



Ad Grants

Nonprofit Marketing Immersion

Pre-Campaign Report



Pitman Animal Rescue Foundation/02 May 2023



Nonprofit Overview

Organization name:

Pitman Animal Rescue Foundation
7 Years in operation
Adoption of Dachshund Dogs.

<https://www.dachshundrescueoflosangeles.com>

Location:
Southern California, USA

Members:
150 Volunteers, 6 Managers



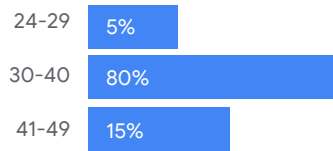
Mission:

Dachshund Rescue of Los Angeles aims to reduce the number of dachshunds being euthanized in local shelters and provide well educated and committed homes for homeless dogs.

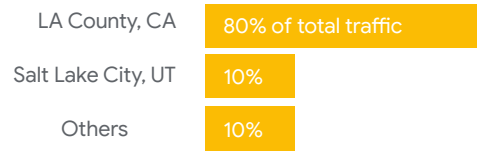
Market and Target Audience Analysis



Age



Geography



Gender



Audiences

Audience 1: Women over 30 years old who live in Los Angeles County, CA, are interested in dogs.

Audience 2: Men and women over 30 years old who live in San Diego County, CA, and have donated to animal welfare organizations in the past.

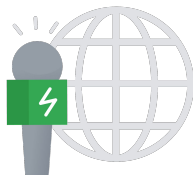
Current Marketing



Website Overview

Calls-to-action

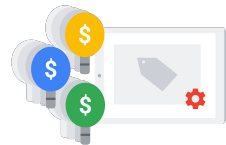
- Available for Adoption
- Donate Now
- Subscribe to our mailing list
- Fill out the volunteer application today



Online/Offline Marketing

Online Channels: A few Instagram and Facebook boosted posts

Offline channels: Local networking with different Vets and humane societies



Current Ad Grants Campaigns

No Current Google Ad Grant Campaigns.

Current Account Performance

Proprietary + Confidential

Impressions

 0 impressions on desktop

 0 impressions on mobile

Clicks

 0 clicks on desktop

 0 clicks on mobile

Clickthrough rate (CTR)

 0 CTR on desktop

 0 CTR on mobile

Conversions/Conversion Rates

- 0 conversions over 30 days
- 0 conversions overall

No Performance Trends graph as no Campaign has been started yet.

Nonprofit Marketing Goals

Increase Dog Adoption

The organization aims to increase dog adoptions by promoting the benefits of adopting a dog, such as the companionship and joy they bring to a household. They also want to highlight the specific qualities of dachshunds, such as their loyalty, intelligence, and playful nature, to attract potential adopters who may be interested in this breed.

Increase Donations

The organization has a goal of increasing donations to support their mission of rescuing dachshunds and finding them loving homes. They are not currently tracking donations on their website. The target audience for their overall goals, which is women over 30 who are interested in dogs, adopting a dog, and dachshunds.

Recruit Volunteers

The Recruit Volunteers goal of the organization is to attract more volunteers to help with their mission. Currently, the organization has enough volunteers to handle the number of dogs they take in, but they could use more fosters to watch the dogs until they are adopted.

Proposed Strategies to Achieve these Goals

Increase Dog Adoption

1. Targeted Display Ads: Using targeted display ads, we can reach potential adopters who have demonstrated an interest in adopting dogs or animal welfare causes.
2. By bidding on relevant keywords such as "adopt a dachshund," "rescue dogs," and "pet adoption,"
3. Retargeting Ads: We can also use retargeting ads to reach people who have visited their website but have not yet adopted a dog.

Increase Donations

1. Targeted donation appeals: Create targeted ads that appeal to specific donor segments based on their interests, age, gender, and location.
2. Emphasize impact: Showcase successful adoption stories, volunteer work, and donation impact to demonstrate how the organization's work makes a difference.
3. Utilize remarketing: Use remarketing campaigns to target individuals who have visited the organization's website but have not yet made a donation.

Recruit Volunteers

1. Target local universities and colleges: Advertise volunteer opportunities to students and recent graduates who are passionate about animal welfare.
2. Focus on search intent: Utilize search campaigns to target individuals who are actively looking for volunteer opportunities in the area.
3. Retarget website visitors: Utilize retargeting campaigns to reach individuals who have previously visited the organization's website but have not yet signed up to volunteer.

Account Performance Metrics and Goals

Key Metrics	Current ("Pre")	Target Goal	How
Clicks/Traffic	0	1500	>Using targeted audience, matched profiles, specific long/short tail keywords
CTR %	0%	5%	> Appealing ad copies, interesting success stories.
Conversion Rate	0%	3%	>Ensure conversion tracking is set up properly >Increase Ad Quality Score
Conversion Value	\$12,500 per month	5%	>Ensure they are tracking donation values accurately >Maximize conversion value bid strategy

Campaign Weekly Plan Summary

Start Date: 08/05/2023				End Date: 30/06/2023			
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Strategy							
>Conduct Keyword Research >Create Ad Groups >Write ad Copy			Run and Analyse Campaign				
		<ul style="list-style-type: none"> Launch Google Ad Campaigns 	<ul style="list-style-type: none"> Monitor campaign performance Adjust bids and budgets 	<ul style="list-style-type: none"> Identify areas for improvement Optimize campaigns Add negative keywords 		Finalize	
						> Implement remarketing campaigns > Finalize campaign performance report > Closing Meeting	

Thank You