

LLP-ERASMUS
Intensive Programme

**Internet advanced promotional tools application for increasing awareness
of social exclusions movement**

Homeless A Italy

Progetto Arca Onlus

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Education and Culture DG

Lifelong Learning Programme

1. Executive summary

Campaign overview

We created two Google AdWords campaigns: one in English and one in Italian. Each campaign has three Ad Groups.

The first campaign is called “A warm bed for a homeless”. The AdGroups for this campaign are: “donation for homeless”, “housing a homeless” and “volunteer”.

The second campaign is named “Senza tetto”. It contains the next AdGroups : “Donazioni”, “Dormitori”, “Volontari”.

The main goal of our campaigns is to get as much clicks as possible. Also we want to increase the awareness towards the non-profit organization “Progetto Arca Onlus” from Italy.

Key results

Both our campaigns started on the 6th of March. Our key metrics are not very high. For example the CTR for the English campaign is 0.15% and for the Italian campaign we have a CTR of 0.17%.

The average CPC was PLN 1.84 for the English campaign and PLN 2.42 for the Italian campaign.

Concerning the Costs, we spent PLN 94.08 on the “A warm bed for a homeless” campaign and PLN 120.77 for the “Senza tetto” campaign.

Conclusion

In this report the steps that we followed will be shown in order to make our campaign successful. And it will be seen what kind of decisions we had to do and the changes that led to the final result of the campaign.\

Future recommendations

In the end of this report it will be seen what we have done well but also what we have done wrong. A feedback will be given about how the relation between the website of the foundation “Progetto Arca Onlus” and its Google AdWords campaign should look like in our opinion.

2. Industry component

Campaign overview

The project that we are working on is all about awareness. So obviously this is our main goal. We wanted to create awareness for our foundation, Progetto Arca Onlus, using Google Adwords.

In the beginning of the project on Google Adwords we set some goals for our campaign. To state it simply, we wanted to achieve the best result of all groups. We wanted to have many clicks. We didn't have an idea about the amount of clicks we wanted to get, because we didn't know what we could expect and what the averages usually are. After a few days we were able to have an idea about our campaign, because we shared our information and results with our ‘competitors’. So then it got more easy to set our goals.



Concerning the impressions and CTR, it was different. We just wanted to have a high ratio. To achieve this we needed a good advertisement, but having a nice ad isn't enough. The CTR depends on impressions too. So to conclude: our main goal was to have a high CTR with a good campaign. We didn't have exact numbers for goals because the lack of experience.

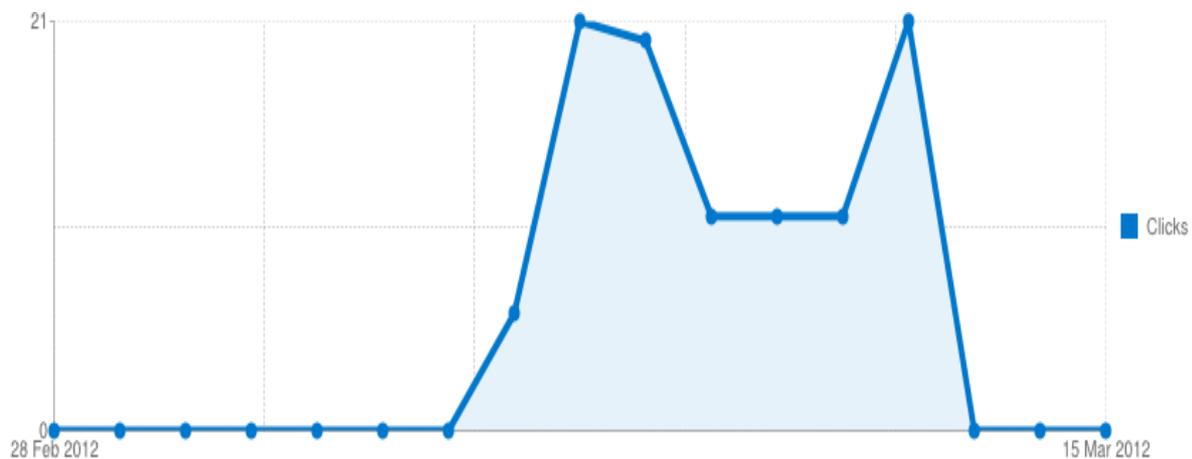
We had the same problem with the CPC, because again we didn't have any experience or knowledge about a Adwords campaign. But in the end it seemed that we had no problem with it.

Evolution of our campaign strategy

The strategy stayed more or less the same during the two weeks of our campaign. Only our tactics changed due to our skills which got better. In the start everything went very slowly,

there was a lot of hesitation. But once we started our second campaign, things went smoother. The main focus was stressed on the keywords. First we had about 20 keywords. They were all related closely to the Progetto Arca Onlus Foundation. Then we got the idea to search for more general keywords. The problem was that, once we extended our list of keywords, and it was getting more effective, our account got blocked.

After a few days we also realized that our costs were too high. We had an average CPC of 2,13 zloty. We never learned how to manage the financial part of our campaigns. Everything was set automatically. We even never managed to have a quality score for our keywords that was higher than 4/10. The last few days, when our campaign was offline we tried to adjust our keywords and the prices, but unfortunately it was too late and we couldn't see any effects.



As you can see we reached our maximum in amount of clicks the second day. Then we made a mistake by adding keywords, which were too expensive, so our budget for one day was gone with 11 clicks. Afterwards we changed it and we got 21 clicks again. After that day, our campaign was getting better. You can see that our account got blocked.

<http://www.cellulariperbeneficenza.it/ASSOCIAZIONI/progettoarca/arcalogo300.jpg>

Key results

We will start with the English campaign, in this campaign we have three groups: “donation for a homeless”; “housing a homeless”; “Volunteer” . But unfortunately the last one haven't been working as we created it after the problem with Google ad words, so there is nothing to say about this one.

We had 51 click for the English campaign, but only “housing a homeless” brought us some clicks.

About the Italian campaign, we also had three ad groups for this campaign named “volontari”, Donazioni, “Dormitorio”. But it’s the same as with the “volontari” adgroup, it was created after the problem with google so it hasn’t been on line. So we had 22 clicks for the “Donazioni” and 28 clicks for the “dormitori”.

To conclude, we had have respectively 50 and 51 clicks for the English campaign and for the Italian campaign.

Our campaign started slowly, indeed the first day we had only 6 clicks so then we added more keywords, as obviously we didn’t have enough of them. So the next day our amount of click raised to 21 clicks. It remained the same for the day after, then started to go down during the weekend. Due to the bad result during the weekend, we decided on Monday to work on the keywords and found some more efficient one, so we tried to find some keywords who were more general and also more related to our topic so it went up to 21 clicks again, And finally we had a problem with our adword campaign Google stopped to show it, so we couldn’t do anything from Tuesday the 13th.

Our more effective keywords were for the “Housing a homeless” ad group: “Shelter”, “Housing”, “Social housing”, “homelessness”, “homeless”, “tuberculosis” and “help homeless”. The impressions for these words was very high, for example “Shelter”, “Housing”, “turbeculosis” have been enter on internet respectively 1,483 ; 3,128 ; 2,397 times and brought us between 2 and 8 clicks for each, so our more efficient keywords was “shelter” and “housing”. The average cost of this words was for Shelter: 1.58pln, housing:2.45 pln social housing:2.30 pln tuberculosis:1.20 pln. Our most expensive keywords was up to 3 pln it was also part of our strategy to take cheap keywords as our budget was not that high.

Our less efficient keywords were for example “food”, “accommodation”, “help” and “ngo”, any impressions, any clicks for these words.

The click through rate for this adgroup was 0.15%

For the Italian campaign our more effective keywords for the ad group “dormitori”(accommodations) was “posti letto”(beds) “case popolari”, “residenza”(residence)

.The two keywords who had the most impressions are “posti letto” and “cibi”(food) with 1,272 , 1,133 impressions and “posti letto” is the word which brought us the more clicks with 5 clicks, so it’s not that much but it costs 2,06 per click. And our most expensive keywords was “cibi” with a cost average of 3.74. For the adgroup “Donazioni” the keyword who was the most effective was “senza tetto” with (only) two clicks and 72 impressions and its cost was 2.87pln. The click through rate for “dormitorio” was 0.45% and 0,09% for “Donazioni”
The total cost of our campaign has been 214.85 pln.

Conclusions

We can conclude that Adwords can be a very helpful tool for the marketing section of an organization. We noticed that with the right keywords a lot of impressions can be reached. Making a campaign mainly depends on the keywords and the advertisement. During two weeks we tried to launch a campaign on Google Adwords to create more awareness for the Progetto Arca foundation in Italy. We started with our English campaign to get used to Google Adwords. At first we only chose the related keywords. Then we decided to diversify and we added some new keywords that weren’t related but that were the most popular searches on the internet this was bad for our CTR because we got impression but nobody actually click on our ad. So we change our strategy and we removed keywords which were not related to our organization, we also put on pause the one who had no impression in order to increase our CTR ratio .

Future recommendations

We learned that Google Adwords can be a very helpful tool for the online marketing of an organization. It is very important to take every decision very serious and really make everything fit. You need to think about the little details, like the keywords. The advertisement itself is of course one of the most important parts of your online campaign, because this is what people actually see. It has to draw the attention and make people click on it. The keywords have to lead them to the advertisement, so we can state that the keywords are the second most important part.

You can achieve a lot, but you need to know how Adwords works. Before you make decisions, over think it twice. This can make the difference. 4

3. Learning components

The team had to deal with the Google AdWords and create a Facebook page for the chosen company what needed teamwork and enthusiasm.

We were hoping that we can work together and work out a good strategy to be one of the best teams. We were planning to create the campaigns to be effective and having many clicks before the time is over. We hoped to learn how to manage the problems with the campaigns and Google plus Facebook, and learn how to attract the attention of the people who are interested in the topic, and the interest of those who are not interested, but find our page and become our followers because of our creativity.

We also hoped to learn how to work in international group and deal with some cultural and personal differences during this two weeks and create a very great and effective team.

Our number one aim was to increase the traffic on the website of the organization and help them to be more popular in Italy and in Europe. Both campaign (the national and the international) had almost the same amount of clicks and the same level of impression. So we increased it, and get traffic to the website of the organization Arca Onlus.

To achieve the first aim we had to find the target group or groups to reach and design the ads and find the most relevant keywords that fit to the groups we have chosen in order to get more and more clicks.

We hoped to be able to use our skills and imagination to create a well designed Facebook page together, and develop it day by day, so that the followers would actively participate on the page.

The best way to reach these goals is the effective and good teamwork that we had from the beginning. We worked together on the Facebook page and on the ads, we looked for the keywords together, discussed the prices. We had no leader in our team, we were equal.

We had some unexpected outcomes such as the fact that Google had prevented our ads in the second week a few days before the end of the program which meant the end of the

game for us. The prevention was caused by too many marks and inappropriate usage of capital letters. We were not the only team experiencing this, but it was in the worst period. If we would have realized that we did something wrong, we could not make it right because we had no time left.

After we found out that the others had more clicks meant a huge disadvantage. The webpage of the organization was only in Italian, and not everybody from the team could understand and find the information needed. But later we learnt how to handle this problem.

The expected outcomes were first of all that we are able to build (and later maintain) a good relationship with the other people from different countries. We were a good team according to the work we did together, and the free time activities. Outside of the team we hoped to create relationship with others to 'internationalize'.

We learned more about the social exclusion of the homeless people and of the immigrants in different countries in Europe. We also learned how to take part in a campaign and how to attract the attention of the people with campaigns and with the help of Facebook and with observing the other teams' work.

Group dynamics:

We divided the work so that everybody has his part to do in the project in order not to waste our time. And if something was not clear, we explained to each other if necessary afterwards.

Our biggest challenge was that we are from different countries, but that did not prevent us from anything, because we were getting along well with each other. There were no language difficulties, the cultural differences stayed under the surface because we were patient and listened to the others.

The expected outcome was that everybody spoke English and we all understood each other so well.

Future recommendations

Our purpose is to learn more about Google AdWords. Doing that, we will be more prepared when we will develop other campaigns in the future. We could check more efficient keywords and we will be able to improve our key metrics.

We hope that the organization Arca Onlus will also design pages in other languages. This is very important in order to increase the people's awareness towards the organization's activities. In addition, it is also important to obtain more funds and donations. During the project we have realized that it is very important to speak a shared language with the other members of a group. We hope to improve our English knowledge also in our countries. So, next time we will meet, we could explain our opinions in a better way.



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