

LLP-ERASMUS
Intensive Programme

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

Immigrants B Belgium

Kruispunt Migratie-Integratie

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University
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Education and Culture DG

Lifelong Learning Programme

1. Executive summary

The non-profit organization we have chosen for our Google AdWords campaign is Kruispunt Migratie-Integratie, whose aims are to promote immigrants' access to public services, interculturalization, language diversity and social cohesion in Belgium. It also offers different services to immigrants, such as legal advice and integration services. Immigrants have the opportunity to contact the organization's helpdesk to receive legal advice by telephone, concerning: statutes stay, stay procedures and residence permits, Belgian nationality legislation, work permits and professional cards.

Our strategy consisted in creating two Google Adwords campaigns addressed to two different target audience. The aim of the first campaign is to support and increase potential immigrants' knowledge about the legislation in Belgium when they are searching for employment. The second campaign is destined to immigrants in Belgium, in order to create more awareness and knowledge about Belgian society, culture and language. This way, they can integrate better in the society. Therefore, the goals of our campaign are to avoid immigrants' exclusion in Belgium, to guide them in the new society where they may become part of.

Our strategy proved to be right as the results were in accordance with our expectations. The positioning of our promotional campaigns had real positive feedback, resulting from the number of clicks that occurred in several countries for which we had designed appropriate keywords. At the end of our campaign we reached 128 clicks and 55 189 impressions in total with an CTR rate of 0,23%. Our average CPC was 1,96 PLN and in total we spend 250,59 PLN on this campaign. Because of a short period of time that our campaign was actually running, we got the highest amount of clicks and impressions in the last two days. We reached the maximum of 47 clicks and 33 281 impressions on 13th March.

With regard to recommendations about their future online marketing, we have noticed some weaknesses. One of them concerns the organization's official website. It is only available in Dutch. There is no version translated into English, French or other languages used by immigrants, so it is not accessible enough for those who are interested in their information. For this reason, their missions cannot be fulfilled properly. Therefore the official website has to be available into more languages. The facebook page also should be translated at least into English and should be enriched in a more interactive way.

2. Industry component

Campaign overview

When we started with this project we were planning to make an AdWords campaign for the website of the *Centre for Equal Opportunities and Opposition to Racism*: www.diversiteit.be. But when we started with our campaign our Google account was blocked because apparently they were already using AdWords. So we needed to find another Belgian website for which we could do the campaign. After some research we found another interesting website: www.kruispuntmi.be

Our strategy in the beginning was to make the people more aware of the existence of the website. We wanted to do this by making 2 general campaigns, one in Dutch and one in English. So the first day we made those 2 campaigns but they never came online. Google told us that our keywords needed review and that could take around 2 days. So we were happy that on Friday 9th of March we finally saw that our campaigns were online. We immediately received a lot of clicks and impressions but after half an hour the campaigns were again offline. When we looked at the keywords we saw that again they were under review. Because we couldn't do much in this time we decided to analyze our first results.

We saw that our average CPC was too high and that our keywords were too general. So we decided to make 2 new ad groups, one about integration and one about jobs in Belgium. We chose these 2 topics because we found that on the website there was good information about this. Because now we had a more focused campaign we could use more specific keywords and as a result our CPC would decrease.

So again 2 days later, on Monday 12th of March our campaigns went back online. Because we lost a lot of time and still had almost all our money left we decided to increase our daily budget. The next day we noticed that we finally had some results. The only problem was still that our CPC was too high so we decided to pause the expensive keywords and focus on the cheaper keywords who got clicks as well. That's why you can see that CPC declined rapidly from 2,55 PLN on Monday 12th of March to 1,41 on Wednesday 14th of March. The only negative point about this change was that we received less clicks in these days which is normal because we used more specific keywords.

During this project we used the school computers to work during the workshops but after the workshops we used our own laptops to follow up on our campaigns.

3. Our campaigns

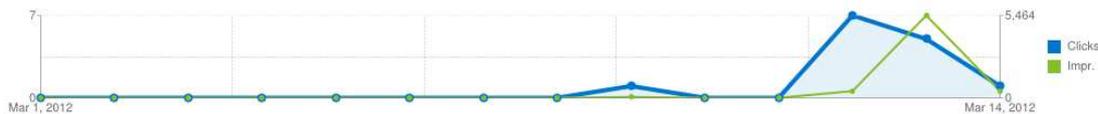
We decided to make 2 campaigns, one in Dutch (“Algemene campagne”) and one in English (“Global campaign”).

Algemene campagne

In this campaign we made an ad group “Kruispunt migratie”. In this ad we wanted to promote the general website so we chose to use general keywords about migration and integration. After some brainstorming we ended up with this ad:



With this ad group we got 14 clicks and 6423 impressions. As you can see on the graph 1 we didn't receive that many clicks for this ad because Belgian people are not searching on the internet to immigrate to their own country.



Graph 1: Number of clicks in comparison to number of impressions

We made a large list of keywords but not all of them were successful. The most successful keyword according to the clicks and impression was “immigratie en asiel”. The keyword with the highest CTR rating was “immigratie beleid”, with a CTR of 33,33%. But unfortunately this keyword was also the most expensive one that’s why this was one of the keywords that we paused to reduce the total costs.

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Total - all keywords			14	6,423	0.22%	PLN3.81	PLN53.31	2.2
immigratie en asiel	Paused	auto: PLN6.00	3	42	7.14%	PLN4.20	PLN12.61	1
immigratiebeleid	Paused	auto: PLN6.00	2	20	10.00%	PLN4.63	PLN9.26	1
immigratie belgië	Paused	auto: PLN6.00	2	37	5.41%	PLN3.33	PLN6.66	1
integratie	Paused	auto: PLN6.00	1	30	3.33%	PLN5.94	PLN5.94	1
immigratie beleid	Paused	auto: PLN6.00	1	3	33.33%	PLN2.38	PLN2.38	1
inburgering belgie	Eligible	auto: PLN6.00	1	19	5.26%	PLN2.97	PLN2.97	1.5
immigratiebeleid belgie	Paused	auto: PLN6.00	1	9	11.11%	PLN4.32	PLN4.32	1
asielbeleid belgie	Paused	auto: PLN6.00	1	10	10.00%	PLN3.47	PLN3.47	1

Global campaign

Our second step was to create a campaign in English. The major difficulty was the fact that the website could only be seen in Dutch. With the help of the Dutch speaking people we managed to make ad groups in English which correspond with the content of the site.

At the beginning we decided to target our campaign to countries from which a lot of immigrants come to Belgium but also to these countries that suffer from the financial crisis. But because of the problems with Google AdWords we decided to broaden the geographic scope and stopped focusing on just a few countries and make it global.

If we take a look at the global results of the English campaign we see that we achieved 114 clicks and 48 667 impressions in total. The highest number of clicks that we reached at one day was 42 and the maximum daily impressions was 27 817.



Graph 2: Number of clicks in comparison to number of impressions

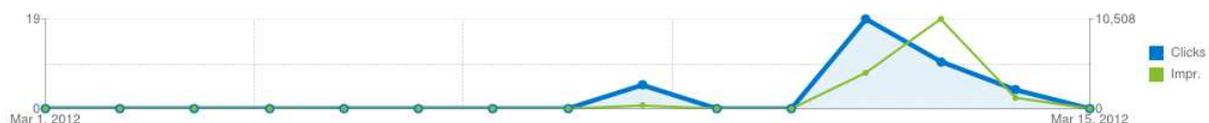
Kruispunt migration

The first English campaign that we made was to promote the general website so like with the previous ad group in Dutch we used general

[FAQ-Immigrants in Belgium](#)
Moving to Belgium? Need information
or more advice. Contact us!
www.kruispuntmi.be

keywords about immigration and integration. The final ad that we made was the following:

The ad group “Kruispunt migration” reached 38 clicks and 16 377 impressions with a CTR 0,23% and average CPC 2,17 PLN and it was the second most successful of our ad groups according to clicks, impressions and CTR.



Graph 3: Number of clicks in comparison to number of impressions

The most successful keyword for this ad group according to clicks and impressions was “immigration” but we decided to pause this keyword together with some other ones because of the high average CPC. "Immigration to belgium" achieved the highest CTR of all keywords we used in our campaigns and it was counted form 50%.

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Total - all keywords			38	16,377	0.23%	PLN2.17	PLN82.33	1.9
"immigration"	Paused	auto: PLN2.52	12	2,456	0.49%	PLN3.14	PLN37.71	2.5
"immigrants"	Paused	auto: PLN2.52	3	30	10.00%	PLN2.61	PLN7.83	1
work in belgium	Eligible	auto: PLN2.52	3	71	4.23%	PLN1.39	PLN4.18	1.7
"immigrate"	Paused	auto: PLN2.52	2	59	3.39%	PLN1.66	PLN3.32	2.1
"immigration to belgium"	Eligible	auto: PLN2.52	2	4	50.00%	PLN0.85	PLN1.70	1

Integration

Because the previous to ad groups were kind of general and we were not satisfied with the performance we decided to create more specific ad groups. The first one we created was the ad group “Integration”. We decided to choose for this topic because there is a lot of information concerning this on the website of the organization. For this ad group we choose keywords that are connected with integration and that we found on the website of our organization.



The ad group “Integration” was in our opinion the most unsuccessful among all ad groups of English campaign. It got only 5 clicks and our advertisement was displayed 2 550 times. The average CPC for this ad group was 2.31 PLN.

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Graph 4: Number of clicks in comparison to number of impressions

The best key word in this ad group according to the number of clicks and CTR rate was “Immigration service”.

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Total - all keywords			5	2,550	0.20%	PLN2.31	PLN11.54	1.8
immigration service	Paused	auto: PLN2.52	1	85	1.18%	PLN3.26	PLN3.26	2.8
immigration office	Paused	auto: PLN2.52	1	136	0.74%	PLN3.19	PLN3.19	2.8
immigration and naturalization	Paused	auto: PLN2.52	0	44	0.00%	PLN0.00	PLN0.00	2.7
multicultural education	Eligible	auto: PLN2.52	0	56	0.00%	PLN0.00	PLN0.00	1.6
multicultural society	Paused	auto: PLN2.52	0	19	0.00%	PLN0.00	PLN0.00	1.8

Job in Belgium

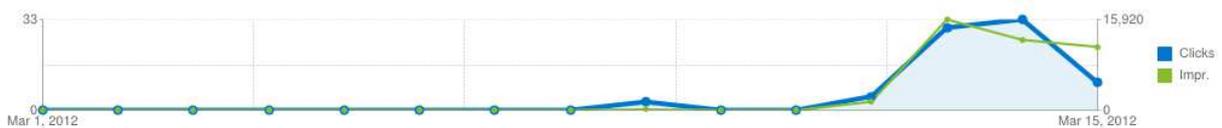
The second specific ad we created was about work for immigrant in Belgium. We choose this topic because it's one of the most important topics on website of the

[Work in Belgium](#)
Are you an immigrant looking for a job in Belgium? Contact us for help
www.kruispuntmi.be

organization. For keywords we focused on job and immigrant related topics. We made them more specific by adding “in Belgium” to our keywords. We also found it interesting to put Brussels instead of Belgium because people know Brussels better then Belgium.

The advertising concerning “job in Belgium” got the highest number of clicks in comparison to all other ad groups we created. The total number of clicks for this ad group was 71 and the overall amount of impressions was 29 839 with average CTR 0,24% and average CPC 1,46 PLN. The total cost of this ad group was 103,41 which makes this group also the most expensive one.

The best keywords in terms of number of clicks were the ones that were the most specific, in



Graph 5: Number of clicks in comparison to number of impressions

this case “Belgium work” and “Jobs in Belgium”. Two keywords had a CTR over 7%: “find a job in Belgium” and "belgium work".

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Total - all keywords			71	29,839	0.24%	PLN1.46	PLN103.41	1.6
belgium work	Eligible	auto: PLN2.52	20	487	4.11%	PLN1.35	PLN27.08	2.5
"jobs in belgium"	Eligible	auto: PLN2.52	4	125	3.20%	PLN0.65	PLN2.60	2.2
jobs bruxelles	Paused	auto: PLN2.52	3	525	0.57%	PLN1.74	PLN5.23	3.6
find a job in belgium	Eligible	auto: PLN2.52	1	13	7.69%	PLN1.57	PLN1.57	3.3
"belgium work"	Eligible	auto: PLN2.52	1	14	7.14%	PLN0.36	PLN0.36	1.3

4. Group component

Learning objectives and outcomes

For the first time we worked with Google AdWords with a budget of 250 zł. We had to found a solution together how we can create ads for immigrants in social exclusion. What have we learned with this program?

Our learning objectives:

- Our aim is to learn how we can create and use AdWords for e-marketing campaigns and to create a Google advertising campaign for a NPO.

Outcomes: We had some major problems in the first days of the program. Our first account was blocked after the 1st day, because we didn't know that our former NPO, diversiteit.be, has been already using Google AdWords. We decided to find a new NPO Kruispunt M-I in Belgium that is supporting immigrants that want to integrate better in the society. New account was started and we managed finally a running campaign for a NPO.

- What have we learned from Google AdWords?

Outcomes: 1. use keywords that are 2-3 words long. 2. Divide the campaign in relation to the various services that are offered to the end-users to get more clicks. 3. Hold the text of close related to our organization services. 4. How we administered our budget for our campaigns. 5. We created different ads to be more specific at our Ad groups.

- When did we have to make changes for our campaign and ads in AdWords?

Outcomes: 1. set expensive and low tracking keywords off. 2. Change some keywords when there were not many impressions. 3. Change expensive keywords more specific on your ads by changing and adding more words to the expensive keyword. 4. Invest in the keywords that have the most impressions and clicks. 5. Check your ad on grammar and correct it, before you launch your ad

Group dynamic

The distribution of tasks within the group came balanced and naturally. Each session began with a brainstorming session and a briefing of the results of AdWords. Then some of us focused on the Google account and the others worked on the Facebook page.

At the beginning of this great experience, we were all excited by the fact we would work in international teams and by the conditions. It was harder than expected.

- First of all, as we have already explained it, we met some difficulties concerning our first Ad Words account. Anyway, it was a challenge for our team and we tried to optimize it by focusing on our Facebook page and AdWords campaign. We are proud of our Facebook page.

- Later, we also met some several different cultural issues. Indeed we don't have the same skills, knowledge on different domains and mainly we don't practice all English fluently. In consequence, the involvement of each one was sometimes compromised.
- Making decisions wasn't always easy in the group primarily due to a lack of time, the problems with our account and also the fact that we had to choose another organization whose website was only available in Dutch.
- The consent of each was expected for every change concerning AdWords or the Facebook page. This has also slowed our progress.

We think we have managed to adapt to different situations and obstacles encountered during these two weeks. It wasn't always easy but we found a balance that suited to all and that allowed us to be effective.

What we hoped to learn + benefits IP:

We expected a lot from this experience and this program. Of course, in terms of cultural differences, but also concerning a more academic point of view which was to acquire knowledge and respond to one question: how can we promote the activities of an NPO?

AdWords was the perfect tool to try to answer to it. Unfortunately we encountered several problems with our account.

We didn't think it would be so hard to work in an international team consisting in six persons of different nationalities and the IP just showed us that we are all different and that many criteria can rise to a certain form of exclusion.

This project increased our awareness on the fact that differences can be overcome and we can work together in different situations, and that differences can be used in a positive way to avoid social exclusion.