



# Ad Grants

# Nonprofit Marketing Immersion

## Pre-Campaign Report



Associazione Italiana Musicisti Amatori 30.04.2021



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# Nonprofit Overview

## AIMA

Associazione Italiana Musicisti Amatori

- Website: [aimamusic.it](http://aimamusic.it)
- Promote non professional musical practice
- Italy
- 300 members (no paid staff)
- Founded in 2012



*Associazione Italiana Musicisti Amatori*

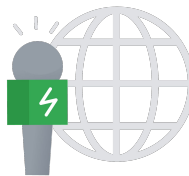


# Current Marketing



## Website Overview

- Articles
- Informations about AIMA
- Login for members
- Event calendar
- ...



## Online/Offline Marketing



By word of mouth



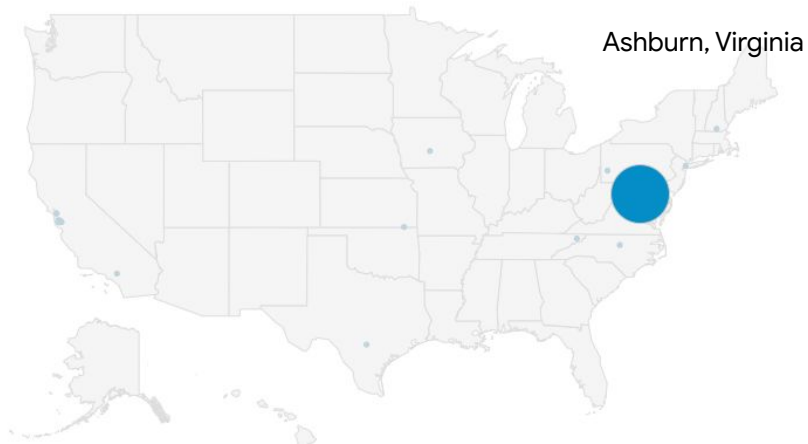
Social media  
Facebook, Twitter, Instagram



Web  
Ad campaigns

# Market and Target Audience Analysis: USA PROBLEM

Time period considered: 1 March - 1 April



Durata sessione media

Ashburn

00:00:00

Frequenza di rimbalzo

Ashburn

100,00%



We don't consider them

Users from USA (Ashburn, Virginia)

# Market and Target Audience Analysis

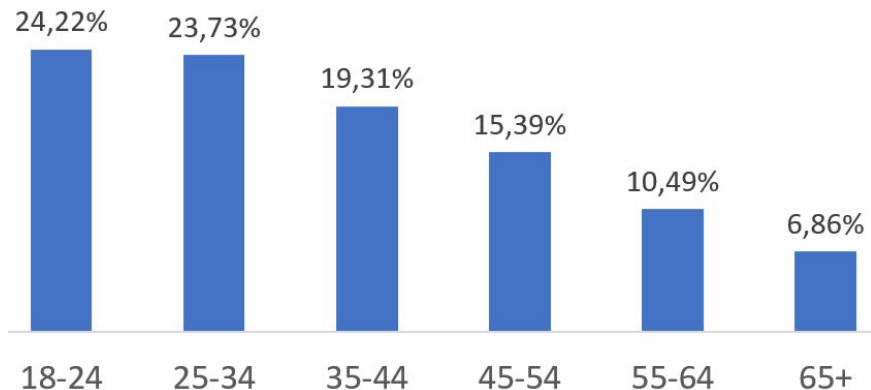


Proprietary + Confidential

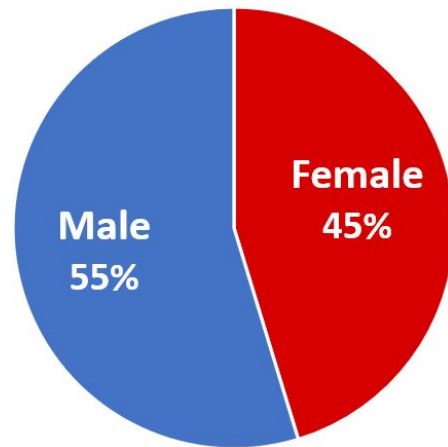
From  
Google  
Analytics

- Users: 2633
- New users: 83,2% of 2633
- Average session duration: 00:01:23
- Average session duration of returning visitors: 00:02:21
- Bounce rate: 55,59%

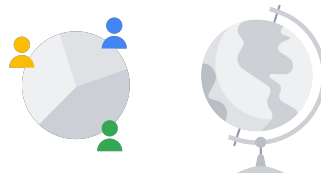
Age



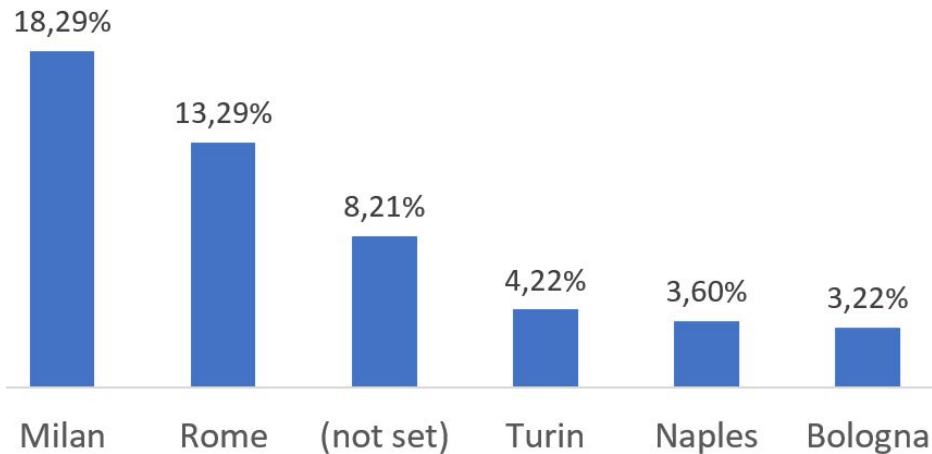
Gender



# Market and Target Audience Analysis



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## Geography



## Affinity Categories





# Current Account Performance

Proprietary + Confidential



## Impressions

 Impressions Desktop: 810  
 Impressions Mobile: 147 } 957

## Clicks

 Impressions Desktop: 66  
 Impressions Mobile: 7 } 73

## Clickthrough rate (CTR)

 Clicks Landing Page/ CTR% Desktop: 8.15%  
 Clicks Landing Page/ CTR%: 4.76% } 7.63%

## Conversions/Conversion Rates

 Conversions: 0

## Active Campaigns

Campaign	Impr.	Clicks	CTR
Orchestre amatoriali	45	630	7.34%
AIMA Lead italia	6	56	10.71%
ContrArco	3	43	6.98%
Coro	3	38	7.89%
Cambristi	2	12	16.67%
Barocco	2	46	4.35%
Aima Lead Milano	2	24	8.33%
Bandi	1	2	50%

# Nonprofit Marketing Goals

## Create Awareness

- Currently AIMA is getting 2600 users monthly
- Most visited page (risorse-per-suonare-online) is not relevant for AIMA's mission
- The aim is to reach a wider public and let people know that in Italy there is the possibility of being an amateur musician

## Increase Donations

- Their fundraising goals are focused on 5x1000, since this period is appropriate for this kind of donations
- AIMA's main source of income is the annual membership fee, while 5x1000 donations in 2020 represented only the 13.4 % (1934,46 €)

## Promote Events

- AIMA is organizing both online and live events.
- Online events are divided into two types:
  - Webinars free for all, which aim is to entertain, inform and reach new users
  - Paid workshops for members only, which aim is to provide lessons held by professionals for a small group of participants.
- Live events, in particular the biggest one is scheduled for 17-18 July in Florence, during which participants will attend lessons, play live together and share their passion for music.
- In the past, several campaigns were developed in order to promote events, but they didn't bring great results.



# Proposed Strategies to Achieve these Goals

	Landing Page	Ads	Keywords
<b>AWARENESS</b>	<a href="http://aimamusic.it/obiettivi-di-aima-associazione-italiana-musicisti-amatori/">http://aimamusic.it/obiettivi-di-aima-associazione-italiana-musicisti-amatori/</a>  <a href="http://aimamusic.it/obiettivi-di-aima-associazione-italiana-musicisti-amatori/">http://aimamusic.it/obiettivi-di-aima-associazione-italiana-musicisti-amatori/</a>	<p>AIMA COME CONDIVISIONE DI PASSIONE PER LA MUSICA:</p> <p>“Sei un amante della musica classica? Vuoi conoscere altri appassionati? Scopri AIMA e entra a far parte della rete nazionale dei musicisti amatori”</p> <p>AIMA COME GUIDA e SOSTENITRICE DEL DIRITTO DI SUONARE:</p> <p>“Suonare promuove la felicità nella vostra vita e di chi vi circonda, dai voce alla tua passione e lasciati ispirare da AIMA”</p>	<p>-Musica+ (classica, in italia, amatoriale...)</p> <p>-Associazione musicale+</p> <p>-Orchestra+ (amatoriale, sinfonica...)</p> <p>-musicisti+ (classici, amatori...)</p> <p>-passione per la musica</p> <p>...</p>

# Proposed Strategies to Achieve these Goals

	Landing Page	Ads	Keywords
<b>5x1000</b>	<a href="https://aimamusic.it/sostienici/">https://aimamusic.it/sostienici/</a>	<p><b>La musica ha bisogno di te   dona il tuo 5x1000 ad AIMA</b></p> <p>“La musica amatoriale è necessaria per il futuro della musica classica, dona il tuo 5x1000 ad AIMA, sostieni anche tu l'educazione musicale!”</p> <p>“Poter suonare è un diritto inalienabile di ogni individuo. Aiutaci a promuovere il valore e la dignità della musica con il tuo 5x1000”</p>	<ul style="list-style-type: none"><li>-donare il 5 per mille</li><li>-donazioni 5x100</li><li>-elenco beneficiari 5x1000+</li><li>-associazione no profit</li><li>-associazioni musica</li><li>-come donare il 5x1000</li><li>-scadenza modello 730</li></ul>

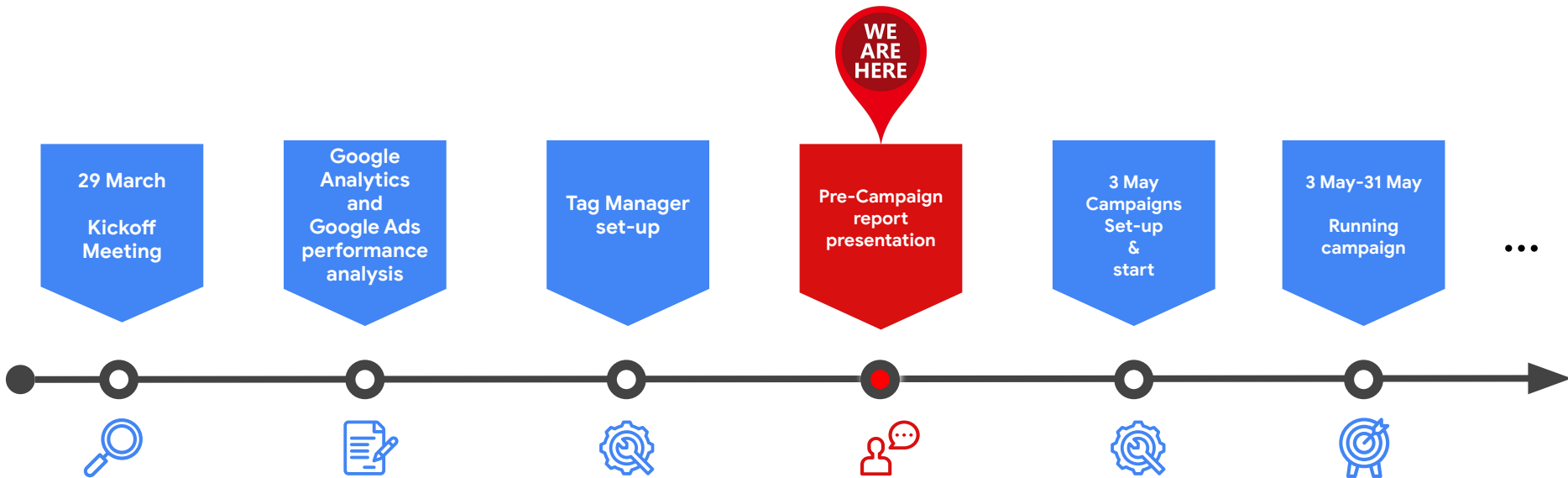
# Proposed Strategies to Achieve these Goals

	Landing Page	Ads	Keywords
PROMOTE EVENTS	<p>July event:  <a href="http://aimamusic.it/workshop-di-musica-da-camera-tutti-cambristi-2021/">http://aimamusic.it/workshop-di-musica-da-camera-tutti-cambristi-2021/</a></p> <p>May/June online events:            ...</p>	<p><b>Workshop musica da camera   17-18 Luglio (2021)   AIMA</b></p> <p>“migliora la tua tecnica, ricevi il supporto di rinomati insegnanti e condividi la tua passione per la musica da camera, iscriviti ora!”</p> <p><b>Workshop musica da camera  17-18 Luglio (FI)   AIMA</b></p> <p>“Stacca dalla routine, coltiva la tua passione per la musica da camera grazie all’aiuto di professionisti in un weekend unico nel panorama fiorentino”</p>	<ul style="list-style-type: none"> <li>- lezioni musica</li> <li>- corsi di musica</li> <li>- musica da camera</li> <li>- brani musica da camera</li> <li>-cambristi firenze</li> <li>-eventi firenze</li> <li>-Fabrizio Lanzoni</li> <li>-lezioni violino/pianoforte/clarinetto</li> <li>...</li> </ul>

# Account Performance Metrics and Goals

Key Metrics	Current ("Pre") <i>1 March- 1 April</i>	Target Goal	How
Clicks/Traffic	73	150	Increase both impressions and clicks, improving the ads and the quality of the keywords used (high search volume, low competition)
CTR %	7,63%	12%	
Conversion Rate	0%	>0%	1.Conversion to member 2.Click to join an event

# Campaign Weekly Plan Summary





# Thanks for your attention!

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