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Q1

1. What is pay-per-click advertising? What factors have to be considered when advertising in this way?

Pay per click advertising: is a model of internet marketing in which advertising pay a fee each time one of their ads is clicked. Essentially it’s a way of visits to your site, rather than attempting to “earn” those visits organically. Search engine advertising is one of the most popular forms of PPC it allows advertiser to bid for ad placement in a search engines sponsored links when someone search on a keyword that is related to their business offering. For example if we bid on the keyword (PPC software) our ad might show up in the very spot on the google results page.

The factors:

* The cost factor: PPC can be expensive in the most cases PPC will have a cost and it can burn a hole in your budget if your PPC campaign is not planned well that cost will depend on a numbers of factors for example if you want to target USA of the European audience then pay-per-click rate will be higher. It is far cheaper to target traffic from the Asian countries but the conversion rate will be a lot lower needs to balance the requirements and the budget and find a solution that works.
* Social Vs search PPC: PPC is primarily divided into two broad sections. The search PPC and the social PPC, search is the ancient from of PPC where you can pat the search ranking page. This can be further into another part you can display your ads in various websites and blogs. Social PPC on the other hand is new where you can place PPC ads on social site like Facebook, twitter, both forms of PPC has huge reach with billions of people available on social sites like Facebook AdWords allows you to place ads on Google’s SERPs one can cover the entire by PPC .
* The various platforms: is an important factor most of the popular platform will work for any kind of niche but targeting is always preferred here’s list of platform divided into social and search:

1. Search PPC which includes PPC for blogs sites, intent, and serps.

* AdWords: this is Google’s PPC advertisement network the publishers side is known as adsens where they host the ads the PPC AdWords advertisers on their sites and blogs advertisers on this platform cab target SERPs as well.
* Chitika: ad network is another platform that runs pretty much in the same way as AdWords but does not have the reach that google has for its network.
* Yahoo: Bing ad network this is the combined PPC network of yahoo and Microsoft.
* Info links: this is an intent PPC network where istead of putting ads one can simply link social PPC

1. Social PPC which includes

Social PPC:

* Facebook ads – Facebook’s official PPC advertisement system has the biggest social reach. An advertiser can reach billions of people who are available on facebook.
* Reddit ads – Reddit is a critic’s network. The audience has strong opinions; they are quick to criticize but has a good sense of humour.
* Twitter ads – Twitter’s official advertisement platform is limited to a very few countries like USA, Israel etc.
* Stumbleupon paid ads – Stumbleupon is known to have a very high bounce rate but works well for sites that are heavy on the image.
* Linkedin ads – linkedin is a professional network. It can be costly to run PPC ads on linkedin – but if your niche is related to jobs, business etc. then surely it is worth it.

**Staying updated with the latest Trends in PPC**

On the internet, things change pretty fast. The days of laptop are fast coming to an end while the tablets and cell phones are on the rise. This brings with itself a new form of PPC which targets cell phones. As the percentage share of your overall audience to those that are browsing from a mobile device grows, it becomes increasingly important that you start using PPC ads that are targeted and optimized for mobile audience.

**Making your website Mobile Friendly:**

There are a number of factors to PPC marketing but there is one factor that is a constant. And that’s your website. Quality of traffic, demographic details etc. cannot help if your landing page is not good. No amount of mobile targeting can help if your own website is not responsive.

**Making a list of Negative Keywords**

While it is important that you rank for your keywords in your PPC ads, it is equality important that you do-not rank for keywords that does not helps. If your ad comes up for keywords that are strictly against what you do, then that sort of traffic will raise the cost without adding any value.

**Improve your click-through Rate:**

Getting clicks on your ad is something that is the ultimate idea of a PPC ad. But that does not happen every time – sometimes a visitor simply ignore your ad and does not click on it. This sort of behavior adds impressions to your ads but does not add clicks. This is bad for your Click through Ratio. Optimize your ads and make it targeted and catchy so that the CTR stays on the higher side.

Q2

What is distinctive about how communication takes place in social media?

The most popular and common place to find mass amounts of communication is on the internet and more specifically social media. The continues advancements in technology in the world that we live in has created new platforms that generate communication. These platforms are better known as social media and they offer many unique and fun ways for people to interact with one another, all on the cyber web. Some of the most popular social media websites/apps are Twitter, Facebook, Instagram, and Snapchat. All four are massive billion dollar companies that allow millions of users to socialize with one another all in one convenient place. Social media has continued become more and more prevalent each and every year. These platforms offer many cool features that are easily accessible built on formats that are user friendly and easy to use for anyone. This has created an alternate world for communication that grants people the ability to communicate to seemingly endless amounts of others. Here are the distinctive about social media.

1. Information distribution: this is one-to-one method of delivering your content to a broader audience often by placing it on variety of social media platform. When distributing content make sure the your minimizing your social media by using checklist add social sharing to distribute information to your readers followers.
2. Discussions: conversations occur on social media they’re from of interaction and energumen. Their distinguishing factors is that they’re many-to-many since multiple conversation occur at the same time. They’re exemplified by twitter chats, linkedin, groups, blogs comments and forums.
3. Messages: this is what is we conventionally consider communication. It’s information that’s timely and more in depth, messages are one-to-one they provide information the recipient wants and often actively seeks. The more targeted the communication the better , target you message based on platform and type of communication in order to maximize the effectiveness of your social media communication, make it easy for your customers and influencers to support and share your messages. And don’t forget to add bling in the form of images and video where appropriate.

Q3

Explain the primary social media channels a nonprofit would be likely to use?

### **Facebook**

Let’s start off with Facebook – the largest of the social networks with about 1.15 billion monthly active users as of [**June 2013**](https://newsroom.fb.com/Key-Facts).

* **Audience**: 57 percent male. The average age of a Facebook user is [**38**](http://visual.ly/google-vs-facebook-guide-brand-pages?utm_source=visually_embed) (older than you thought). Given the size of the network, there’s a good chance that you’ll find supporters for your nonprofit on Facebook.
* **Reason to be on the platform**: A Facebook page can be used as a community hub by your nonprofit to spark conversations around key issues. It can also double as a broadcast medium.
* **Types of content needed**: Facebook is a visual platform, so compelling images always strike a chord with users. However, in order to be successful on the network, you will need to share a diverse mix of content about the issues your organization focuses on. Simply sharing content produced by your nonprofit might seem repetitive, which in turn could lead to lower engagement. You need to inspire people to engage with your nonprofit by posting interesting and thought-provoking content on a regular basis. Facebook has been shifting to a pay-to-play model, so be prepared to spend some money for additional reach. The average Facebook page only reaches 16 percent of its audience organically.
* **Time commitment**: 10 to 15 hours per week. This could increase as your community grows and you begin to utilize Facebook’s features to target posts to audiences within your community on a granular level. Also, make time to analyze page analytics to see what is working and what isn’t.
* **Budget**: Facebook’s advertising platform can be very effective in building audience and driving off-platform conversion. We recommend always setting aside at least $500 each month for promoting content and attracting new supporters. Media Cause’s Community Building Plans start at $750 per month.

**Twitter**

Next comes Twitter, a fast-paced network that can be highly useful to share news about your nonprofit and build connections with potential supporters.

* **Audience**: 55 percent female users in the U.S. with 39 percent of users in the 35+ group.
* **Reason to be on the platform**: Twitter straddles the line between being a broadcast medium and a personal communication platform. This is good news, because you can put out as much content as you want about your nonprofit, but you can also engage with users on an individual basis.
* **Types of content needed**: It’s crucial to post highly timely content. Twitter has become the go-to place for breaking news. This doesn’t mean you need to turn your organization into a newsroom, but you need to tweet relevant content that has some news value.
* **Time commitment**: 15 to 20 hours per week. Twitter requires time not only to find interesting content, but to participate in conversations with users.
* **Budget**: Twitter is more labor intensive than other social networks. If you don’t have the staff to commit the hours, then your biggest cost will be to hire someone to do it.

**YouTube**

YouTube is not just a space for storing your nonprofit’s videos. The video-sharing website can be considered as the second largest search engine in the world as well as the second largest social network.

* **Audience**: Approximately 50 percent male. Of all the major social media sites, users on YouTube are decidedly young — 63 percent of users are under [**35**](https://www.quantcast.com/youtube.com#!demo&anchor=age-gender-container).
* **Reason to be on the platform**: Most nonprofits struggle to reach a younger audience. Contrary to popular belief, young people are not engaging on Facebook. Using YouTube as a social network is the next big shift in nonprofit social networking strategy, so consider making an account as soon as possible.
* **Types of content needed**: Riveting videos that are no longer than three minutes and 45 seconds. A long video on YouTube is two minutes and 45 seconds. And a short one is 30 seconds. Aim to share brief and captivating videos.
* **Time commitment**: 15 to 20 hours per week. Making an interesting video is just the start of a long process. Plan on spending 50 percent of your time understanding the platform, including understanding the nuances of YouTube Optimization and promoting your videos through earned, paid and owned media.
* **Budget needed**: Not taking into account any production costs, you should expect to allocate some money in your social media outreach budget to get out in front with traffic for videos your post for YouTube. The first 24 to 72 hours have the most influence on the success of a video.

**Pinterest**

The social bookmarking site may hold more potential than you might think for your nonprofit.

* **Audience**: 68 percent of users are female and 50 percent of users are between [**25 and 44**](https://mashable.com/2012/02/25/pinterest-user-demographics/)years old.
* **Reason to be on the platform**: Pinterest’s value is not what happens on the social networking site – it is in what happens on your site. The commodity in social networking is the ability to get people to share your content by liking or retweeting or sharing. On Pinterest this is the only action that is truly used, but it happens on your website. By putting “Pin It” buttons all over your website, you are turning Pinterest users into ambassadors that help take content from your website and distribute it to all their friends on Pinterest. Therefore, the value really isn’t in how awesome your boards are (but they should be awesome), but how awesome your content is on your website.
* **Types of content needed**: Strong visual content on your website.
* **Time commitment**: 5 to 10 hours a week. The biggest hurdle is going to be getting the “Pin It” button on each individual piece of content on your site.
* **Budget needed**: Potentially none, if you already have great visual content on your organization’s website.

Q4

Describe the product life cycle model? What benefits might such an analysis offer fundraisers? What difficulties or drawback might there be in attempting to use the model in the context of fundraising?

Product life cycle: is an importin concept in marketing it describes the stages a product goes through from when it was first thought of until it finally is removed from the market. Not all products reach this final stage some continue to grow and other rise and fall.

The benefits

The life cycle concept has been much criticized over the years, but it can still offer fundraisers considerable utility in that it can help shape the fundraising mix that can be adopted at each stage. As an illustration of this point, consider the role of promotion in supporting a fundraising activity. At point A in Figure 6.4 the role of promotional support would almost certainly be to inform the potential market that the activity exists and the potential benefits it might offer. Raising awareness would be a key task at this stage. As the activity moves to point B in the life cycle, however, the nature of the market has changed. If the activity was new and innovative, other nonprofits will have started to copy the idea and the focus of promotion will need to change. A continual emphasis on awareness would be inappropriate because it would only serve to increase the overall level of demand in the market and thus benefit all competitor nonprofits too. Instead a more useful strategy would be to differentiate the activity from that provided by the com- petition. The emphasis would change to providing a clear positioning in the minds of target consumers and donors. By the time the activity moves to point C in its life cycle, promotional support may be with- drawn altogether to reduce costs, or additional monies may be spent in an attempt to “prop up” ailing demand in the market.

The life cycle model can also be used to plan the introduction of new fundraising activities. As an organization realizes that one activity is soon to decline, it can plan the introduction of new activities. In this case the organization is attempting to time new introductions to ensure that the volume and value of donations from this particular source remains relatively constant, or ideally increasing, over time.

Drawbacks

Life cycles make forecasting much more difficult for both manufacturers and resellers. When demand for a product is heavily concentrated in a short timeframe, you typically need to make or hold more inventory to accommodate buyers. If you run out of stock, you could miss significant sales opportunities. If you overestimate demand, you'll likely end up with a large supply of remaining inventory as the life cycle closes.

**Adjustment Difficulty**

If you make a mistake in some aspect of product development, merchandising, distribution or pricing for a product with a longer life cycle, you often have room to adjust. With a short life cycle, missing the mark on any key business step signals failure. You simply don't have much time to adjust on the fly. This reality is especially concerning for product makers. If you spend months to develop a product that isn't well-received initially, you likely won't have time to fix it and relaunch before the cycle ends.

**Intense Competition**

Competition can exist in markets regardless of the life cycle period. However, shorter life cycles combined with intense competition create significant challenges in marketing and promotion. Companies may need to escalate the level of promotion before the product launch and during the life cycle. In some cases, companies have to use aggressive discounts early and in decline to attract initial attention and to clear out excess inventory. Steep discounts can offset any profit earned on sales at regular prices.

Q5

Fundraising audits can be undertake by external suppliers (agency staff or consultants) or the task can be allocated to internal staff. What do you thing would be the advantages and drawbacks associated with each of these approaches?

a) “Our objective is to enter the corporate fundraising market” what do you think of this as a fundraising objective? In what ways might it be improved?

b) Distinguish between market segmentation and product differentiation. When are these approaches typically appropriate?

Product differentiation

As the root word "different" suggests, differentiating your product means making it distinct from other products that are competing for the same customers. While it is important to have a product that is of good quality and offers excellent benefits, you also need something that allows consumers to recognize it as unique. If 10 companies all offer "good" products that are very similar and are marketed similarly, it is difficult for customers to make a choice. This leaves your potential for purchase largely up to random chance. Differentiation is a key element of positioning, which is creating a unique image of your brand in the mind of your target audience Approaches

Generally, you differentiate your product or brand by making it of better quality than competing products. In highly competitive marketplaces, you have to get more creative to develop and communicate better value. Unique features, customized designs, and use of green-friendly or organic materials may separate your product from the crowd. You can also offer money-back guarantees, warranties, service, support, and opportunities for upgrades over time.

Segmentation Basics

Market segmentation is intended to help you optimize efficiency with your advertising investments. It is derived from the basic adage "you can't be all things to all people." Companies may target one distinct target market, or go after several different ones. Market segmentation allows you to target markets that either have different needs, want different benefits, or require different messages delivered through different media. In essence, segmentation overcomes the inability to impact all possible customers with one advertising campaign or message.

Approaches

The most traditional segmentation strategy is demographics. This is identifying particular customers based on shared traits, such as age, race, gender, marital status, income, education or occupation. This approach allows you to design messages for a prototypical customer and figure out what he watches or reads. Lifestyle segmentation is another approach, where you target people with shared hobbies and interests. Geographic segmentation is used by companies with broad audience’s located in particular local, state, regional, national or international markets. Behavioral segmentation emphasizes customers with similar usage rates or benefits requirements.

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