



Ad Grants

Nonprofit Marketing Immersion

Post-Campaign Report



Comitato Promotore San Michele Cammino di Cammini ETS - 15/06/2023

Group 8

Executive Summary



What are your key takeaways or learnings from this project?

1

Usage of Google Ads and Google Analytics to perform campaigns based on a real context to reach specific goals.

2

Working with and for a non-profit organization, trying to reach their main goals with our knowledge and being helpful for future developments.

3

Coordination and task division in order to better perform in a group project.

4

Respect deadlines and present to other people the work done and the effective results obtained so far.

5

Become aware of “Cammini di San Michele” organization, their paths and mission throughout Europe, especially as far as it concerns Italy.

Campaign Recap & Analysis:

“ RETE DI RICERCA ”



GOAL: Organization's campaign that uses competitors' keywords to increase their visibility and reachability.

What went well?

This campaign had the best results firstly because it had been active in Google Ads for quite some time and secondly because it uses competitors' keywords.

What could have gone better?

We could have eliminated it so as not to compromise our results with already active campaigns, but the organization preferred to keep it.

Campaign Recap & Analysis: “ TRACCIA TRAFFICO SUL SITO ”



GOAL: Aims to promote and increase the organization's visibility and brand awareness, without using their competitors' keywords.

What went well?

This campaign was the one that performed the best, although it took a bit to start learning well. We started setting new and very efficient keywords to get as much traffic as possible and we tried to get the same results as “Rete di Ricerca” campaign, without using competitors' keywords. The result was a pretty high number of impressions.

What could have gone better?

Despite the high number of impressions, the CTR in the beginning was not that high, but it increased over time. Having more time at our disposal, we could have done a better comparison with the other campaign, in order to increase clicks.

Campaign Recap & Analysis:

“ TRACCIA TRAFFICO SUL SITO 2 ”



GOAL: Aims to promote the organization as before, this time only focusing on the regions Toscana, Piemonte and Puglia which are the three regions with the longest stretches of the path.

What went well?

We reached a pretty high number of impressions although only three regions were chosen as our target.

What could have gone better?

We focused only on the regions where the path passes through, overlooking the interests and the engagement in other regions of Italy. Since CTR was quite low, we could have improved ads creating more appealing text and images, in order to stimulate clicks.

Campaign Recap & Analysis: “CAMMINO LUCCA-PAGANICO”



GOAL: Aims to promote their specific event in Tuscany.

What went well?

This campaign had a CTR really high if compared to the others (28.57%).

What could have
gone better?

Google Ads could not perform its best since there were not enough days to optimize the campaign parameters: we started setting up the campaign immediately after our first meeting with the organization, but the event was just about to start the week after.

We could have set up the tracking of the conversions.

Performance Metrics Review

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



	Goal	Pre (08/03/2023 - 12/04/2023)	Post (24/04/2023 - 31/05/2023)	Pre/Post Change Rate %	Goal Achieved? (Yes/No)
Clicks/Traffic	Increase (+3%)	989	626	-36.70	No
CTR %	Increase (+1%)	16.74%	14.60%	-16.37	No
Impressions	Increase	5908	4288	-27.42	No
Conversion Rate	Set conversion rate	0% (not set)	0%	0	No

Performance Metrics Review

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Clicks/Traffic	Increase (+3%)	989	624	-36.91	No
CTR %	Increase (+1%)	16.74%	15.28%	-8.72	No
Impressions	Increase	5908	4083	-30.89	No
Conversion Rate	Set conversion rate	0% (not set)	0%	0	No

We decided to show the metrics without considering “Traccia traffico sul sito 2” because it was our worst campaign and it spoiled our results, dragging down multiple metrics.

Marketing Goals Review

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



Create Awareness

Campaigns involved: Traccia traffico sul sito, Traccia traffico sul sito 2, Rete di Ricerca

We succeeded in creating all the campaigns we had planned. Even though the goals we had set up were not achieved, we believe we are taking the right steps towards an improvement in brand awareness.

Promote Events

Campaign involved: Cammino Lucca-Paganico

This campaign was correctly set and launched and it performed quite well. Having more time at our disposal, we could have improved all the general settings.

Donations

Campaign involved: None

We decided not to implement specific campaigns: we focused more on the correct set up of others campaigns, and this wasn't a priority for the organization.

Marketing Goal Achievement & Social Impact



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

They already had some active campaigns, but using competitors' keywords: we created new campaigns to construct and strengthen their brand and to convince them to be more independent.

- 2 How did you design your campaigns to meet the nonprofit's goals?

We created new campaigns without using competitors' keywords to improve brand visibility; we looked at previous campaigns and Google Analytics to refine their target (location, gender, age, device); we promoted an upcoming event to get as many participants/walkers as possible.

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

We suggest to delete campaign using competitors' keywords, to improve the navigation experience on the website exploiting sitemaps and to integrate a full communication and visibility strategy using social media like Instagram and Facebook.

Recommended Next Steps



- 1 Create and promote new campaigns without using competitors' keywords in order to increase their brand awareness and credibility.*
- 2 Create new campaigns every time they plan an event in order to promote their organization.*
- 3 Create a strategy for sharing content on Instagram and Facebook platforms; work to keep the website updated and make it simpler and more user friendly.*
- 4 Improve donation landing page on the website, conclude the configuration of the conversion rate to gather and analyse all the conversions for that specific page.*