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Appendix 1 - Definitions

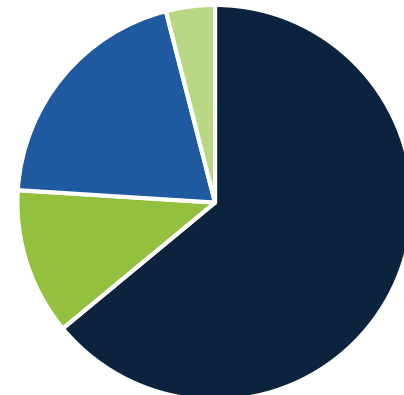|	
Click Through Rate	• The percentage of visitors who arrive at the website by clicking on a link.
Impressions	• How frequently an ad is displayed.
Bounce Rate	• The percentage of visitors who leave the website after only seeing one page.
Pageviews	• The complete amount of pages viewed.
Amount of sessions	• The total amount of interactions with the website.
Frequency	• The amount of repeat visits.
Recency	• The amount of days passed since a repeat visitor's last visit.
Session Duration	• The time spent on the website for one session.
Page Depth	• The amount of pages viewed during one session.
Engagement	• A report that contains both Session Duration and Page Depth to the total amount of Sessions and Pageviews.

Appendix 2 - SEO

Search Engine Optimization (SEO):

- Process of *maximizing visitors* to a particular website by **ensuring** that the **site appears high on the list of results** returned by a search engine

- Encompasses both the **technical** and **creative** elements required to improve rankings, drive traffic, and increase awareness in search engines

- Primary search results are shown and ranked **based** on what the **search engine considers most relevant** to users

SEO Success Factors

Content

Social

Archit-ecture

SEO

Links

HTML

Trust
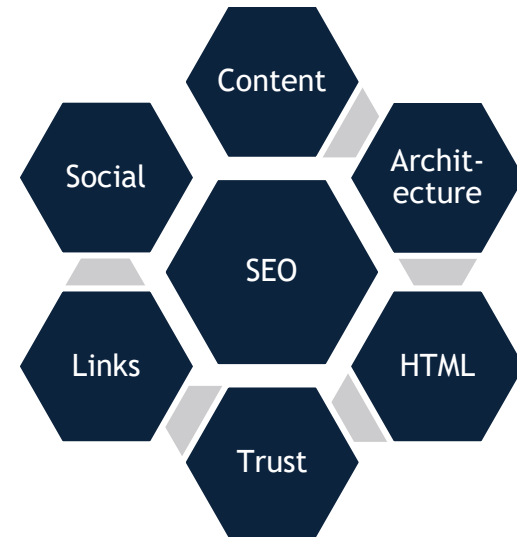
Search Engine Market Share 2015

- Google
- Yahoo!
- Bing
- Other