

# How Non-Profits Can Get the Most Out of Google Grants



[www.HubSpot.com](http://www.HubSpot.com)

[Blog.HubSpot.com](http://Blog.HubSpot.com)

[www.InboundMarketing.com](http://www.InboundMarketing.com)

# **Part 1:**

# **What is Google Grants?**

# What is Google Grants?

Google Grants is an in-kind online advertising account for non-profit organizations.

Google grants

[www.google.com/grants](http://www.google.com/grants)

Through the Google Grants program, non-profits can advertise using Google AdWords for free to do:

- General outreach
- Fundraising
- Recruitment

Your ads appear beside related search results...



People click your ads...

...And connect to your organization.



# Guidelines & Eligibility

## Guidelines

- Must have a website & your ad must link to that website
- Keywords “purchased” must be relevant to your organization
- Website must not have revenue generating ads like Adsense
- Must manage/maintain account on your own

## Eligibility

- 501 (c) (3) status
- Some restrictions apply, including: geographic, membership organizations, religious/political organizations, non-profits primarily providing commercial goods/services

[www.google.com/grants/details.html](http://www.google.com/grants/details.html)



# Budget Restrictions

If awarded a Google Grant, you receive:

- Up to the equivalent of \$10,000 advertising per month
  - Typical grantee gets \$300 worth of advertising per month
- Some keywords may not be available
- If you consistently reach the \$10,000 cap, you may apply for a higher level Google Grant with additional services



# **Part 2:**

# **PPC & Inbound Marketing**

# Traditional Marketing = Outbound

Traditional marketing methods focus on interrupting your way into people's lives, whether it be with ads on TV, radio, or newspapers, or cold calling prospects or sending spam to their mailboxes or email inboxes. These approaches are like hitting people over the head with a sledgehammer to get their attention.



# Marketing Today = Inbound

Inbound marketing methods, on the other hand, are about attracting people to your organization and getting found by the people looking for the programs you provide. Inbound marketing techniques leverage blogs, search engines, and social media sites.



Live Search



facebook

twitter

Linked in





# Who do you want to find you?

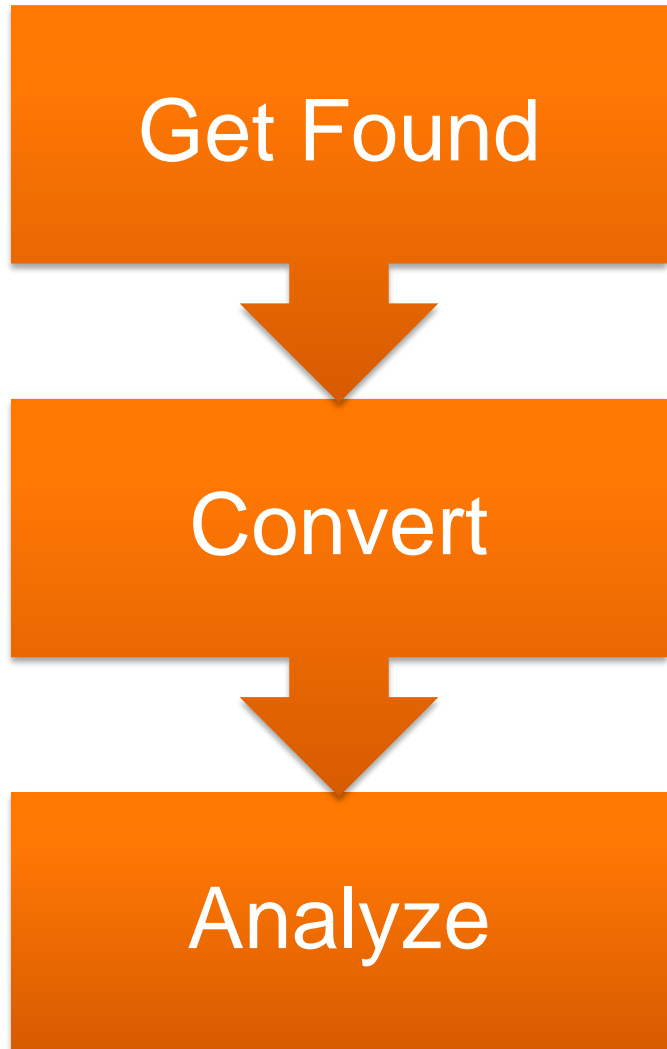
- Potential constituents



- Donors
- Members
- Volunteers
- Clients
- Sponsors
- Participants
- Anyone who can be your advocate

- The goal of your site is to attract them and convert them into a constituent

# Inbound Marketing is a Process



- **Step 1: Get Found**

- Publish Content
- Optimize Content for Search Engines
- Promote Content via Social Media

- **Step 2: Convert**

- Target Your Offers
- Capture Constituent Info with Landing Pages
- Nurture Constituent to the Next Step

- **Step 3: Measure & Analyze**

- Test, Test, Test!
- Analyze the Results
- Repeat What Works

# What is PPC?

- What is PPC?

- Pay per click (PPC) is a method of online advertising where you pay for each click on your advertisement. Google AdWords is one common form of PPC.

- Is PPC Inbound Marketing?

- **YES**

- Not interruptive
- Permission based
- Leverages search

- **NO**

- Not building long term asset
- Capturing less of the search traffic

# PPC vs. SEO



## PPC = Liposuction

- Fast & Easy
- Expensive & Temporary



## SEO = Working Out

- More Time and Effort
- Less \$ & Long Lasting

# Organic Search Advantage

- Free
- More traffic
- Smarter people
- Longer lasting



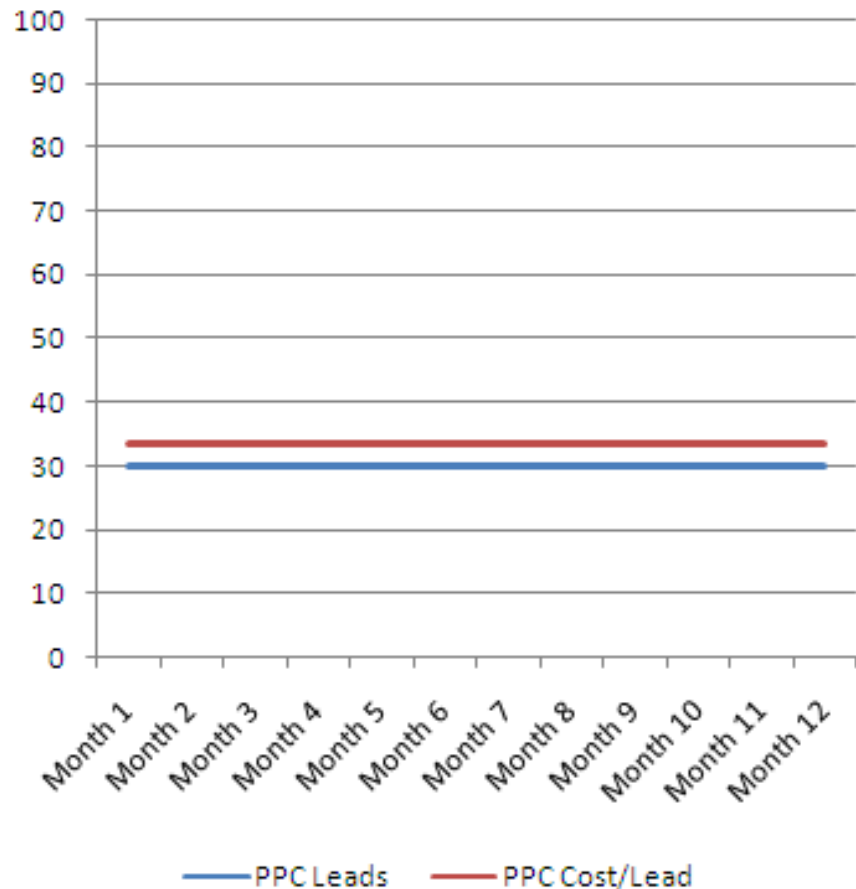
Organic results get  
75% clicks

Paid/sponsored  
results get 25% clicks

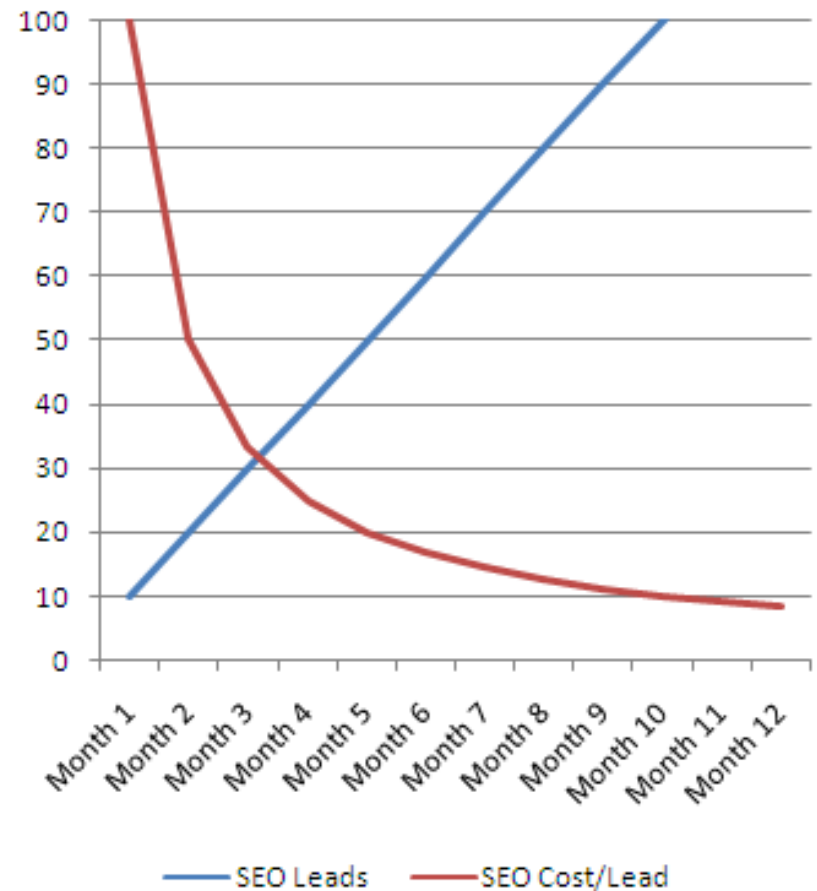
Source: Marketing Sherpa and Enquiro Research

# PPC vs. SEO

## Pay Per Click Search Marketing (PPC)



## Search Engine Optimization (SEO)



# PPC's Place in Inbound Marketing

- Fast feedback
  - Don't get addicted!
- Test conversions by keywords
- Promote short term events
- Test new campaigns



# **Part 3:**

# **PPC Overview & Tips**



# The PPC Lead Generation Process

Ad Impressions

X Click Through Rate (CTR)

Clicks (Website Visitors)

X Conversion Rate

Constituents (Leads)

# PPC Math Tutorial

	<u>Scenario 1:</u>	<u>Scenario 2:</u>	<u>Scenario 3:</u>	<u>Scenario 4:</u>
	Good CTR, Bad Conversion	Bad CTR, Good Conversion	Good Performance	Great Performance
Impressions	10,000	10,000	10,000	10,000
Clicks	150	62	150	200
Click Through Rate (CTR)	1.50%	0.62%	1.50%	2.00%
Cost Per Click	\$10	\$10	\$10	\$10
Website Visitors	132	53	132	181
Lost Clicks	18	9	18	19
Leads	4	6	15	30
Conversion Rate	3.03%	11.32%	11.36%	16.57%
Cost Per Lead	\$375	\$103	\$100	\$67

# How Much to Bid

- Google Grants may put restrictions on high bid keywords.
- Focus on long-tail (low volume but highly relevant) keywords to get better results from each ad.
- Remember: a lead is someone who expresses interest in your organization, whether it be volunteering or donating.

# **Tip #1: Improve Click Through Rate (CTR) (Your Ad)**

# Tip #1: Improve Click Through Rate (CTR)

- Test different ads
- Use keywords in the ads
- Try dynamic keyword insertion
- Test certain words like “free” or “volunteer”
- Look at ads by other organizations

# Tip #1: Improve Click Through Rate (CTR)

<input type="checkbox"/> <a href="#">Variations</a>	<a href="#">Actions</a>	<a href="#">Status</a> ▼	<a href="#">% Served</a>	<a href="#">Clicks</a>	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Cost</a>
<input type="checkbox"/> <a href="#">{Keyword:Free Marketing Whitepaper}</a> Online Marketing Best Practices 5 Simple Tips to Improve Quickly <a href="#">www.HubSpot.com</a>	<a href="#">Edit</a>	Active	35.3%	39	1,063	3.66%	\$232.54
<input type="checkbox"/> <a href="#">Free Marketing Whitepaper</a> Internet Marketing Best Practices 12 Pages w/Color Charts and Graphs <a href="#">www.HubSpot.com</a>	<a href="#">Edit</a>	Paused	31.0%	32	934	3.42%	\$185.88
<input type="checkbox"/> <a href="#">New Marketing Whitepaper</a> Online Marketing Best Practices 5 Simple Tips to Improve Quickly <a href="#">www.HubSpot.com</a>	<a href="#">Edit</a>	Paused	6.6%	6	199	3.01%	\$21.14
<input type="checkbox"/> <a href="#">Free Marketing Whitepaper</a> Online Marketing Best Practices 5 Simple Tips to Improve Quickly <a href="#">www.HubSpot.com</a>	<a href="#">Edit</a>	Paused	14.4%	8	433	1.84%	\$44.37
3 edited or deleted ads			12.7%	11	384	2.86%	\$56.12
Total: Text ads on content network			0.0%	0	0	-	\$0.00
Total: Text ads on search			100.0%	96	3,013	3.18%	\$540.05

# Dynamic Keyword Insertion

Search is for “donate haiti”

- {keyword} = “donate haiti”
- {**K**eyword} = “**D**onate haiti”
- {**K**ey**W**ord} = “**D**onate **H**aiti”

Use default words

- {KeyWord:The Default Words Go Here}
- Required in case search phrase is really long or there is an error

# Match Type

## Choose keywords

### Who will see your ad?

When people search Google for the keywords you choose here, your ad can show. Keywords must be for best results. [Example list](#)

Enter as many specific words or phrases as you like, one per line:

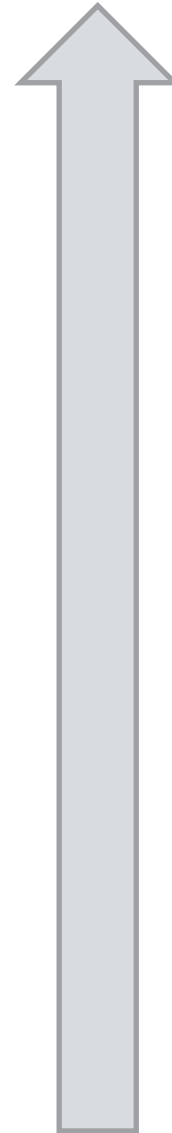
```
marketing conference  
"marketing conference"  
[marketing]
```

- Broad match
  - *“Your ads could also show for singular/plural forms, synonyms, and other relevant variations”*
- Phrase match (enter keyword with quotes)
  - *“...Ad [is] eligible to appear when a user searches [your phrase] with other terms before or after the phrase”*
- Exact match (enter keyword with brackets)
  - *“...Ad [is] eligible to appear when a user searches [your phrase] without any other terms in the query.”*



# Tip #1: Improve Click Through Rate (CTR)

Variations	CTR
<a href="#">Free Search Engine Kit</a> Powerful SEO Information 5 Simple Tips to Improve Quickly <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.94%
<a href="#">{Keyword:Free SEO Guide}</a> Search Engine Optimization Info 5 Simple Tips to Improve Quickly <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.90%
<a href="#">Free SEO Kit</a> Powerful Search Engine Information 5 Simple Tips to Improve Quickly <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.83%
<a href="#">{Keyword:Free SEO Guide}</a> Powerful SEO Information 5 Simple Tips to Improve Quickly <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.80%
<a href="#">{Keyword:Free SEO Guide}</a> Free Search Engine Optimization Kit 5 Simple Tips w/ eBook and Videos <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.75%
<a href="#">Free SEO Kit + Videos</a> Easy SEO Tips and Tricks + 2 Bonus Video Seminars! <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.55%
<a href="#">Free SEO Information</a> Search Engine Best Practices 5 Simple Tips to Improve Quickly <a href="http://www.HubSpot.com">www.HubSpot.com</a>	0.09%



- Iterative process
- Test, refine, repeat


**Tip #2:**  
**Improve Conversion Rate**  
**(Your Landing Page)**

# Don't waste clicks on your homepage!

## What To Do



Really interesting ways to learn about your world!



### Apply Now To Volunteer Abroad, Teach Abroad, Join the Conversation Corps or Become a Conversation Partner

You can apply to Teach Abroad, Volunteer Abroad, join the Conversation Corps or become a Conversation Partner on one form. There are three items we want you to know before you fill out the formal application:

- There is no fee to apply, therefore, if you decide not to volunteer or teach abroad before you authorize your first minimum payment later, there is no penalty. It's your time. It's your money. We are in need of volunteers and teachers, so we are just happy to have you consider volunteering.
- You must read our [Terms and Conditions](#).
- You must fill in your first and last name plus your email address below before we take you to the formal application. You may think it a hassle, but we're trying to give you the very best service. Remember...your name and email is not the application!

Upon receipt of the **completed Application Form**, our knowledgeable program staff will contact you to begin the process of putting your application packet together to send to the project you identify below.

First Name \*

Last Name \*

E-Mail Address. We will never give your email address out to any third party. \*

[Take Me To The Free Application](#)

## What Not To Do



ENVIRONMENTAL DEFENSE FUND™  
Finding the ways that work

For the media | Jobs | Offices | Contact us

We partner with businesses, governments and communities to find practical environmental solutions.

[HOME](#) [OUR WORK](#) [WHAT YOU CAN DO](#) [DONATE](#) [ABOUT US](#)  [Search](#)

### Warming and Wildlife

#### What You Can Do

- Take Action
- Donate

#### Other Species

- Puffin
- Pika
- Sugar Maple
- Lynx
- Monarch Butterfly
- Leatherback Turtle
- Polar Bear
- Snow Species
- East Coast
- Migratory Species
- Pacific Ocean

#### Warming and Wildlife » Polar Bear

### Polar Bear: Arctic Icon at Risk

The polar bear has become the iconic symbol of the threat of warming and rightly so – its survival is absolutely dependent on Arctic sea ice, which is rapidly disappearing.

Believed to have diverged from its cousin the brown bear around the time of the last ice age, polar bears are relative newcomers among bear species. Unlike their forebears, polar bears are full-time carnivores, depending almost entirely in seals to maintain their nearly 4 inch thick insulating layer of blubber.

An adult male can tilt the scales at 1500 lbs; females, half



#### Global Warming Threats

Bears hunt seals, their primary food source, at the edge of sea ice. As sea ice disappears, bear mortality rises. There are documented instances of bears drowning, unable to make

What am I supposed to do here?

Make it easy for a visitor to convert on your website. Sending traffic to your homepage is like wasting your click. Use a landing page with a form to make it clear what your visitor is supposed to do.

# Landing Page Tips

A landing page allows you to convert anonymous traffic into leads with names, contact info, and interests.



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You can apply to Teach Abroad, Volunteer Abroad, join the Conversation Corps or become a Conversation Partner on one form. There are three items we want you to know before you fill out the formal application:

- There is no fee to apply, therefore, if you decide not to volunteer or teach abroad before you authorize your first minimum payment later, there is no penalty. It's your time. It's your money. We are in need of volunteers and teachers, so we are just happy to have you consider volunteering.
- You must read our [Terms and Conditions](#).
- You must fill in your first and last name plus your email address below before we take you to the formal application. You may think it a hassle, but we're trying to give you the very best service. Remember...your name and email is not the application!

Upon receipt of the **completed Application Form**, our knowledgeable program staff will contact you to begin the process of putting your application packet together to send to the project you identify below.

First Name \*

Last Name \*

E-Mail Address. We will never give your email address out to any third party. \*

[Take Me To The Free Application](#)

## Landing page tips

- Keep it simple
- Limit navigation
- Align with keywords & ads
- Show the value of the offer
- Shorter forms have higher conversion

**Tip #3:**  
**Interactions among keywords,  
ads, and landing pages**

# State of mind of the searcher

- Keyword Bid: “**volunteer abroad**”
- Keyword Searched: “**volunteer abroad**”
- Ad Displayed: “**volunteer and teach abroad**”
- Landing Page: “**learn about volunteer teaching abroad programs**”

# Everything Works Together

- Small, focused groups of words
  - More phrases than single words
  - Use negative words (e.g., “- free”)
  - Consider using Phrase Match or Exact Match
- Focused, specific ads that fit with keywords
  - Test dynamic keyword insertion
- Focused, specific landing pages that fit with ads

# Break It Down & Get Specific

- Low ROI
  - Bid on a few very high volume words using generic ads and send traffic to your homepage
- High ROI
  - More Ad Groups
  - More keywords, but broken into lots of small groups of keywords
  - More targeted ads, with offer and language
  - More landing pages, targeted toward the keywords, ads and offer



# **Part 4:**

# **Additional Resources**

# Additional Resources

- Google Grants:  
[www.google.com/grants](http://www.google.com/grants)
- Inbound Marketing Free Training:  
[www.inboundmarketing.com/university](http://www.inboundmarketing.com/university)
- Inbound Marketing Software:  
[www.hubspot.com/free-trial](http://www.hubspot.com/free-trial)

# Who is HubSpot?



HubSpot is an inbound marketing software solution that helps organizations get found online by the right prospects and convert more of them into constituents.

The HubSpot software is a simple and integrated solution that includes tools for SEO, blogging, social media, landing pages, lead tracking and intelligence, lead nurturing, and marketing analytics.

HubSpot is web-based, does not require any IT staff, and is designed to be used by a marketing person, not a techie.

[\*\*Try HubSpot Free Now\*\*](#)