

LLP-ERASMUS
Intensive Programme

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

Homeless E Hungary

Hungarian Maltese Charity Service

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Executive Summary

The main goal of the project is to optimize the social activity of the Hungarian Maltese Charity Service, by increasing the awareness among those stakeholders who are ready and willing to participate in Corporate Social Responsibility (CSR) activities or social initiatives as donors or volunteers. The operational strategy sought to increase the financial and human resources of the organization, by aiming 3 main segments in the English campaign:

Companies, Institutions and High earners. And 2 for the Hungarian campaign: 1% percent tax donors and companies.

The three segments that were established for the English campaign were reduced to one (Companies) due to the low effectiveness of the other two (Institutions and High earners). The keywords linked between the ads were moved to the *Companies'* Ads to test its efficiency, which was positive thanks to the higher attraction obtained by ads related to emotional messages concerning the homelessness affecting women, which represented 47,35% of the whole campaign clicks. The Hungarian campaign maintained its structure, with the *one percent* and *companies* Ads, only the keywords were modulated in order to involve the religious catholic community of the country, which showed good results.

The performance was assessed with 3 variables, Clicks, Cost per click (CPC) and Click through rate (CTR), which were optimized during the time of the campaign. The number of clicks by the end of the second day (March 7th) only reached 15, encouraging improving the combination of keywords towards the women segment. The strategy had good results increasing exponentially and reaching above 30 clicks by the 3rd day and above 90 by the 4th day. The CTR also improved going from a low 0.08% to 0.72%. Concerning the CPC, the objective was to obtain figures in inverse ratio to the clicks. The results were assertive by decreasing the CPC from 2.00 PL on March 6th to 0.5 PL on March 12th.

The Evaluation for the campaign can be clearly defined as positive, by demonstrating the possibility of non-profit organization extension, through virtual and social media tools, proven by the exponential growth of visitors to the webpage with a good level of search relevancy, and offering an effective tracking of the campaign performance and a segmentation, targeting and budgeting immediate control. For future improvements the link between the visibility, the relevancy and the organization's activity (Ways to donate, volunteer programs, etc.) must

be strengthened in order to offer and maintain the stakeholder interaction and commitment with the organization.

Industry Component



The figure shows the overall performance of our campaign. The CTR (Click Through Rate) metric was ever increasing during the whole campaign. We can notice a slight decrease in the amount of clicks and that was a result of the limited budget at the end of the campaign. Also the CTR and Clicks metrics registered a similar evolution.

English Campaign

Ad Groups: Companies

Target segment: Companies willing to participate in CSR activities.



The figure shows the impressive progress of CTR we have achieved during the campaign. There was significant increase on March 9th since we set the networks option (which settings determine where on the Internet your ads appear) to *search*, to better target the segments. At the end of the campaign we have gained 0.97% CTR.

Companies Ads:

Ad	Status ?	Clicks ?	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.
Help Abused Women NOW Save homeless women with children 24/7 assistance www.maltai.hu/english	Approved	179	19,993	0.90%	PLN0.56	PLN100.86	3.2
Help Needy Children NOW 100 million homeless kids worldwide 24/7 assistance www.maltai.hu/english	Approved	46	5,911	0.78%	PLN0.58	PLN26.56	3.5
Homeless Families in Need Over 100 million homeless worldwide 24/7 assistance www.maltai.hu/english	Approved	35	4,804	0.73%	PLN0.57	PLN19.89	3.3
Total - all deleted ads		26	20,843	0.12%	PLN1.62	PLN42.13	1.7
Total - search ?		280	37,270	0.75%	PLN0.65	PLN181.84	3
Total - Display Network ?		6	14,281	0.04%	PLN1.27	PLN7.60	1.6
Total - all ads		286	51,551	0.55%	PLN0.66	PLN189.44	2.6

Hungarian Campaign



The Hungarian Campaign was launched on March 8th and as the figure shows we could achieve an ever increasing CTR, which at the end of the campaign reached the 0.60% level. As the figure shows we had an increased amount of clicks on March 11th, since the keywords related to the religion had a higher tendency to grow on Sunday for the catholic followers.

Campaign Goal: Increase social awareness on homelessness among companies who are interested in CSR activities, a very popular modern aspect in this domain.

Ad Group: Companies

Target segment: Companies

Ad	Status ?	Clicks ?	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.
Közösen a Céljainkért Világos cél, világos feladat. Több mint 900 éve szolgálatban! www.maltai.hu	Approved	28	5,973	0.47%	PLN0.60	PLN16.82	2.1
Total - search ?		28	5,382	0.52%	PLN0.60	PLN16.82	2
Total - Display Network ?		0	591	0.00%	PLN0.00	PLN0.00	3
Total - all ads		28	5,973	0.47%	PLN0.60	PLN16.82	2.1

Campaign Goal: Create a broader social awareness amongst regular citizens who show interest in offering national resources in order to decrease the homelessness situation.

Ad Group: 1%

Target segment: Citizens

We decided to launch a particular Ad Group to target the Hungarian citizens who have the possibility to donate the 1% of their personal income tax to a non for profit organization on their will (according to the Hungarian legislations).

Ad	Status ?	Clicks ?	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.
1% Valódi Szolgálat Világos cél, világos feladat. Több mint 900 éve szolgálatban! www.maltai.hu	Approved	37	24,310	0.15%	PLN0.77	PLN28.67	2.5
Adója 1 százaléká Fontosabb, mint gondolná. Magyar Máltai Szeretetszolgálat www.maltai.hu	Approved	23	3,388	0.68%	PLN0.72	PLN16.62	3.2
1% Hajléktalanokért Mozgó Orvosi Rendelő Egészségügyi segítség nyújtása www.maltai.hu	Approved	4	2,299	0.17%	PLN0.52	PLN2.06	2.9
Total - search ?		64	17,762	0.36%	PLN0.74	PLN47.35	2.6
Total - Display Network ?		0	12,235	0.00%	PLN0.00	PLN0.00	2.5
Total - all ads		64	29,997	0.21%	PLN0.74	PLN47.35	2.6

The sixth of March 2012 the English campaign was launched with the Ad “Help Abused Women NOW” which was focused on companies with charity initiatives or CSR programs.

The marketing strategy was planned to attract targeted segments through sensitive and impressive connotation as shown in the images above.

The results of this date summed up to 4 clicks that registered a total cost of 8.00 PLN. We had a downward trend in the sense that we started the ad group with a higher spending limit per word and slowly started decreasing the figure.

On the seventh of March the next Ad Groups were created for the English campaign, together with their specific Ads:

- Institutions
- High Earners

For these Ad Groups we adopted the same strategy as seen above. On this date we registered a number of 11 clicks with a cost of 20.42 PLN.

The eighth of March brought an opportunity due to the international celebration of Women’s Day, that’s why we launched a special Ad Group with the purpose of attracting the targeted groups using key words related to the that special day. We got a feed back of 12 clicks and the total cost for them was 15.24 PLN.

There are three aspects to highlight within the keyword combination

- The keyword which provided the most quantity of clicks was “NGO”, the relationship and the matches more remarkable were *Career ngo(s)* with a CTR 5.66%, *Jobs ngo(s)* and *Employment ngo(s)* with a rate over a 5.53%.
- Concerning the keyword “Church” the results in the relevance were at a medium level compare to the matches on the word. A positive example is “*Catholic Charities*” and in the other side there are matches as “*Christian dating*” which are not related to the topic promoted.
- The third keyword is “Donation”. It has a high relevance in matches as *women charitable society; donate poor people, charity organizations*. However cases as *donate blood*, showed the low specificity of the keyword, which made necessary to establish a more specific combination (*Donation online*).
- *Ado* with 11 clicks which worked for those who would like to offer the 1% of their income tax to a chosen nonprofit organization.
- *Katolikus Egyhaz* with 19 clicks was the most successful among the Hungarian keywords.

The general results concerning number of clicks of these 3 main words are positives; however the CTR of the three of them is below 1.5%.

The CTR highlights different keywords from the clicks variable, four remarkable aspects are:

- *Donate online* counts with the highest CTR (3.45%), which was placed in order to obtain resources by donors who may try to look for an easy way to provide the money.
- *Homeless women* reached 2.59% which goes related to a segment which is most related to homelessness issues.
- Financial support with 2% was the third most relevant keywords concerning CTR.
- *Katolikus Egyhaz* that was most successful among the Hungarian keywords. It had an impressive 0.74% CTR and a quality score 4/10.

The budget was set according to the average Google Adwords provided. However the most remarkable change was to modulate the budget in each keyword to find a bottom line combined with a positive response by clients and maintaining a good average position in the advertisement, which really helped to decrease the CPC, sometimes by a number of 6 from the original set price. A remarkable modification is the change of budget distribution in two stages. First the CPC for the English campaign was considerably higher compared to

Hungarian campaign, reason why the budget was diverted to the last one in order to optimize the expenses. The second stage takes place after optimizing and setting each keyword maximum CPC (March 8th), this decreased the English campaign CPC to a similar level with the Hungarian, however the resources distribution were maintained in order to assess the potential of the national response. And concerning the operational reasons the Hungarian campaign was launched 1 day later.

Date & time / User	Campaign	Ad group	Changes
11-Mar-2012 08:26:20 netaware.hungary@gmail.com	English campaign		△ Budget Amount decreased from PLN50.00 to PLN25.00
10-Mar-2012 23:27:13 netaware.hungary@gmail.com	Hungarian campaign		△ Budget Amount decreased from PLN50.00 to PLN20.00
09-Mar-2012 17:15:09 netaware.hungary@gmail.com	English campaign		△ Budget Amount increased from PLN20.00 to PLN50.00
09-Mar-2012 16:08:28 netaware.hungary@gmail.com	English campaign		△ Budget Amount increased from PLN10.00 to PLN20.00
09-Mar-2012 15:02:25 netaware.hungary@gmail.com	Hungarian campaign		△ Budget Amount increased from PLN15.00 to PLN50.00
08-Mar-2012 17:52:15 netaware.hungary@gmail.com	English campaign		△ Budget Amount decreased from PLN15.00 to PLN10.00
08-Mar-2012 17:51:53 netaware.hungary@gmail.com	Hungarian campaign		△ Budget Amount increased from PLN10.00 to PLN15.00
07-Mar-2012 14:27:38 netaware.hungary@gmail.com	Hungarian campaign		△ Budget Amount decreased from PLN15.00 to PLN10.00

The campaign registered a continuous growth in it's performance. We based the assessment on the number of clicks and the indicators Cost per click (CPC) and Click through rate (CTR). In the graphics below is it possible to observe the relation between clicks and the two indicators mentioned. The CPC was 2.00 PL by the first day the campaign was launched, with a result of four clicks. By the 8 of March variables had an evolution in inverse ratio.



Conclusions

- Both of the ratios (CTR, CPC) were improved during the campaign while the knowledge in managing the budget increased.
 - CTR going from 0,08% to 0,72%
 - CPC going from 2 PL to 0,51 PL

- The number of clicks was maintained and increased going from 4 in the first day to 96 in the best day performance, with an overall number of 378 in 7 days, which gives us an average click per day of 54.
- The relevance of the search matches improved considerably by giving more specificity to the keywords.

Recommendation

- Giving high importance of knowing what the optimal range of price is.
- Giving relevancy to linking the social media tools with the operational activity of the organization, to provide stakeholders easy and efficient opportunities to participate.
- Maintaining and updating constantly the organization information and economical aspects of virtual campaigns.

Learning Component

Through the Intensive Program (IP) the objective was to create a link between (social) media tools such as Google Adwords and Facebook, and issues concerning the welfare of social groups who have been excluded.

For us as group these kinds of topics are critically relevant to encourage the awareness amongst general population. Especially for the educational process which is the seed of improvement for us as future guides and participants of society. However throughout the progress of the project we had the chance of analyzing the constraints such initiatives imply. Awareness can be a difficult aspect to control and expand and it is usually promoted at a surface level amongst society. People react to the tragic inflections of life and this is one of the reasons why we should try harder to promote social awareness through all channels available. We need to reach out to whomever is willing to invest in these causes because we need more than social awareness, we require social actions with visible and improved results. We had a couple of learning expectations that we were looking forward to seeing in this Intensive Program. The most important and challenging thing was trying to work together with people from different countries and become one international group. From the different cultures we had to make one group with the same values and objectives about the Advertising Campaign for the social exclusions of homeless people in Hungary. Another important aspect was finding out more about the connection between Google Adwords, social media and

advertising, familiarizing ourselves with Google Adwords Tool and implementing an efficient Marketing Campaign.

We had a universal idea about our learning expectations, all of us had great initiatives when it came to finding out about social awareness in Hungary and about the different social values and expectations that are characteristic to Hungarian society. In this particular category we can mention the fact that the Charity Institution had a variety of social assistance programs but no promotional strategy apart from their website. Another important feature of this experience was the fact that we proved ourselves evenly interested and involved in learning about how Google Ads work and what important role they play in the mass media promotional strategy.

The main outcome that the whole team will remember after this experience is that based on the results, a simple website is not enough for a proper advertising initiative. We also encountered some challenges like the fact that we had to change the Institution for which the Google Account was created, also small adjustments were made everyday. We found that it was more productive to split into smaller teams and assign different tasks for everyone with a continuous exchange of opinions and results. Of course, we sometimes had different opinions and wanted to make different changes but we discussed and analyzed and made decisions based on the majority.

Our experience was enlightening in terms of how much information we embedded about important and vital mass media tools like Google Adwords. Future recommendations would involve a better set of skills in terms of Google Accounts, also a more effective campaign strategy for promotional objectives. Improvement in group dynamics would also represent a must and of course the learning experience outcome should have a uniform result amongst all its members.