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

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Part 1:
What is Google Grants?

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What is Google Grants?

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

www.google.com/grants

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

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

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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.
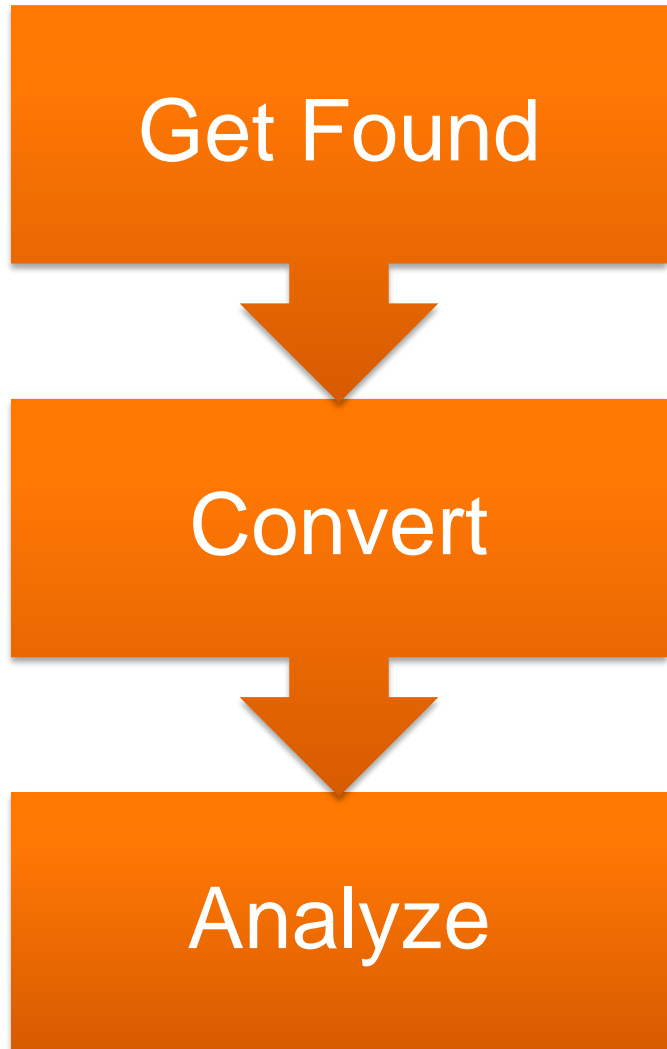
Who do you want to find you?

- 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

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Inbound Marketing is a Process

Get Found

Convert

Analyze

- **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

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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

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PPC vs. SEO

PPC = Liposuction
- Fast & Easy
- Expensive & Temporary

SEO = Working Out
- More Time and Effort
- Less $ & Long Lasting

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Organic Search Advantage

- Free

- More traffic

- Smarter people

- Longer lasting

Organic results get 75% clicks

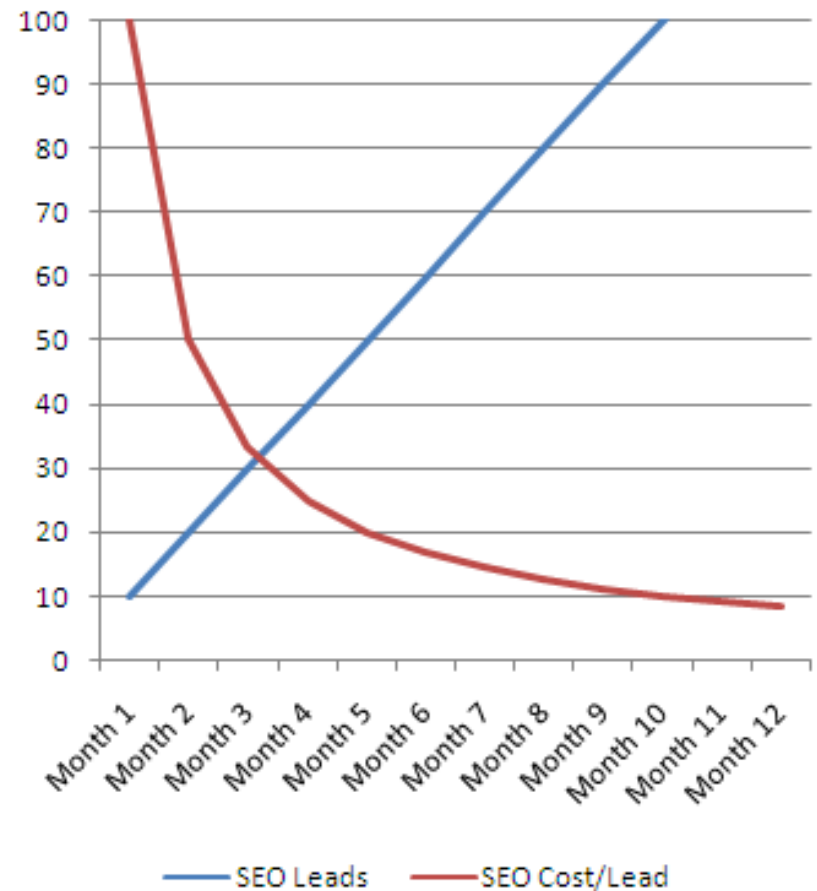Paid/sponsored results get 25% clicks

Source: Marketing Sherpa and Enquiro Research

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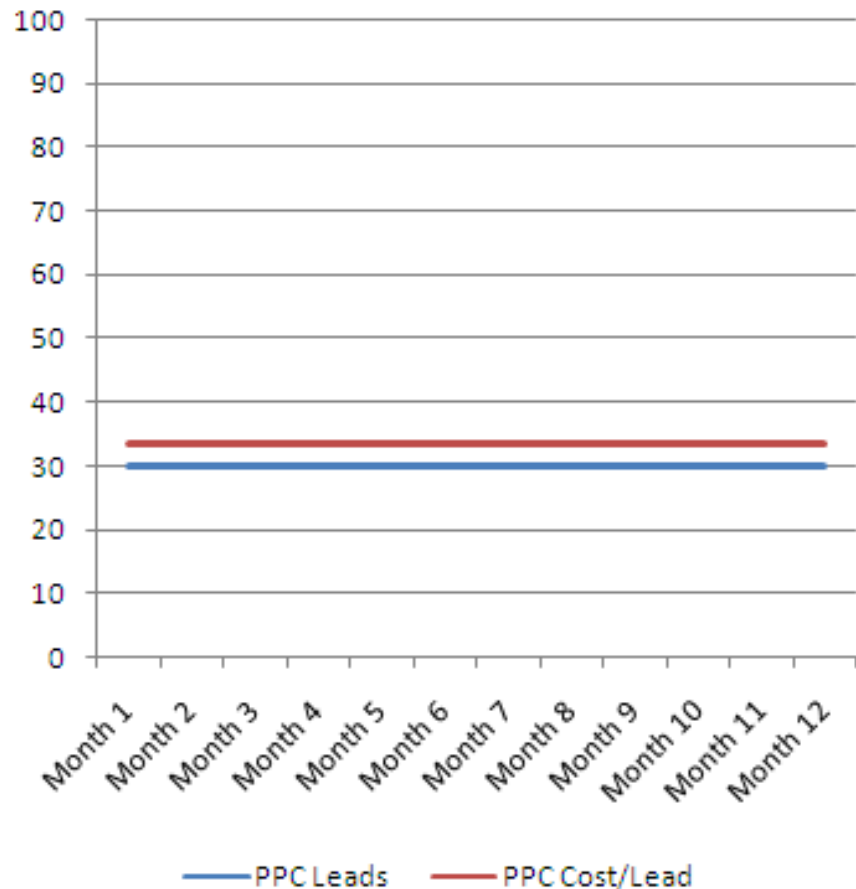
PPC vs. SEO

PPC's Place in Inbound Marketing

- Fast feedback
  - Don't get addicted!

- Test conversions by keywords

- Promote short term events

- Test new campaigns

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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)

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PPC Math Tutorial

	Scenario 1: Good CTR, Bad Conversion	Scenario 2: Bad CTR, Good Conversion	Scenario 3: Good Performance	Scenario 4: 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.

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

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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

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Tip #1: Improve Click Through Rate (CTR)

	Variations	Actions	Status ▼	% Served	Clicks	Impr.	CTR	Cost
☐	**{KeyWord:Free Marketing Whitepaper}** Online Marketing Best Practices 5 Simple Tips to Improve Quickly www.HubSpot.com	Edit	Active	35.3%	39	1,063	3.66%	$232.54
☐	**Free Marketing Whitepaper** Internet Marketing Best Practices 12 Pages w/Color Charts and Graphs www.HubSpot.com	Edit	Paused	31.0%	32	934	3.42%	$185.88
☐	**New Marketing Whitepaper** Online Marketing Best Practices 5 Simple Tips to Improve Quickly www.HubSpot.com	Edit	Paused	6.6%	6	199	3.01%	$21.14
☐	**Free Marketing Whitepaper** Online Marketing Best Practices 5 Simple Tips to Improve Quickly www.HubSpot.com	Edit	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

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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

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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."*

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Tip #1: Improve Click Through Rate (CTR)

Variations	CTR
Free Search Engine Kit Powerful SEO Information 5 Simple Tips to Improve Quickly www.HubSpot.com	0.94%
{KeyWord:Free SEO Guide} Search Engine Optimization Info 5 Simple Tips to Improve Quickly www.HubSpot.com	0.90%
Free SEO Kit Powerful Search Engine Information 5 Simple Tips to Improve Quickly www.HubSpot.com	0.83%
{KeyWord:Free SEO Guide} Powerful SEO Information 5 Simple Tips to Improve Quickly www.HubSpot.com	0.80%
{KeyWord:Free SEO Guide} Free Search Engine Optimization Kit 5 Simple Tips w/ eBook and Videos www.HubSpot.com	0.75%
Free SEO Kit + Videos Easy SEO Tips and Tricks + 2 Bonus Video Seminars! www.HubSpot.com	0.55%
Free SEO Information Search Engine Best Practices 5 Simple Tips to Improve Quickly www.HubSpot.com	0.09%
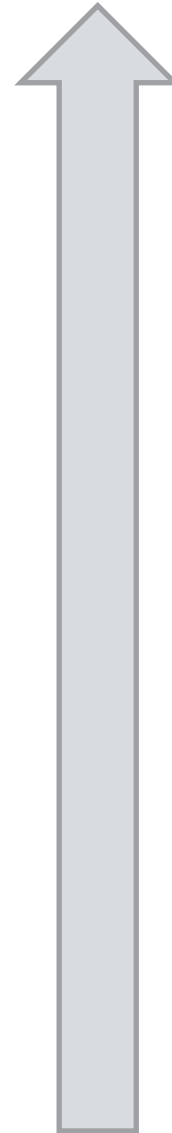
- Iterative process

- Test, refine, repeat

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

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Don't waste clicks on your homepage!

What To Do

What Not To Do

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.

Landing page tips

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

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

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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

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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

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Part 4:
Additional Resources

Additional Resources

- Google Grants: www.google.com/grants

- Inbound Marketing Free Training: www.inboundmarketing.com/university

- Inbound Marketing Software: www.hubspot.com/free-trial

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Who is HubSpot?

Get Found
- + SEO
- + Blogging
- + Social Media

+

Convert
- + Landing Pages
- + Lead Tracking & Intelligence
- + Lead Management

+

Analyze
- + Marketing Analytics
- + Competitive Analysis
- + Lead Scoring

= 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

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