

Zihao Zhang ,Jennifer Chen, Julie Kim, Jason Zhang, Jabei Yu

GOMC Pre-Campaign Strategy

Freerice is the organization we are promoting, and the website is www.freerice.com. This is a non-profit website that is owned by and supports the United Nations World Food Programme. Freerice has two goals: First, provide education to everyone for free. Second, help end world hunger by providing rice to hungry people for free.

The advertisements will be placed on the right of search results. The placement of our advertisements will depend on the price of the key word. Key words with lower prices will be placed in higher position. There will be three Adwords groups. Each group contains some single-worded high competitive words, but also multi-worded low competitive words in order to maximize CPC (cost-per-click) within our budget. The main targeted groups will be students aging from 6 to 21, but we also target parents and business people.

We choose to use CPC as our success metric because our main goal is to increase the number of people entering the website and playing the games, which will donate rice.

We will review and change our approach at least once in 3 days in response to how well the campaigns perform. We will also keep track of what and why we change.

The landing page for the ads is: <http://freerice.com/#/english-vocabulary/1361>

Google AdWords Keywords

AdGroup1: Donation

- donation
- donate online
- easy donation
- donate rice
- rice donation game

AdGroup 2: Educational Game

- famous paintings game
- vocabulary game
- chemical symbols game
- geography game
- human anatomy game

AdGroup 3: Poverty

- fight for poverty`
- fight for hunger
- starvation

Negative Keywords:

rice grains
buy rice