

LLP-ERASMUS
Intensive Programme

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

Immigrants A France Quimper

Le Collectif Droit d'Asile

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Lifelong Learning Programme

Executive Summary

Le Collectif Droit d'Asile is the Non- Governmental Organization that we have chosen to promote. It is located in Quimper in Brittany in the north-west of France. The organization was created in 2000 – 2001 in order to support the asylum seekers, to provide them help and to ensure that their human rights are respected. It also offers assistance concerning all the legal papers, it orients them towards associations and centers where they can learn the language, and it gives them the financial support for the legal fees or the money needed during the proceedings.

We started the campaign on Tuesday with the main aim of increasing the popularity and the visibility of the organization's website. For this purpose of increasing the website traffic we used Google AdWords®, having a budget of 250 Zlotys.

We have decided to create two campaigns: one in English, and the other one in French (on Wednesday) displayed in many countries in Europe, in North Africa and in other countries, former French colonies, where people speak and understand French, or in places where people are likely to be interested in the topic. For each of them we created one ad group, focusing on keywords concerning immigrants. Nevertheless, in the following days we enlarged the area of keywords for the French campaign, including keywords related to volunteers and people who are not immigrants but who can help them.

We have chosen for the first part of our campaign to follow the quality strategy, looking for keywords that are very focused and relevant for our goal, that is immigrants in Quimper, Brittany. At that time we concentrated only on less than 20 keywords. After several days, seeing that we have less than ten click (most of them for the keyword 'immigration France' - English campaign), we picked up for each campaign more than 100 keywords, formed of simple words, and not combinations of words to increase the chances of visibility and the number of click. However, during the whole campaign we preferred to have a balance between the impressions and the clicks, and to have the CTR with a percentage as high as possible. So the keywords that had no clicks but a lot of impressions were deleted because it meant that they didn't satisfied the actual demand of the researchers.

Overall our campaign has 84 click (46 for the French one, and 38 for the English one), 72,845 impressions, 0.12%, - CTR, PLN 3.27 - avg. CPC, PLN 274.97 - cost, and 1.5 - avg.

pos. The budget was distributed as follows: first days 13 zlotys/day, next days 10, and in the last days 26,45 (French campaign) and 26 zlotys (English campaign).

Industry Component

Le Collectif Droit d' Asile Quimper is a non-profit organization located in Quimper (Brittany region) that aims to :

- provide help and support to asylum seekers to ensure respect for human rights
- help them in their efforts, ensuring they receive all the support and entitlements they can claim
- orientate them to learn French and to contact interpreters if necessary, given the fact they are unfamiliar with the language
- provide financial assistance to meet their legal fees.

Our communication goal is to develop people's awareness of immigrants exclusion and its issues – globally and overall locally- and the existence of the organization quoted above (its activities in helping them to be integrated, its services, etc).

For that, we attempt to make the association website more visible on the network, to make it easier to be contacted by immigrants and people who want to help (volunteers, sponsors), to facilitate access to information.

Our potential target is firstly people, who are dealing with the immigration problem, then people who are able to influence them.

That is why our main target are immigrants living in Quimper and immigrants living in the Brittany region (meaning surroundings of Quimper).

Our global target are people in general, organizations, authorities, medias, able to affect and to influence immigrants' life and people related to them.

For example, information outlets, other associations dealing with things related to the immigrants' integration (housing, bank loans, schooling, job finding, subvention giving).

Furthermore, we focused on people who potentially want to be involved in helping immigrant people and to join the association.

For our strategy, we decided to start a campaign addressed to immigrant and then to volunteers. In this term, we followed a qualitative strategy for the beginning and then we kept

going with a quantitative strategy. We have firstly chosen only few keywords, but these were relevant ones.

The first week it was dedicated to the “test period”, so with a few money to invest in. Then, after being aware of the most relevant keywords, having a look on the CPC percentage, we invested more money in keywords of whose efficiency we were sure. So as to well manage our budget, we kept our specific strategy over the whole project. Thus, for the “test period”, we have selected cheap key words, so as to be able to invest more the following week.

In order to reach our targets, we split the marketing campaign in two campaigns. For each of them we used a different language (for the English one we used English, and for the French one, French), to make our campaign fit to the target group. For the English campaign we created the ad group NetAware - Immigration A and for the French one the ad group NetAware - Immigrants + Volunteers

Table English Keywords:

Keyword	Max CPC	clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
africa	6.00	1	45	2.22%	3.00	3.00	2.07
french	6.00	1	139	0.72%	4.84	4.84	1.99
free	6.00	1	543	0.18%	1.04	1.04	4.98
family	6.00	1	45	2.22%	3.00	3.00	1.98
organization	6.00	1	146	0.68%	0.89	0.89	1.73
French for immigrants	6.00	1	19	5.26%	4.58	4.58	2.37
visa	6.00	2	115	1.74%	0.26	0.52	2.0
France	6.00	5	947	0.53%	4.75	23.74	2.0
Immigration France	6.00	15	1269	1.18%	3.62	54.27	1.98
Total - Search	--	28	7,06	0,40%	0.40%	95.88	2.41
Total - Display Network	--	10	42.707	0,02%	2.07%	20.71	1.2
Total Al. Keywords	--	38	49767	0.08%	3.07	116.59	1.41

Table French Keywords:

Keyword	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
Algérie	1	194	0.52%	6.00	6.00	1.68
language	1	22	4.55%	6.00	6.00	1.86
santé	1	29	3.45%	3.60	3.60	1.93

sécurité	1	44	2.27%	6.00	6.00	2.32
droit	1	171	0.58%	5.54	5.54	1.7
association logement	1	169	0.59%	5.19	5.19	2.59
aider	1	24	4.17%	0.31	0.31	2.13
aide immigrants	1	24	4.17%	4.61	4.61	1.21
demande passeport français	1	15	6.67%	3.80	3.80	1.27
carte	2	310	0.65%	4.55	9.10	2.29
sexe	4	595	0.67%	3.36	13.43	1.63
Maroc	4	260	1.54%	2.65	10.59	1.95
travailler en france	4	197	2.03%	3.62	14.47	2.82
France	6	1382	0.43%	3.71	22.25	2.19
Total - all deleted	6	959	0.63%	3.82	22.92	2.27
Total - Display Network	11	13182	0.08%	2.23	24.57	1.51
Total - Search	35	9896	0.35%	3.82	133.81	2.22
Total	46	23078	0.20%	3.44	158.38	1.81

Furthermore in the second week, after we had the experience of the first week, we wanted to spend more money.

After the first day, we had no clicks at all. We realized that we have chosen only the area of Brittany and with English language keywords. So there was no chance for people to access our website. Then we decided to add more countries to the area selection where people are enabled to find our website on Google engine. That's why we have eventually chosen countries where are located potential immigrants that are likely to come to Brittany and that can understand and search information in English (i.e. old French colonies and European countries).

Concerning Campaign nr. 2 (French campaign addressed to immigrants people), we have seen that we had a high impression of some of our keywords, but with a very low number of click which means low CTR), that means they were not relevant enough, so we deleted them.

Then, day after day, we attempted to improve our strategy making some few changes in the keywords, following the results. We realized we have some difficulties in understanding the procedures of the AdWord's mechanism. For instance, once we had no money left to spend, but at the same time we had no clicks on the keywords, just on the total display network. Also, we did not understand the fact that we have spent 10,57 Zloty whereas the day before, we have put a maximum PLN amount of 10 zloty. Thus, we were confused with the analysis.

We decided to continue with the cheapest keywords for the rest of the week, so to apply our strategy based on quality key words. The other teams concentrated on the impressions and not on the clicks, so we wanted to concentrate more on click, because it means that people see the ad word and actually find it useful, it answers to their research requirement. On the other hand if we had put too many keywords and the audience would have clicked on it but it would have found it irrelevant and it would have harmed the reputation of the organization.

At the beginning of the second week, we were surprised by the low number rate of clicks and low CTR. This meant our keywords were not good enough. It was impossible to highlight some more relevant keywords (with high CTR), and so it was still impossible to chose the most relevant ones in order to invest in them with the more expensive and similar keywords. So, after some reflections within the team, we decided to try another strategy: spreading our key words. How did we manage it?

Firstly, we put on pause keywords with 0 % CTR, and those with little impressions and no click on both campaigns. We also thought about creating another ad group for the French campaign concerning the volunteers, and people who are not immigrants, but want to help them and the organization. But then we realized that we had to divide the money in three parts. As we wanted to be sure about the fact that if our first campaign targeted on immigrants works well - meaning with a high number of clicks- their number will not be restraint because of the fact that we invest money into the campaign for volunteers. So in the end we decided to add those keywords in the ad group already created for the French campaign.

Finally, we made another “test”, but this time, with a high number of “simple words”, in order to enlarge the research area and make the website easier to be found: we put a list of keywords related only to immigrants people for the English campaign (because this is our target), and on the other hand, we have added keywords related both to immigrants and to volunteers interested in helping the NGO (our two targets).

Global campaign Graphic:



Here we can see the evolution of the clicks rate over the project. Furthermore, that at the beginning we had no click, but after we can notice an improvement of our strategy.

Table Account campaign:

In the table below we can see the evolution of the clicks rate over the project (both campaigns). Furthermore we can see, that at the beginning we had no click. After that we can note an improvement of our strategy outcomes.

Account report:

Day	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
2012-03-07	8	1,675	0.48%	3.89	31.11	2.17
2012-03-08	12	23,947	0.05%	2.03	24.40	1.17
2012-03-09	7	24,258	0.03%	2.87	20.06	1.39
2012-03-10	6	4,005	0.15%	3.60	21.58	1.72
2012-03-11	5	704	0.71%	4.73	23.66	1.24
2012-03-12	12	2,295	0.52%	3.35	40.17	1.53
2012-03-13	19	10,374	0.18%	4.45	84.63	2.22
2012-03-14	15	5,587	0.27%	1.96	29.36	2.21
Total	84	72,845	0.12%	3.27	274.97	1.54

As you have read it above in the beginning our keywords were too specific and the number of impressions was too low resulting in zero clicks. The too specific keywords were also very expensive so we could obtain only a few clicks per day, thanks to the fast spend of the daily limit. After this we chose keywords which were more general to be able to get impressions and clicks too. Considering those keywords which were not shown from the beginning we should have reacted faster and put them on pause earlier in order for the CTR to be higher.

To conclude we can also say that it was a short time campaign which did not allowed us to get a good overview of the real results. We have also to keep in mind that the pointed organization was local. It would have been easier for the marketing AdWords campaign to begin with a bigger company of national level. Due to this feature the results were that we did not get enough clicks. (Results match to identity NPO). We needed more time to well handle

ad words tools. Also the very short amount of zlotys put us in a delicate position involving few action leverages. One of the difficulties we met was too keep with the planned strategy over the whole project. Indeed, we had to adapt it, and often it was pretty hard to choose what was preferable to do between keeping it or change it.

Regarding to this conclusion if we would have the opportunity to do it again, there some recommendations to follow :

What would we keep ?	What would we change ?
Smooth teamwork and communication	Qualitative keywords strategy => quantitative strategy at the beginning of the campaign (try a high number of keywords as soon as possible in test period)
Democratic ideas choice	Looking for more attractive keywords; appealing headline; short sentences
Sharing work between each team members to work efficiently	Reducing the test period to 2 or 3 days
Setting the daily budget	Test period = only cheap keywords
Managing money over the whole campaign	Avoiding boring words and making the ad customized and personal

Learning component

During these two weeks we have learnt a lot of very important things. First of all, we have learned what social exclusion means, what is the situation in each of the countries present to the programme, how to create an advertising campaign using Google AdWords, or at least we tried to do our best. And then, to work as a team, to accept opinions, to collaborate, to understand each other.

Although at first we thought it would be difficult because we came from different countries, and we have different backgrounds and cultures, we were, from the beginning, eager to work together, to be all involved in the report, to do each and every single one of us something, to be useful, to complete one another. We divided into two groups, one doing the page on Facebook, the other the advertising campaign, the selection of the keywords, but every time we found it necessary, we asked the other group's opinion, we informed the others from our team about what we did and we asked for recommendations, new ideas. Every day

we changed the roles, or formed other groups of three members, so that everyone could pass through all the procedures, to take part in all the tasks. Nobody was lost in the project, so we did not lose time in explanation or conflict between us.

However, one of the difficulties of this work was to be understood and understand each others. Indeed, this is not rare that people deeply think to have understood the idea of the colleague, nevertheless, while the job is done, there is an awareness about the fact that there was a misunderstanding eventually. This is also one of the causes explaining the long time we sometimes spent to well accomplish a task.

Another challenge we encountered was not knowing anything about Google ad words because for most of us it was the first time to use it. At first it was difficult because we had not too much details concerning the procedures. But the biggest challenge was the final objective of using the advertising tools, that is to promote the services of a non-governmental organization; we had to be more creative taking into account it was not about products that are easier to sell, to promote, and we have to admit that people too are more interested in commercial aspects and in physical things.

Another important thing was the atmosphere inside the group, the group dynamics. We realized how important is to feel comfortable and take part in the decisions. We were able to express ourselves, without the fear of being rejected or separated from the rest of the group. We have learnt to listen and take decisions together, to have patience or to hurry when is needed. We were also surprised to see that, from the beginning all of us were really responsible and aware of the importance of the project.

During the first days we were very concentrated in our work that even if someone came to inform us that we could take a break or finish for the day, we preferred to continue doing the tasks without feeling tired.

We have learnt about the use of social networks like Facebook or Twitter to help promotion of an organization and also about certain concerns such as in our case the exclusion of people.

Although the website is a good way of promotion we have learnt that its efficiency can always be improved by making the website more visible. To do that we had to know how to use ad words tools (keywords, ads on Google research engine, headlines).

During these weeks we have deeply increased our awareness concerning immigrants and homeless exclusion. But also the exclusion of other kinds of people, who are sometimes closer than we can imagine, and who can be related to our circle (handicaps).

The program helped all of us to put into practice the theoretical knowledge accumulated in these two weeks, we combined lectures with educational trips to get a deeper insight. Being in contact with people from different parts of Europe, we had the chance to improve our English skills, to learn more about their cultures and also understand their way of thinking. The Intensive Programme was a useful experience which made us aware of the gravity of social exclusion that exists around us and it should be repeated with other topics of social problems.



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