

LLP-ERASMUS  
Intensive Programme

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

# **Homeless B Romania**

# **Samu Social Romania**

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Education and Culture DG

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## Executive Summary

The following page contains a 1-page summary of the entire document.

## Campaign overview

The main goal of the project was to use online promotion tools to increase awareness on social exclusion, more specifically: homelessness.

During 2 weeks we were expected to successfully achieve the before mentioned main goal by working together with international team members and using Google AdWords.

## Key Results

Total Clicks Overall	481
Total Clicks English Campaign	287
Total Clicks Romanian Campaign	194
N° of Impression Overall	75.638
N° of Impression English Campaign	54.727
N° of Impression Romanian Campaign	20.911
Click Through Rate Overall	0,64%
Click Through Rate English Campaign	0,52%
Click Through Rate Romanian Campaign	0,93%

## Conclusion

The campaign was successful in raising awareness for homeless people, given the limited budget and the fact that this was the first time working with AdWords for most of us.

Samu Social Romania could definitely benefit from having an active AdWords campaign, but depending on which goals they want to achieve with it, there might be other and better options for them to spend their resources on.

## Future Online Marketing Recommendations

Samu Social Romania needs an integrated approach to their online activities, tying everything together in order to have the same and clear image in all aspects of the online landscape.

They should make sure that there are online donation options on their website, that there is easy accessibility to their different social media channels and that they are interconnected, and finally that online promotional tools like AdWords are used creatively and effectively.

## Industry Component

A closer look to see what we did to get the results we have.

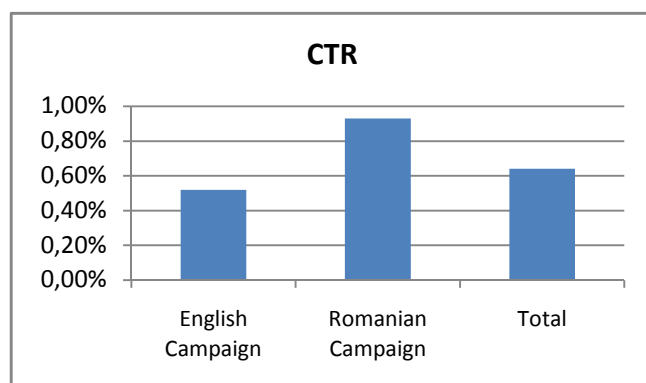
## Campaign Overview

Let's take a peek at what our plans were and how those plans translated into actual results.

## General Strategy

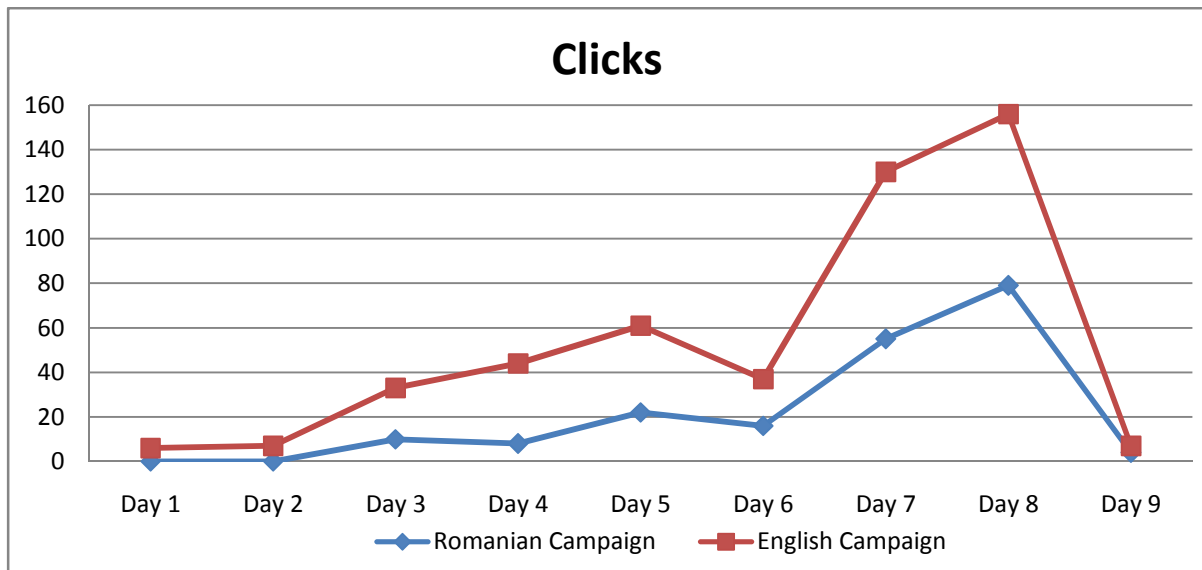
Our main focus during the entire campaign was to have a decent amount of clicks compared to a certain amount of impressions in order to have an acceptable Click-Through-Rate. We wanted to achieve this using only relevant keywords. We had no intention of cheating by including irrelevant keywords as this wouldn't fit in our "Fair Play"-approach.

We wanted to raise awareness around homelessness among different kinds of people. For example: we targeted individuals that were interested in providing help or learning more about the problem and at the same time people looking for housing options, potential house buyers, as we thought it was a good idea to heighten the awareness for homeless people around people that were in the lucky position to afford comfortable housing.

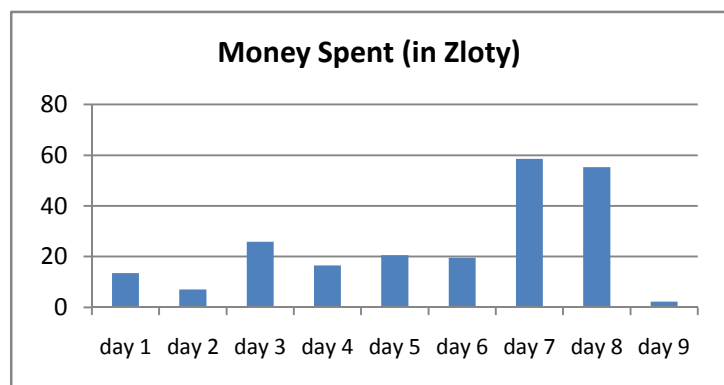


## Operational Details

After two weeks of intensive work with Google AdWords, we have amassed a total of 481 clicks on a total of 75.638 impressions which resulted in a CTR of 0.64% across all our campaigns.



We calculated that with 2 campaigns running at the same time during 10 days, having a budget of 250 zloty, we should limit the daily budget for each campaign to 12,5 zloty. This would be 25 zloty per day during 10 days. This equals 250 zloty, exactly the amount of money we were allowed to spend.



During day number 9, the graph shows the use of only 2.27 zloty. We were not informed of the reason why this is happening, as we still have over 30 zloty available. Other teams experienced the same issue with their last few zloty not being spent.

We decided to add and remove new keywords on a daily basis in order to find new well-performing keywords as well as to eliminate the ones that were generating too many impressions but not enough clicks as those will have a negative impact on our CTR.

This approach worked good for us as the amount of clicks increased faster than the amount of impressions. This means our keywords got more relevant to the people searching Google and probably that the text of our ads were better than before.

Every day, the key words that created no impressions, were put on hold as well.

At the end of our campaigns, we had a total of 281 keyword with only 113 active.

The best performing keywords were:

Keywords	Clicks	Impressions	CTR	Avg. CPC
Romania	308	38899	0,79%	PLN0.40
Ajutor	30	2570	1,17%	PLN0.72
Asistenta Sociala	18	781	2,30%	PLN0.44
Adult	16	2063	0,78%	PLN0.27
Adaposturi	10	517	1,93%	PLN0.80

We've tried to pay attention to the price of the keywords as we were planning on blocking the ones that were too expensive, but fortunately most of the keywords that were successful weren't that expensive. We did not have to block any popular but costly keywords.

The tools we used to monitor our activities with Google AdWords included the regular online dashboard which we accessed via school computers and our laptops, but we often checked the performances of our account during the night via our laptops and cellphones. The mobile version of Google AdWords was available and served its purpose.

## Conclusion

With the results that we had, we think we can make some conclusions that'll help us evaluate our actions in order to do better if we ever need to do something similar.

We believe that Google AdWords is a very powerful tool to generate traffic to a website and it certainly has its purpose for non-profit organizations as well. We were giving a certain budget to spend in order to raise awareness around homelessness. For this part of the task, we believe we did a pretty good job, and we believe Google AdWords might be good tool to achieve this goal. On the other hand, for a non-profit organization looking for donations and funding, this method of "advertising" might not be efficient enough as we don't know what the return on investment is for them. We have no idea how many people actually took the step to donate to Samu Social Romania, maybe a lot of people did but there is no way for us to know at the moment.

So, in order to create awareness, AdWords has done a good job because a lot of people have been confronted with the problem thanks to our ads. But, from Samu Social Romania's point of view, there might not have been a need to advertise via AdWords as we have to ask

ourselves if people will actually contribute to projects like this via internet, through an ad that they clicked.

Creating awareness and raising funds is not the same, and from this perspective, it's important to remember that AdWords might not be the right tool to achieve these very different goals.

Unless there are some things the organization is willing to change to make it easier to justify the use of AdWords.

## Future Recommendations

We'll approach this section as a short online marketing plan for the organization.

Based on what we've concluded before, we believe there are opportunities for organizations like Samu Social Romania to use Google AdWords and their website, but in order for this to happen, the organization needs a more active online strategy.

The website of Samu Social Romania is actually a pleasant and easy to use website for Romanians.

Therefore, it's a shame that there is no option to actually make your contribution directly via the website. The only way to donate is to take the information from the website and make a bank payment. This is too much of a hurdle to gain donations via online channels.

We believe that if Samu Social Romania, added the option to directly donate via credit card, PayPal or other popular online payment methods combined with effective ads distributed via the AdWords network and the right marketing material on their website, they might gather a lot of donations online.

Maybe it might be a good idea as well to add the possibility to buy certain items in a sort of web shop or partnering up with certain other commercial organizations that offer special products of which a certain amount of the profits go to Samu Social Romania. These are merely suggestions.

Samu Social has many possibilities to use AdWords or other advertising networks online and combined with the right marketing material on the website and the right text or visual ads they might achieve an acceptable ROI that will justify paying for online promotion tools.

## Learning Component

In order to have an overview of what the objectives were and if they have been achieved, we will define the objectives and the outcomes in the following paragraphs.

## Learning objectives

For us, the learning objectives that we hoped to reach via the international project are mentioned below.

The team...

- wanted to learn more about successfully using Google AdWords in a non-profit environment.
- hoped to gain insights in the hard life of homeless people and wanted to think about how we could do something to make a difference.
- tried to use Facebook Pages as a way to raise awareness amongst other people for the problem of homelessness.
- wanted some hands-on experience in order to be able to effectively use Google AdWords and Facebook Pages in different situations with different goals in diverse commercial or non-commercial environments.
- wanted to improve its international communication skills by working efficiently and effectively together, preferably in the same language (English).

## Outcomes

Now that the project is finished, every team member realizes that we've achieved a lot of things which we had planned to accomplish. Unexpected achievements were also part of this experience and are a nice bonus to our entire trip to Poland.

The before mentioned goals and objectives have been met with different degrees of success by different people. Despite everyone doing their best, some team member performed better than the others at various tasks. Those are actually precious moments where we all realize that working together can help all of us achieve better overall results.

All of us have met the expectations that we've put up for ourselves and we've even surpassed them in some areas, like our performance in the Google Adwords program. We're proud of the results that we've booked, despite being absolute beginners at it. There is a lot of room for improvements on how we approached all of this but there's a first time for everything and there could not have been a better first time for us personally.



## Group Dynamics

We will now discuss how the group grew into a team.

The first gathering was a little hard because of cultural differences, prejudgments and some miscommunications on what the project goals actually were.

After some time, the group quickly started to realize that we'd be better off listening to each other and that by reaching consensus on certain topics we could incorporate great ideas and different points of view from every team member into the final product.

Some expected outcomes were the team having fun, laughing and learning a lot from each other's culture and country.

Some unexpected outcomes were the results of the AdWords campaign as those were better than we expected them to be. The growing number of impressions and clicks and a slowly improving

Click-Through-Rate were a good morale booster and also a great start for the daily workshops when we checked the outcomes of our efforts from the previous day.

## Future recommendations

As good as the team was, there is always a way to do even better!

One of the things which we thought could be useful was to have a better understanding of Google AdWords. The team struggled at first to agree on certain things mainly because no one could actually tell with absolute certainty how it worked. We figured it out in time to achieve some fairly good results, but making sure we all have the same amount of basic background knowledge could save time and improve immediate results, which is a good thing.

In the end, we believe the group grew closer towards each other by working together but as there were some other activities planned and we were not forced to do those together as a team, we missed the chance to get to know each other outside of the workshops. Having some small team-building activities our "get to know each other fast"-activities before starting the workshops could've heightened the team spirit from the get-go.