



Ad Grants

Nonprofit Marketing Immersion

Post-Campaign Report



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Executive Summary

What are your key takeaways or learnings from this project?

- 1 It's difficult to find many keywords related to niche topics
- 2 It's important to create campaigns coherent with the landing page
- 3 It's important to differentiate keywords in different AdGroups and campaigns
- 4 It's better to focus on "awareness" instead of "donation action"
- 5 Setting up conversion tracking is essential to monitor the achievement of goals and to use better bidding strategies
- 6 To get better results search advertising is not enough: it's necessary to create a coherent online marketing strategy

Marketing Goals Review

How did we perform against our goals from the Pre-Campaign Report?

Create Awareness

- The monthly number of users didn't change a lot: 2116 users
- The average session duration of returning visitors is higher (from 00:02:21 to 00:03:03) pointing out a better engagement of the audience.

Increase Donations

- We are not able to track 5x1000 donations since they are not made on the website

Promote Events

- The campaign we developed didn't bring great results, however the most visited pages in the last month on AIMA's website are related to upcoming events, probably thanks to word of mouth and email promotions.

Campaign Recap & Analysis

	<i>Awareness</i>	<i>Eventi</i>	<i>5x1000</i>
What went well?	This campaign has become the second best on the account and led to a conversion	One AdGroup got some impressions	It's better than the previous attempt that got 0 impressions
What could have gone better?	Only one of the 3 AdGroups has good performance	The performance is bad, the topics are too specific	The performance is bad, there is high competition regarding this topic
METRICS 5 May - 5 June	Clicks= 27 Impressions= 269 CTR= 10,04% CPC= 0,54 USD 1 conversion	Clicks=1 Impressions=44 CTR= 2,27% CPC=0,07 USD	Clicks= 1 Impressions= 26 CTR= 3,85% CPC= 1,91 USD

Performance Metrics Review

How did we perform against our goals from the Pre-Campaign Report?

	Goal	Pre 1 March- 1 April	Post 5 May-5 June	Pre/Post Change Rate %	Goal Achieved? (Yes/No)
Clicks/Traffic	150	73	81	+ 10,96%	No
CTR %	12%	7,63%	7,96%	+ 4,32%	No
Conversion Rate	>0%	0%	1,23%	-	Yes
Impressions	-	957	1.017	+ 6,27%	-
CPC	-	0,41€	0,43€	-	-

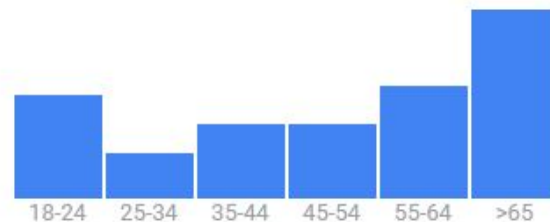
Demographics review

Gender

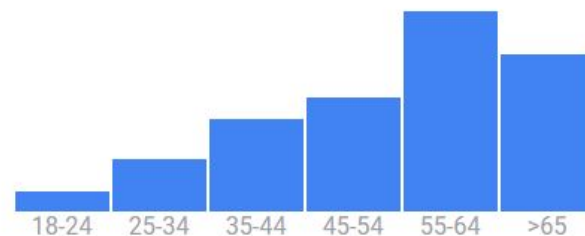
1 March- 1 April



Age



5 May-5 June



Marketing Goal Achievement & Social Impact

1 Explain how your Ad Grants campaigns had an impact in supporting the nonprofit's mission.

- We helped setting up Google Tag Manager for conversion tracking
- We introduced the use of Google Optimize to improve the landing pages
- We created examples on how to run a more efficient campaign and how to better structure the account

2 What would you advise the nonprofit to change in the future to better accomplish their digital marketing goals?

- Give a new design to the website
- Keep the campaigns updated, well organized and differentiated
- Post often on social medias



Thanks for your attention!

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