

LLP-ERASMUS
Intensive Programme

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

Homeless C Poland

Towarzystwo Pomocy im. Św. Brata Alberta

Report by:

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1. Executive summary

By participating at this program, the aim was to increase awareness about social exclusion, and more specifically regarding the homeless. To reach that goal, we have decided to create advertisements concerning volunteering and donations for a Polish organization. In what concerns the operational details, we should mention that we have created 2 campaigns, one in English and the other in Polish. Each campaign had three advertisements. The overall campaign performance was 203 clicks. The ad groups' performance was:

- Volunta food – 54
- Clothes – 42
- Job- 1
- Wolontariusz- 52
- Praca- 34
- Odzież- 20

Key Metrics

	Impressions	CTR	CTC
Homeless Campaign	160,456	0,06%	PLN1.22
Wolontariusz Campaign	70,089	0.15%	PLN1.26

In conclusion, we saw that the languages and locations trigger different results. For this reason, we think that we should translate the whole campaign including keywords in other languages because of the different social and economic backgrounds of the consumers. We believe that because our Polish campaign was more successful than our English one because of the fact that Polish native speakers chose the words that are used in real communication situations.

For the future, we recommend cheaper keywords in order to receive the same number of clicks with the same budget and selecting more countries so that the advertisements can reach a wider audience.

2. Industry overview

The strategic goal of our campaigns was to increase awareness about the problem of the homelessness with the use of modern ways of advertising, i.e. the Google application - the AdWords. The campaigns we engaged in were to help one of Polish non-profit organisation, i.e. "Towarzystwo Pomocy im. św. Brata Alberta" (St. Brother Albert's Aid Society). As the organization operates in Poland, the campaigns were run not only in English, but also in Polish language.

The campaigns started on the 6th March 2012 and lasted until 14th March 2012. The whole budget we had was PLN250, which approximately is €50. The money we allotted for each of the campaign was divided evenly and accounted for PLN125. Such a distribution of funds was intentional and it was to show on which market the campaign worked more effectively.

In accordance to the information given at the very beginning that that the campaign was going to last for 10 days, we allowed for PLN12.50 to be spent every day. Moreover, for the fact that the budget was rather limited, we agreed to pay only up to PLN2 per keyword.

Our account was monitored during workshops as well as early in the morning and late in the evening via private computers. This enabled immediate reaction to all changes e.g. the decline in the number of impressions.

2.1 English Campaign

The first pillar of our Strategy for the English Campaign was to establish how much money we wanted to spend every day. As we were told that it was to continue for 10 , we set the budget for one AdWords campaign at PLN12.5 per day.

The second pillar of our strategy concerns the advertisements we wanted to create.

Our first goal was to create an ad to attract people to help collecting food for the homeless.

The figure 1: Advertisements, presents basic information concerning the campaign

"Volunteer for homeless".

<input type="checkbox"/>	●	Ad	Ad group
<input type="checkbox"/>	●	Volunteer for homeless Let's fight against the hunger, want to know how? Join us today! bratalbert.org.pl	Volunta food
<input type="checkbox"/>	●	Give clothes to homeless Want to get rid of old clothes? Do it useful, find out how! bratalbert.org.pl	clothes
<input type="checkbox"/>		Pomóż bezdomnym Walczy z wykluczeniem społecznym Chcesz wiedzieć jak? Dołącz do nas! bratalbert.org.pl	Volunta food
<input type="checkbox"/>	●	Employ homeless people Homeless people don't need pity, Give them a job. Give them a chance bratalbert.org.pl	job

Figure 1 Advertisements English campaigns

In our second advertisement we paid attention to the problem of shortage of clothes among homeless people – we wanted to encourage people to give their used clothes to the homeless

instead of throwing them out. Being convinced that a lot of people have the excessive number of ‘no-more-worn’ pieces of garment, we decided to create an ad “Give clothes to homeless”; for further details see figure 1.

For the first week these were our only AdGroups. As it can be seen in the figure 1, there is also a Polish advertisement (designed to be published within the Polish campaign) – therefore it was paused and then reintroduced in the frames of the Polish campaign.

Having one week of experience, we realized that our to date advertisements facilitated the lives of the homeless but did not solve the underlying problem, which is not having a regular income. Hence, during a second week we created an ad under the title “Employ homeless people” to target potential employers. We intended to signal to employers that homeless people can work and earn their living.

And the end of the campaign we had 42 clicks for the clothes ad, 54 clicks for the volunteer ad, and only 1 click for the job ad advertisement. Such a distribution of data implies that employing a homeless is rather a wishful thinking and does not lay in the scope of interests of the entrepreneurs, which should make the government to introduce some incentives for them. In total, as the graph indicates, in total there were 97 clicks for the English campaign. The sudden increase of clicks on the last day is due to the high budget available on that day, which suggests that the campaign would be more effective if we would have more funds available.

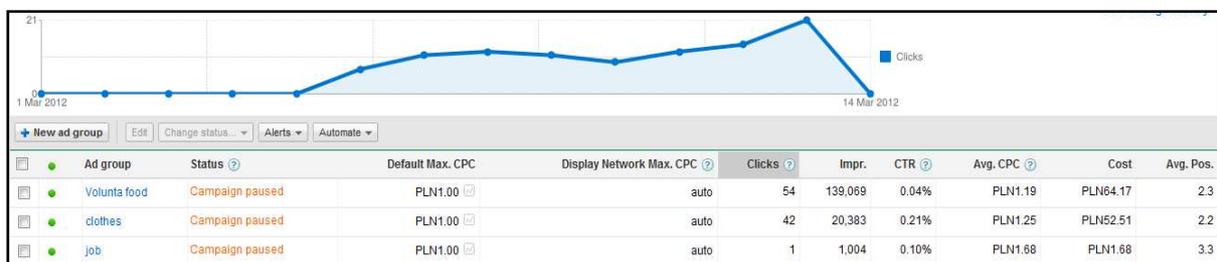


Figure 2 Total clicks English campaigns

The third pillar of our strategy was the choice of the language and locations settings.

Unsurprisingly, for the English campaign we set the English language because all of our advertisements are in English. In order to set the locations we choose five countries, beside Poland, where a significant number of people uses the Google engine not only in their own language but also in English. The group of the chosen countries encompassed: Belgium, Sweden, Romania, the Netherlands, Poland, and the United Kingdom.

The major changes during the campaign included the shifts in the set of keywords and in the amount of the bid. The keywords that were ineffective were either paused or deleted, and the default bid was decreased from PLN2 to PLN1. If keywords were more or less expensive than PLN1 we adjusted it individually between PLN2 and PLN0. Inserting new keywords (either words or phrases) resulted in rise in the impressions. Inserting new keywords (either words or phrases) resulted in rise in the impressions. The increased number of the displays of our ads contributed to the improvement in the number of clicks. By decreasing the default bid we were able to have more clicks with the same budget, and at the same time lowering the maximum price we wanted to pay for a keyword one finds. In the second week we noticed that we had more budget left than we had foreseen. Therefore we recalculated our budget again and set it at PLN15/day. This proved successful and counts for both campaign.

The English campaign was divided into three AdGroups: Volunta food (a draft name), job, and clothes.

In the next paragraph the more detailed information concerning their evolution is provided.

Volunta food: In this campaign 11 out of 12 keywords were displayed and clicked, winning the CTR from 0.03% to 1.72% and being charged for from PLN 0.78 to 1.74. The second figure constitutes 223% of the former. Such a distribution of the price presumably is the effect of a great number of the keywords clicked. The word which was paid the less amount was 'accommodation' and the most expensive one was 'social work'. The biggest number of clicks was obtained by the keyword 'food' – 19 clicks.

Job: The outcome of this campaign is the most astonishing since it earned only one click for the word 'job' whereas the set of keywords was the widest of all campaigns (32 differentiated keywords when the style of the language as well as the scope of the activities are concerned). The CTR was 0.13% and we were charged for it PLN1.70. After monitoring the evolution of the campaign, we paused many keywords since they seemed ineffective and we introduced new ones. Nevertheless, the result was not satisfactory.

Clothes: Within this AdGroup one half of the keywords was at least once displayed. These four keywords always had the word 'clothes' in a phrase: 'donate clothes', 'recycle clothes', 'second hand clothes', and 'clothes'. Among this group, the most often clicked word was 'clothes' – 12clicks, but it earned the lowest CTR (0.57%). 'Donate clothes' expression

gained the highest CTR 3.62%. The cost for each of the word is from PLN1.37-1.52; in this case the difference is hardly noticeable.

2.2 Polish Campaign

In the case of the first and second pillar of the strategy for the Polish campaign and the Polish advertisements it is convenient to refer to the English campaign because it is analogical to Polish one. Similarly, we divided the PLN125 by 10 days, which equalled PLN12.5 to spend per day. The advertisements introduced within the Polish campaign are parallel, i.e. wolontariusz (volunteers), praca (job) and odzież (clothes). For further details see figure 3.

Ad	Ad group
<p>Pomoc dla bezdomnych Walczmy razem z głodem chcesz wiedzieć jak? Dołącz do nas! bratalbert.org.pl</p>	Wolontariusz
<p>Zatrudnij bezdomnych Bezdomni nie potrzebują współczucia Potrzebują pracy! Daj im szansę bratalbert.org.pl</p>	praca
<p>Pomoc dla bezdomnych Masz ubrania których nie nosisz pomóż i podaruj używaną odzież bratalbert.org.pl</p>	odzież

Figure 3 Advertisements Polish Campaign

In a comparable way, for the Polish campaign we set the Polish language and chose Poland only in the location settings. The latter decision was due to a fact that there are no other countries where people search things in Polish or where the Polish is the official language. The different element in Polish campaign is the third pillar of our strategy, as well as the evolution of these two campaigns.

The campaign won in total 106, which were divided between the AdGroups in the following way: Wolontariusz 52 clicks, Praca 24, Odzież 20

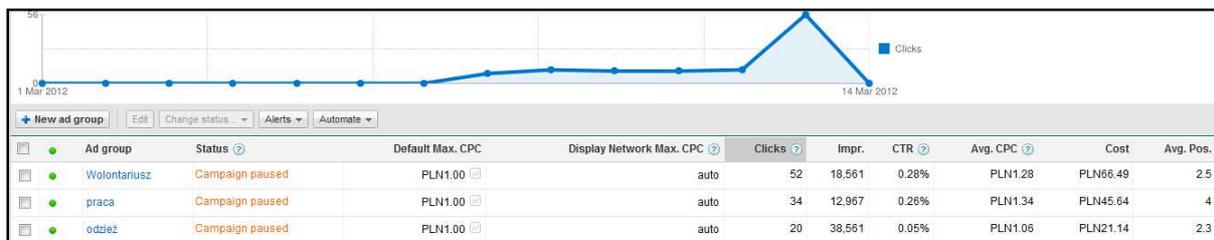


Figure 4 Total clicks Polish campaigns

Within the Polish campaign Wolontariusze we launched three AdGroups., namely: odzież, praca, and wolontariusz. Hereunder we present the evolution of each ad group separately
 Odzież: out of 16 keywords, the most often clicked words were gmail, zbiórka odzieży and używana odzież, obtaining 11, 3 and 2 clicks respectively. However, the CTR index was the highest in the case of zbiórka odzieży and constituted 15.00% (whereas for gmail it was 0.73% and for używana odzież 0.26%). The keywords which were the names of other Polish non-profit organizations that help the homeless, i.e. Caritas (87 impressions), Czerwony

Krzyż (25 impressions), Barka (19 impressions), and MARKOT (7 impressions) proved highly unsuccessful as in the case of all of them the CTR was 0.00%. This may indicate that the potential customers chose the official webpages of the organizations which were positioned higher.

Praca: this adgroup included 18 keywords and again three of them, i.e. praca na, oferty pracy & praca gained the CTR as the order follows: 1.10%, 0.32% and 0.25%. The other words were shown but never clicked. The most unspecified one, i.e. praca, was the most expensive (Avg. CPC PLN1.38) and the other two more specific keywords (phrases) were cheaper (PLN 0.50 and PLN 1.33) and more effective at the same time.

Wolontariusz: there were 20 keywords and, surprisingly, the best CTR was obtained by the word MARKOT, other non-profit organization name and accounted for 12.00% CTR. The most often displayed word was pomoc (7,812 times) and it earned relatively large amount of clicks, i.e. 25 with a CTR of 0.32%. The lowest price (Avg CPR PLN0.56) was paid for two independent words, namely: schronisko and wolontariat. Out of the 20 keywords, nine were clicked.

2.3 Conclusion

Our overall conclusion is that by changing the language and location of the campaign you get very different result. For example: The advertisement about job had more success in the Polish campaign than in the English one. We have come at the conclusion that an effective campaign should be translated in other languages, like we did with our Polish campaign, because the different social, economic and social backgrounds trigger different responses in the customers. The relatively successful outcome of the Polish campaign is also the result of a human factor, i.e. even though Polish is spoken by a significantly lower number of people, the campaigns won a similar number of clicks because of the fact that Polish native speakers chose the words that are used in real communication situations.

2.4 Future recommendations

The properly selected keywords will enable good positioning of the advertisement and therefore the organization will be more easily found by potential benefactors. The keywords should be diversified but at the same time connect it tightly with the organization's profile and

activities to avoid spending budget by unwanted clicks of the people who are not interested in providing help for those in need.

The non-official page of the organization of FB turned out to be a great tool to create awareness, especially the younger part of the population (it is due to the fact that majority of the FB users are from 18 to 34). Having a page on a popular social network is worth paying attention to, especially that this tool is totally free of charge and, undoubtedly there would be volunteers to manage this profile.

3. Learning component

Working as a group can be quite challenging, especially if the team members come from different backgrounds. That is why, collaborating on this project involved overcoming seemingly cultural barriers that set us apart. Furthermore, there were some differences concerning our personalities, because some of us are more extrovert and therefore express their feelings and share their ideas more at ease, while others are introvert and therefore are not so outspoken and spontaneous. Nevertheless, this aspect did not render any clash of personalities, as we managed to produce good ideas and to work jointly.

Consequently, the decision making process entailed conciliating these differences and finding the middle way. In this way, we succeeded in avoiding all kinds of conflicts and we managed to interact successfully. Working as a group also involved joining our forces and skills and distributing the tasks accordingly because some of us have a way with words while others have more advanced IT or marketing knowledge. This does not mean that we worked separately. We have always striven to complement each other's traits and to participate in all activities. Another important aspect of our working as a group was the fact we shared responsibility, in that we endeavoured to take all decisions together, during our brainstorming "sessions", and to achieve consensus.

One unexpected outcome of our working as a group was the fact that distributing the tasks and trying to reach an agreement resulted in performing them more speedily and gathering the information more easily.

During this campaign, we have learned that we must always plan carefully our strategies before implementing them and the fact that the results of these decisions should be closely surveyed in order to react on time and correct them. Moreover, we learned that we should

monitor the strategies that our competition applied and the fact that we should respond quickly and effectively. In what concerns our Facebook page, we realised that we needed to learn from our past errors and always adapt to the rapid changes that this channel of communication involved. Furthermore, we felt the need to focus and study our target audience in order to anticipate their expectations and to meet them. That is why we have striven to be as interactive as possible, in order to involve them in our campaign and consequently to gain visibility. We started from the premise that all customers like to feel that their opinions are taken into account and that there is something in store for them. We saw that obtaining a feedback from them enabled us to adapt and to understand their requirements. In what concerns the AdWords campaign we have learned how to cope with budget limits and deadlines, how to observe rules and put them into practice. The Netaware Program enabled us to learn new things and to increase our knowledge about tools like Google Adwords. This program was something new for all of us, so we were all beginners. In theory, we learnt about how it functions, its characteristics and how it basically works. In practice, it was almost the same. We did not know how to create a campaign or an advertisement. We were all quite aware that the keywords had to match the target group we had in mind for our advertisements. In fact, it was really interesting to see the traffic on some words and to try to guess what will work.

We found AdWords Program very useful and easy to use for beginners, and also not so much expensive because with only 50 EUR we obtained 203 clicks. One of our key results was reaching a wide audience. Furthermore, another key result was the fact that the Polish campaign had more clicks than the English one by using the same keywords.

Apart from the technical part, this program also offered us an insight into social exclusion. Now, we are more aware about the homeless people issues and how a small organization like ours can help them, having at its disposal few resources. For example, with the help of our Facebook page, we were able to offer our audience information about important of homeless people exclusion and to draw attention on this topic.

In what concerns the future recommendations, time management would be an issue to be tackled. We could try to use our time more effectively in order to avoid working under the pressure of deadlines. In addition to it, we believe that all the companies should use this

program in order to promote themselves, in a more efficient way because almost everyone uses the internet and the information reaches a wider audience in a faster way.

Other recommendation is the expansion of the campaign by selecting other countries, because in some of them English is less spoken by the average consumer. In the future we would also look at the countries where most Polish emigrants live and add this locations to the Polish campaign.



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