

DIGITAL MARKETING AUDIT AND ADVERTISING CAMPAIGN PROPOSAL



*Flavia De Souza, Hannah Wang, Kyle Kao,
Reetika Srivastava, Vijay Aakash Nemakal*

MSMI 605 - Digital Marketing
Spring 2023
March 8 2023



BOYS & GIRLS CLUBS
OF NORTH SAN MATEO COUNTY



UNIVERSITY OF
SAN FRANCISCO

MEET THE TEAM



Hannah Wang
(Point of Contact)



Flávia De Souza



Kyle Kao



Reetika Srivastava



Vijay Aakash Nemakal

AGENDA

1

DIGITAL AUDIT
FINDINGS

2

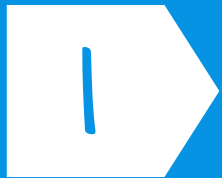
AD CAMPAIGN
RESULTS

3

KEY
RECOMMENDATIONS

4

CONCLUSIONS



DIGITAL AUDIT FINDINGS



DIGITAL AUDIT FINDINGS



Website

- ❖ Navigation improvement
- ❖ Lack of CTAs
- ❖ Broken links
- ❖ CLS



Search Engine

- ❖ Long-tail keywords
- ❖ Low visibility
- ❖ Backlink



Social Media

- ❖ Presence
- ❖ Child oriented
- ❖ Link to Donation
- ❖ Confusion content



Email

- ❖ Approachable form
- ❖ Easier registration
- ❖ Newsletter



Website

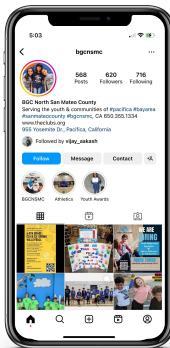
- Catchy website URL for memorize (<https://theclubs.org/>)
- ✓ ● Clear menu bar & Slideshows
- Responsive web design (RWD)
- Difficult access to find “Registration” option for parents.
- Non intuitive navigation in Volunteer Page.
- CTAs improvement
- ✗ ● Image size slowing down loading speed
- Broken internal links and adding attributes on outgoing external links
- Cumulative Layout Shift (CLS) improvement



SEO

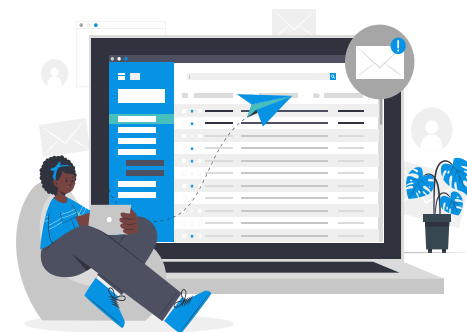
- ✓ ● Long-tail keywords helps SEO
- Backlinks provide authenticness
- Low visibility
- ✗ ● Content could be further optimized to target relevant keywords

Social Media



- ✓ Children-oriented contents bring brand identity
- ✓ Consist link to donation
- ✓ Inconsistent presence
- ✗ Not accurately depict lead to confusion
- ✗ Conversion improvement

Email



- ✓ Approachable by not requesting too much personal info
- ✓ Nice touch of sign up confirmation email
- ✓ First email newsletter sooner after signup
- ✓ Make registration form easier to find to attract a larger following
- ✗ Create a subheader on the registration form - it generates excitement
- ✗ Remove or re-order the Email List options to make General Interest registrations more seamless

2

AD CAMPAIGN RESULTS



FACEBOOK AD SAMPLES



MSMI Insights 2023

Sponsored · 🌐

Nurturing futures, building brighter tomorrows. Join us and make a difference in your community today!

**BE A
MENTOR,
ROLE MODEL,
SUPPORTER.**

**VOLUNTEER
OR DONATE**



BOYS & GIRLS CLUBS
OF NORTH SAN MATEO COUNTY

GREAT FUTURES START HERE.

THECLUBS.ORG

Shape Futures with Us

Visit our site!

Sign up



A/B
TEST



MSMI Insights 2023

Sponsored · 🌐

A little goes a long way in the lives of our youth. Your donation or service can support kids to reach their full potential.

**YOUR
TIME AND
GENEROSITY
CAN CHANGE
A LIFE.**





THECLUBS.ORG

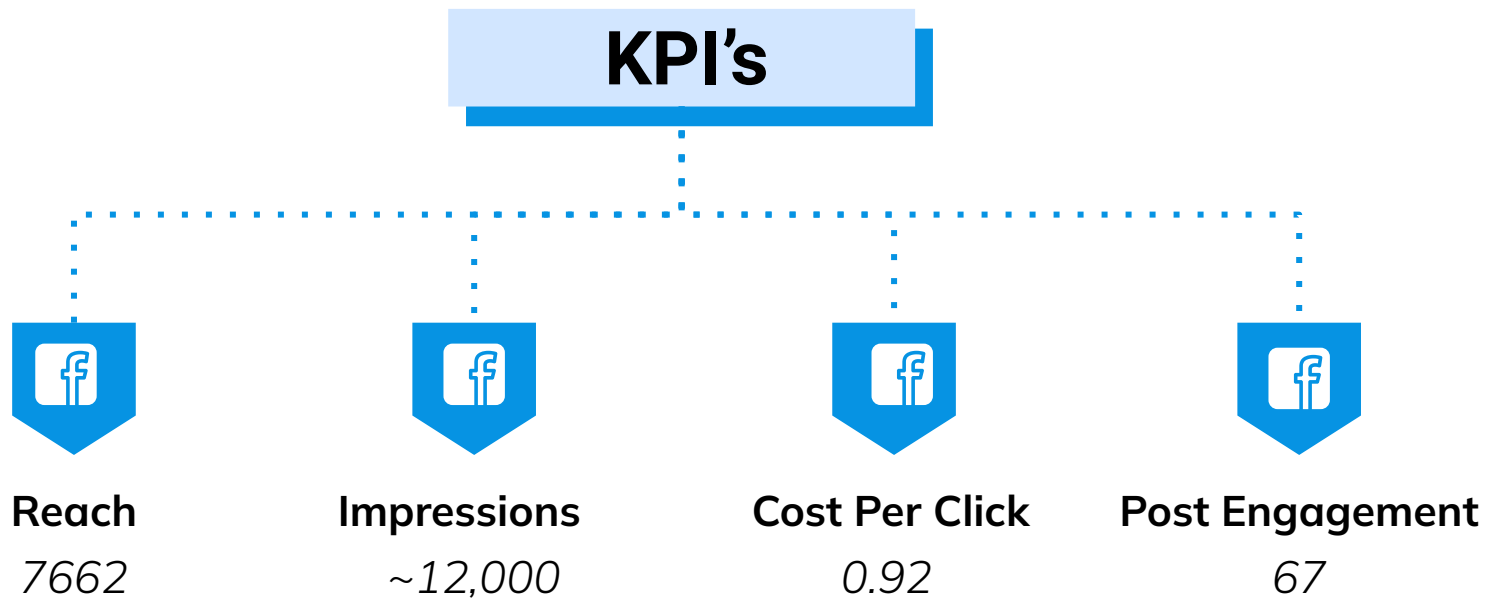
Shape Futures with Us

Visit our site!

Sign up



Ad	Significant	Results	Reach	Impressions	Cost per result	Ends	CPC (All)	Page engagement
 Sign Girl		54 Link clicks	6,572	9,750	\$0.85 Per Link Click	Mar 7, 2023	\$0.55	57
 Be a Mentor		9 Link clicks	2,026	2,426	\$1.34 Per Link Click	Mar 7, 2023	\$0.81	10
Results from 2 ads ⓘ		63 Link clicks	7,662 Accounts Center acco...	12,176 Total	\$0.92 Per Link Click		\$0.59 Per Click	67 Total



TAKEAWAYS FROM THE CAMPAIGN

1

STRENGTHS

- Ad reached over 6000 unique users
- Displayed nearly 10k times
- Achieved desired outcome at low cost (CPC: .85)
- Ad was resonating with the audience (57 engagement)

2

WEAKNESSES

- Ad frequency (1.48)- high, users may have seen the ad many times
- Ad only ran for 6 days
- Ad may not have reached the right audience , broad targeting

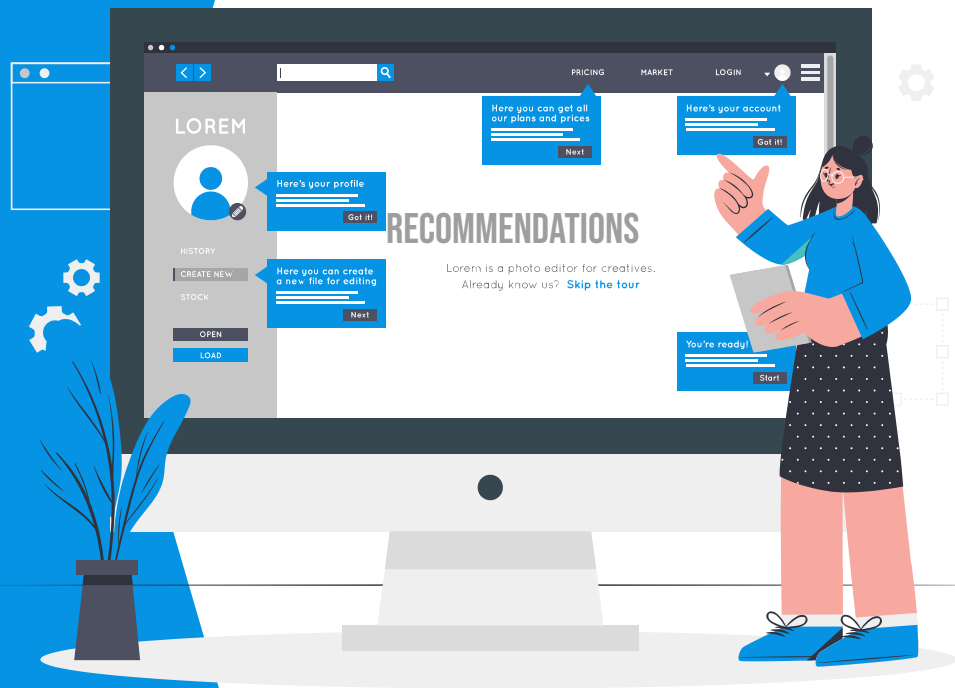
3

LIMITATION

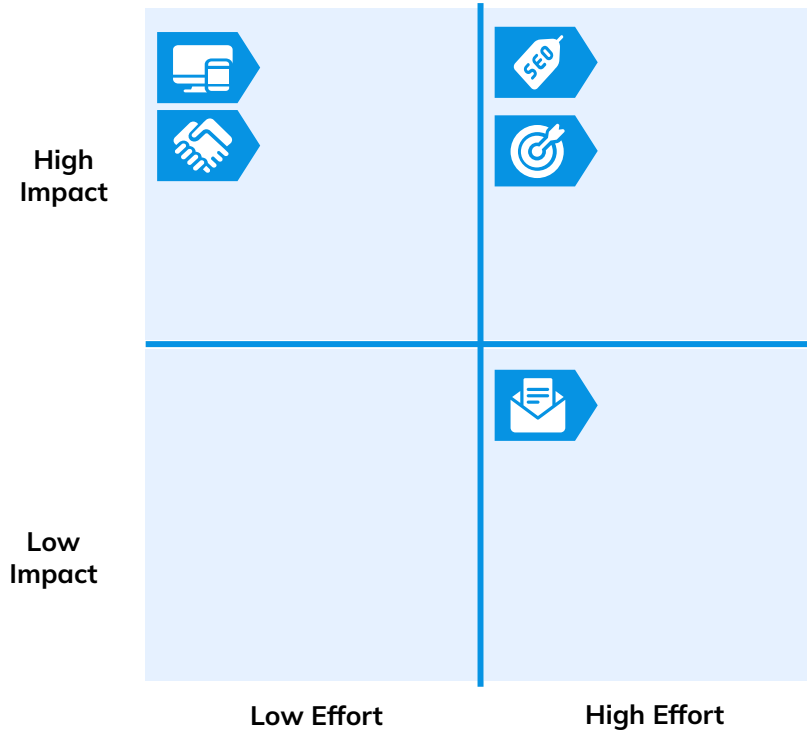
- Ambiguity of the website, website should have this section very much visible to the audience






3

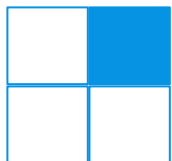
KEY RECOMMENDATIONS



RECOMMENDATION OVERVIEW



-  Keywords and backlinks for SEO
-  Social media revamp
-  Compelling email newsletters
-  Website look and feel
-  Precise targeting for ad campaigns



High impact, high effort



KEYWORDS AND BACKLINKS FOR SEO

A STRONG SEO STRATEGY WILL DRIVE TRAFFIC AND GROWTH

Improve relevant keywords to increase visibility of website

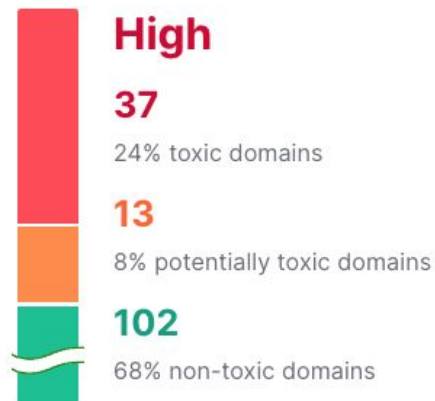
- Website currently does not rank on first page for relevant searches
- Recommendations – “Youth programs near me,” “Volunteer programs for youth”

Work on getting organic backlinks – other pages linking to your website

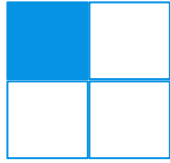
- If website is more visible to other people, then more people will link to it
- Backlinks will further improve page ranking

Backlink Audit *i*

Overall Toxicity Score *i*



[View full report](#)



High impact, low effort

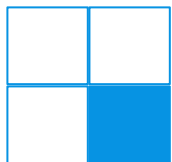


SOCIAL MEDIA REVAMP

SMALL TOUCHES FACILITATE A POSITIVE FIRST IMPRESSION

- **Change to a business account**
- **Polished and consistent posts**
 - *Use a consistent color scheme between images*
 - *Schedule posts regularly and based on algorithm*
- **Professional profile header**
 - *Change to a more intuitive username*
 - *Use Linktree to create a landing page for all links*
 - *Make the Club logo the profile picture, so the page looks “real”*





Low impact, high effort



COMPELLING EMAIL NEWSLETTERS

USE REGULAR EMAILS TO KEEP CURRENT AND POTENTIAL DONORS EXCITED ABOUT THE BOYS & GIRLS CLUB

- Make emails visually appealing and focused on telling a story
- End with a clear call to action
- Email content ideas:
 - *Month in review*
 - *Interview a child/showcase their work*
 - *Donor impact stories*
 - *Staff member bios*
 - *Photos from daily activities*

Black Friday, Cyber Monday.

#GIVINGTUESDAY™

November 28, 2017

We're just three weeks away from the biggest day to give back of 2017 - #GivingTuesday

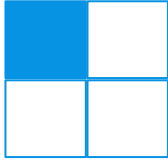
On last year's #GivingTuesday, you helped the Firefighters for Operation Warm **raise over \$60,000** to provide even more brand-new coats to kids just in time for the holidays! This year, we have a lot planned to help even more children receive a gift of hope, happiness and warmth!

Make sure to save the date, November 28th, on your calendar and stay tuned for more information!

Add to Google Calendar

Add to Outlook Calendar





High impact, low effort

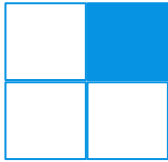


WEBSITE LOOK, FEEL, AND NAVIGATION

REDUCE LOADING SPEEDS, INSPIRE TRUST, AND MAKE IT EASIER TO FIND WHAT YOU ARE LOOKING FOR

- **Smaller and clearer images**
 - *Will help with loading speeds*
 - *Blurry images*
- **Make navigation for key conversion easier**
 - **Compelling CTAs** *improvement*
 - **Volunteer signup** – *Provide more details besides the form*
 - **Donations** – *Get rid of drop-down, or add a “Donate Now” button*
 - **Email newsletter signup** – *Use a pop-up*
 - **Register a child** – *Make a separate tab on the navigation bar*





High impact, high effort



PRECISE ADVERTISING TARGETING

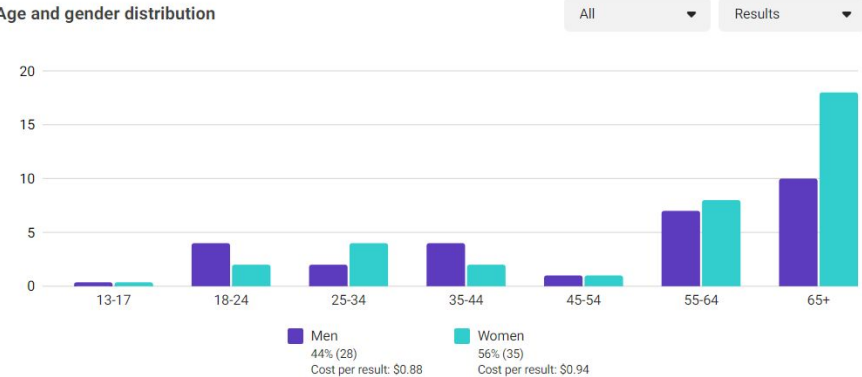
HAVING A CLEAR GOAL IN MIND WILL HELP DIRECT MARKETING CAMPAIGNS TO THE RIGHT AUDIENCES

Who viewed the ads on Facebook?

- *Primarily older generations/seniors*
- *Primarily women*

Can tailor targeting by platform:
Facebook for older generations,
LinkedIn for corporate sponsors, etc.

Age and gender distribution



4

CONCLUSIONS



IMPLEMENTATION ROADMAP



TARGETING

Understand who you are trying to reach

Phase 1



SOCIAL MEDIA



WEBSITE



SEO



EMAIL

Continue engaging the community

Phase 3

Attract new visitors and greet them with a positive first impression

Phase 2

Thanks!

Do you have any questions?

Feel free to connect with Hannah:
hmwang@dons.usfca.edu



REFERENCES

Boys & Girls Club of North San Mateo County. <https://theclubs.org/>

Semrush Report. *Domain Overview (Desktop) theclubs.org*. Semrush Report. Retrieved March 7, 2023.
<https://drive.google.com/file/d/1usqSCrd1yv5FRY1pYjZLtN0siZ9qJ4fB/view?usp=sharing>

Semrush Report. *Organic Research: Positions (Desktop) theclubs.org*. Semrush Report. Retrieved March 7, 2023.
https://drive.google.com/file/d/1eeOIZX_0gAHhISbqMBv9lwNBqTD4edzW/view?usp=sharing