



TECHNOLOGIES FOR WEB MARKETING 22/23

GROUP 8

GROUP PRESENTATION

- **Ferri Diletta** - Team Leader - Master Degree in Data Science & Business Informatics
- **Fabbri Lucia** - Master Degree in Data Science & Business Informatics
- **Galli Valentina** - Master Degree in Digital Humanities
- **Gneri Jacopo** - Master Degree in Data Science & Business Informatics
- **Sabbatini Rachele** - Master Degree in Digital Humanities

INTERNAL ORGANIZATION

Our team is composed by members with a different background, both concerning bachelor and master degree.

For this reason, we've decided not to completely divide tasks among us, so that any of us can directly contribute on the work.

The most important decisions are taken all together after having discussed and listened to all different opinions.

According to task we're asked to do or to the changes needed, we'll try to divide the work as equal as possible among all the team members.

Our team captain has the role to coordinate all the work and to officially communicate on behalf of the group.



GOOGLE ADS CERTIFICATIONS



➤ Google Ads Search Certification

Build and optimize automated solutions to improve and boost performance campaigns based on Google Search. This is done in order to reach and to achieve specific marketing objectives.

➤ Google Ads Measurement Certification

Understand the best and most important metrics able to turn insights into real user's actions to make an impact on their business. These metrics are measurable and optimised through specific Google's measurement solutions.



COMITATO PROMOTORE SAN MICHELE CAMMINO DI CAMMINI ETS

- **No-profit name:**

Comitato Promotore San Michele Cammino di Cammini ETS

- **Location:**

Rome, Italy

- **Goal:**

Gather and organize Municipalities, Provinces, associations and volunteers on the Italian territory in order to recover, reclaim and promote ancient paths linked to faith and history of the archangel Michael.

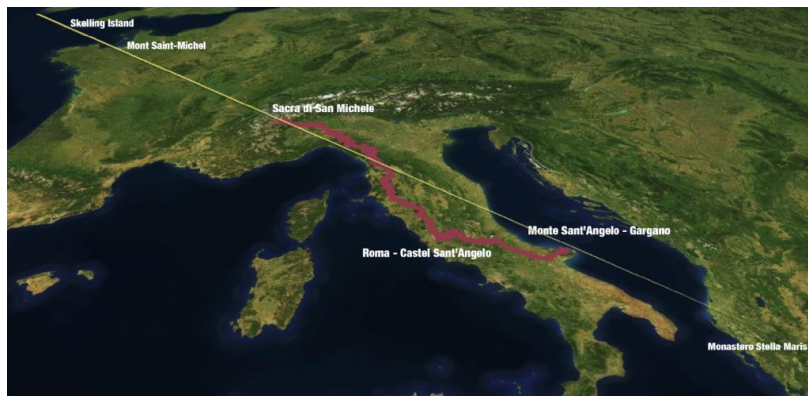
These paths must be seen not only from a hiking point of view but also from an introspective, spiritual and environmental vision.

"CAMMINO DI SAN MICHELE"

It's a long cultural and pilgrimage route that diagonally crosses several European states, in order: Ireland, Great Britain, France, Italy and finally Greece.
These states are crossed following a distinctive line, said to be traced by the Archangel Michael.

- **Awards:**

In 2022, it has become an official member of the RESCSM, a French association that collects and manages all the European paths dedicated to the Archangel Michael.



COMMUNICATION

- The non-profit is well organized, helpful and we had no communication problems during our first meeting.
- They are flexible and well-disposed to let us work in complete autonomy, since they are confident in our work.
- We have already started programming some Google Ads campaigns, following the needs and wants of the non-profit.
- We've faced only 1 technical problem due to a Google Ads bug: we've open a ticket for getting Google assistance



1° CAMPAIGN

- **Goal:** Promotion of the trekking "10 Giorni Lucca, Pisa, Volterra, San Galgano, Paganico"
- **Duration:** 17-22 April, 1 week

2° CAMPAIGN

- **Goal:** Brand awareness with competitors support (keywords)
- **Duration:** whole collaboration period

3° CAMPAIGN

- **Goal:** Brand awareness without competitors support (keywords)
- **Duration:** whole collaboration period

EXPECTED GOALS

"WEB MARKETING FOR NON-PROFIT ORGANIZATIONS IN THE GDPR ERA"

Seminar held by Gabriele Benedetti

- Best practices to use when dealing with the non-profit organizations, comparing the 'Digital Fundraising' word to the traditional way of online marketing.
- Google Ad Grants: deeper analysis of what we would expect from the project, focusing on the best practise and on how to get best benefits from our work.
- General notions about future development and awaited innovations in the web marketing and development areas.

- Not all users on internet effectively become donors: there's must be awereness, interest, desire and then conversion (donation).
- A lot of competitors in the 'desire' part: use specific types of campaigns, several channels, and different market donors.
- Digital Marketing Funnel



FUNDRAISING STEPS

1 AWARENESS

2 FIRST CONTACT

3 ENGAGEMENT

4 FIRST DONATION

5 FIDELIZATION



Why donators and donations are so relevant for the organizations?

- They are the primary source of economic support.
- Follow specific Fundraising Steps in order to gather as much donations as possible
- Importance of a donor depends on the frequency and amount of his donations



THANK YOU ALL FOR
YOUR ATTENTION!
