

LLP-ERASMUS
Intensive Programme

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

Immigrants C Netherlands

Kruispunt Migratie-Integratie

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Education and Culture DG

Lifelong Learning Programme

Executive summary

Campaign overview

The AdWords campaigns deal with the prevention of social exclusion in The Netherlands, executed by the non-profit organisation “Oranje Fonds”. They offer several programme possibilities in following areas: art, sport, culture and music. Our goal is to create awareness in general, for consumer and for organizations concerning investments in “Oranje Fonds” by an English and Dutch Google AdWords campaign. The goals in AdWords are to generate as much impressions and “clicks” as possible with a high CTR rate.

Key results

The success of the campaign has been measured with the statistics of Google AdWords. The total amount of both campaigns consisted of 284 clicks. There was an equal spread dividing both campaigns. With a total of almost 65000 impressions, we had an average CTR of 0,44%. The Dutch campaign had more impressions than the English campaign, what resulted in a higher average CTR for the English campaign. The average CPC was NPL 0,80. During two weeks, both campaigns were constantly optimized, which was the reason of achieving our campaign goals.

Conclusion

During the whole 2 weeks we learned the following important facts while creating a campaign. First of all we learned to manage our budget properly day by day. Moreover, we made specific advertisements for our target groups to answer their way of thinking. Another important learning factor was to adjust the expensive keywords to be more efficient. We also apprehended the connection between the impressions and the keywords. And finally we understood the relation between price and average position.

Future recommendations

First of all we would encourage the organization to select a person who can deal with Google ads daily. Secondly we would like to advise our organization that at first it should make STP models that are based on the advertisements. Besides these recommendations, we would like to recommend the facts of making a financial plan every month, observing the received data concerning websites, and attempt a good visibility of your keywords on the Google front page.

Industry Component

Campaign overview

The AdWords campaigns deal with the prevention of social exclusion in The Netherlands, executed by the NPO “Oranje Fonds”. This is the largest national foundation focussing on the subject of social cohesion and participation in the dutch society. This is effectuated by offering several programme possibilities: art, sport, culture and music.

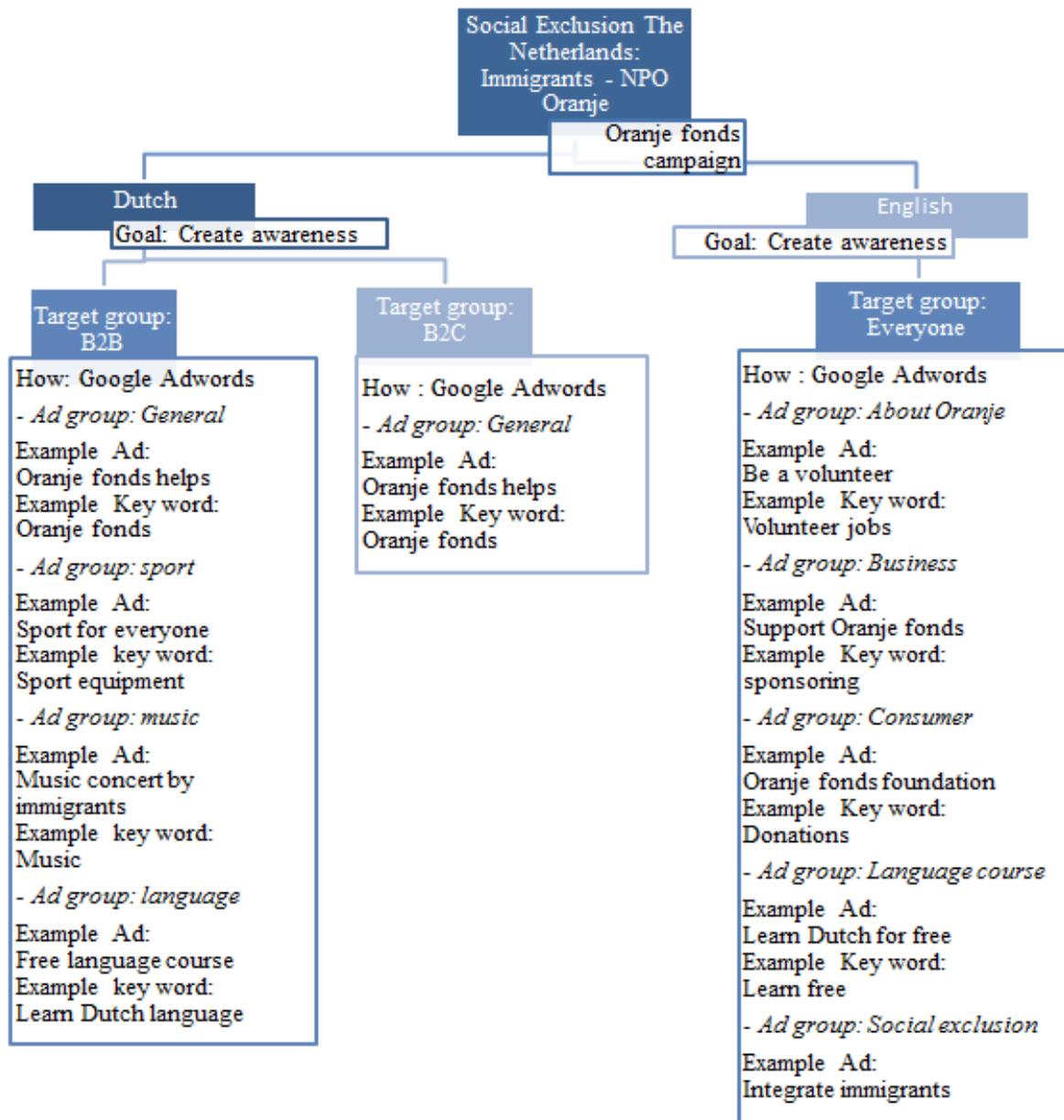
Goals

The overall goals of our campaign consists of a twofold: a Dutch and an English (as displayed on the diagram). The establishment of the English campaign had only one reason: creating general awareness among all people who are or could be interested in the problem of social exclusion. With the Dutch campaign we wanted to create awareness in the business and for the consumer in general. We also wanted to achieve a stronger awareness for the people who already knew the subject of our ‘campaign’. Doing this, we could not only be stronger with the consumer who already knew our campaign subject, but so we could also reach a larger target population.

To reach the consumer in an efficient manner, we decided to divide the target population into different groups (as displayed in the diagram on the next page). We examined the programme of Oranje Fonds, which served as the fundamental base of our “target strategy”. As we knew the multiple branches of the programme, it was our plan to link a certain target group to a certain industry. For example: we started searching for Dutch words concerning sponsoring sport events, to address sport clubs that could be interested to invest in Oranje Fonds projects. For Google Adwords these goals can be represented in the following objectives:

- Generate a targeted traffic volume with a minimum of 50,000 impressions (consumers in general and potential organizations for investments)
- Pursue an average CTR of 0,4% with a CPC of PLN 1,5 to 2,0.
- Generate at least 100 clicks per campaign (“clicks” on the webpage are our main goal. Conversions are for the next stage)

Schematic display of our campaign strategy



Operational details

Our campaign started on the 5th of March. As shown on the scheme above, we used diverse ad groups. According to our principles we spent more money for the international campaign and less for the national one, because on the first week we got more clicks for the international campaign. Later on we started spending less and less money for each advertisement because we optimized the keywords twice a day. We had to think over the national campaign's



keywords because they had a general low quality score. Our campaign had a total amount of PLN 249,30.

Evolution of campaign strategy

Moreover at the beginning we did not recognize the importance of the daily budget and the CPC bidding options. Because of the really low default CPC, which was NPL 0.5 during the first 4 days, the advertisements didn't appear on the first Google pages. In fact, this NPL 0.5 was below the average level, with the consequence that during the first 4 days we only received 6 clicks. The next day, after we increased the default CPC to NPL 2, we immediately got 38 clicks. It was clear to us that we had recognized our mistake, and also solved it.

Further, with this new result we realized that the starting daily budget wasn't high enough. On the first day we divided the NPL 250 over 10 days and 2 campaigns, what brought us to a total of NPL 12.5 a day. Later on, in meaning of getting better results, we changed this amount to respectively NPL 25 for the English campaign, and NPL 20 for the Dutch campaign. Looking back at the changes of our campaign strategy, we can conclude that actually our strategy got better and better, off course thanks to the collected experience while effectuating our tasks. The results of our changes concerning the campaign strategy, always had a positive result.

Key results

In the figure below the overall performance of the two campaigns are shown. The total of clicks (284) was equally spread over the Dutch and English campaign. Because the number of impressions of the Dutch campaign was higher than the English one, the English campaign had a higher CTR. The average CPC was between PLN 1.07 and 0.56.



Below the performance of the initial campaign and its changes in performance following our

optimization efforts is shown.

| Date | Description | Debits (zł) | Credits (zł) | Balance (zł) |
|--------------------------|------------------------------|-------------|--------------|--------------|
| 1 Mar 2012 - 14 Mar 2012 | | zł248.35 | zł0.00 | (zł1.65) |
| Mar 14 | Campaign activity: 15 clicks | 5.46 | | (1.65) |
| Mar 13 | Campaign activity: 51 clicks | 26.35 | | (7.11) |
| Mar 12 | Campaign activity: 64 clicks | 40.26 | | (33.46) |
| Mar 11 | Campaign activity: 52 clicks | 45.23 | | (73.72) |
| Mar 10 | Campaign activity: 58 clicks | 64.51 | | (118.95) |
| Mar 9 | Campaign activity: 38 clicks | 44.70 | | (183.46) |
| Mar 8 | Campaign activity: 6 clicks | 7.38 | | (228.16) |
| Mar 7 | Campaign activity: 5 clicks | 14.46 | | (235.54) |
| Mar 1 | Starting balance | | | (250.00) |

The table below gives an impression of the Dutch campaign results.

| Language course | PLN0.80 | 100 | 14,278 | 0.70% | PLN1.14 | PLN113.91 | 3.2 |
|------------------|---------|-----|--------|-------|---------|-----------|-----|
| About Oranje | PLN0.80 | 32 | 9,536 | 0.34% | PLN1.17 | PLN37.50 | 2.7 |
| Consumer | PLN1.10 | 5 | 1,506 | 0.33% | PLN1.13 | PLN5.63 | 2.8 |
| Business | PLN1.40 | 4 | 3,822 | 0.10% | PLN1.37 | PLN5.48 | 1.9 |
| Social exclusion | PLN1.30 | 3 | 1,490 | 0.20% | PLN1.25 | PLN3.75 | 2.8 |

The table below gives an impression of the English campaign results.

| A | Total - all but deleted ad groups | 144 | 30,632 | 0.47% | PLN1.15 | PLN166.27 | 2.9 |
|---------|-----------------------------------|------------|---------------|--------------|----------------|------------------|------------|
| A | Total - search | 138 | 18,044 | 0.76% | PLN1.16 | PLN160.02 | 3.5 |
| S | Total - Display Network | 6 | 12,588 | 0.05% | PLN1.04 | PLN6.25 | 2.6 |
| M | Total - all ad groups | 144 | 30,632 | 0.47% | PLN1.15 | PLN166.27 | 2.9 |
| Taal | PLN1.00 | 1 | 830 | 0.12% | PLN0.92 | PLN0.92 | 5.6 |
| Culture | PLN1.20 | 0 | 0 | 0.00% | PLN0.00 | PLN0.00 | 0 |
| | Total - all but deleted ad groups | 151 | 39,917 | 0.38% | PLN0.55 | PLN83.03 | 3.7 |
| | Total - search | 147 | 12,123 | 1.21% | PLN0.55 | PLN80.32 | 5.9 |
| | Total - Display Network | 4 | 27,794 | 0.01% | PLN0.68 | PLN2.71 | 2.7 |
| | Total - all ad groups | 151 | 39,917 | 0.38% | PLN0.55 | PLN83.03 | 3.7 |

Keyword combinations: we chose for a combination of Dutch and English keywords. A remarkable fact herewith was that even knowing we made a campaign for a Dutch NPO, the Dutch keywords didn't have any success in the beginning. We did a research on the keywords, and adjusted them successfully.

Success story and failures: We could say that the Dutch keywords were not at all a success story in the beginning. In order to reverse this failure, we started looking even more specifically at our target groups. The English campaign was never a problem, and after the adjustments also the Dutch campaign became a success story.

Conclusions

During the whole 2 weeks we learned the following important facts while creating a campaign. First of all we learned to manage our budget properly day by day. At the beginning we did not spend enough money on each campaign but we could decide properly the ratio

between them, for instance: we always set a lower budget for the national campaign. Moreover, we made specific advertisements for our target groups to answer their way of thinking. Learning from our mistakes we optimized the CPC of our keywords frequently according to the avg. CPC twice a day. Hereby we noticed that the average CPC was getting cheaper on a daily basis. Another important learning factor was to adjust the expensive keywords to be more efficient; the positive result was that we could save more money and reorganize our keywords. We apprehended the connection between the impressions and the keywords; we made a conclusion that due to a good 'word quality score' the impressions increased. We understood the relation between the price of the advertisement and the average position. It was also interesting to see that Google easily asks a lot more money if your ad has to be displayed on the first Google page. Fact given that we also wanted to be sustainable with our money, we always tried to find a balance between the pros and cons.

Future recommendations

First of all we would encourage the organization to select a person who can deal with Google ads daily because we learned that ads have to improve constantly to be successful and effective. We would like to advise our organization that at first it should make STP models (Strategy, Thinking, Planning) that are based on the advertisements.

Besides this, we also thought about other recommendations:

- Make a financing plan for each month. The prices are always changing and the budget should be managed properly to keep equal ratios between clicks, costs and impressions.
- In the case of websites it is better to observe the received data. The network option "search of partner's opportunity" can be cost wasting. Network settings should be optimal and therefore we prefer to focus only on Google search.
- Try to make as many available keywords as possible on the first page, because this setting is one of the most important during the entire procedure. Some words are not more expensive than the given default max. CPC and in these cases these words should be found and optimized for the first position.

Learning Component

Learning objectives and outcome

From the beginning our Erasmus Intensive Program had two main objectives. On the one hand we were supposed to increase the awareness about social exclusion by creating at least two campaigns with Google AdWords for “Oranje Funds”, a non-profit organisation from the Netherlands. One main challenge for our group was that we first had to learn the functionality behind the AdWords tool and to get familiar with its interface. On the other hand the IP’s goal was to learn to work together as a team and to improve our skills concerning intercultural communication.

Our teams personal learning objectives mainly contained the ambition to create two successful AdWords campaigns and to get a lot of “clicks” on our advertisements and by this support “Oranje Funds” and its activities. Within the competition of all teams who were creating campaigns in order to help immigrants we wanted to be one of the best. Another important fact for our group was to be a good working team in a harmonic atmosphere where everybody could contribute their ideas and talents. Not to forget making new friends from all over Europe and improving our English language skills. In connection to this we also wanted to get to know the different cultures that took part in the IP.

In summary we can say that we managed to achieve every goal we had in a successful, if not an excellent way. After getting to know each other and starting to become an actual team, we were able to divide our daily assignments and goals in an effective way. We used everyday at its best and stayed motivated at (almost) all times. Through this our team also determined how to optimize the time we were provided and not to waste time on unimportant things and discussions. Practically we learned how to use Google AdWords and how useful it is. In the future we will definitely pay more attention to advertisements shown on Google. How to create a Facebook page and in what way we can use it for business purposes is another thing we got to know.

Group dynamics

One of the challenges that our group had to face was the fact that every member had different characters. Some of us were very outgoing from the beginning; others first had to get to know the other team members in order to lose their shyness. That’s why we had some difficulties in the beginning to integrate everybody into our communication. Fortunately one group member was able to speak six languages so we were able to manage those communication problems. And of course every day we got to know each other more and now, at the end of our two weeks together, we can say we managed to become a good working team.

The advantage that arose through the teams' different characters was that everyone was able to contribute different ideas regarding our campaigns and looking at the assignments with his or her own point of view. In order to this two sophisticated and unique AdWords campaigns were developed.

From the beginning we were a very democratic group. Decisions regarding our campaigns were discussed and mostly taken together. Through every member's individual character and point of view the discussions were not very effective in the first two days. Everybody had a different idea to share so it was hard to make a decision where nobody felt left out. But finally we managed to take basic decisions everybody could agree with. Nevertheless and unexpectedly there were no arguments at all during the two weeks. The motivation was at a high level from the beginning until the end, especially after we found out what we could improve to make our work successful. Discussing unimportant things or having the CPC and budget set too low for example.

Future recommendations

To improve the effectiveness of our work in the future we will pay attention to the discussions we share, so no time will be wasted on unimportant facts. Sometimes there must be a group member to take the lead in order to make progress.

When developing a campaign on AdWords we learned which steps to take at a certain time and how to develop a successful campaign. In the future we will make sure that we use the provided budget in an efficient way and that the CPC will not be set too low in comparison to other groups.

Regarding the allocation of work and assignments, in the future, our group would act in the same manner. Now we know what each team member's skills and talents are so we can divide the work effectively right from the start. We also learned to ask for help or information when something doesn't seem right and that we cannot let ourselves become non-motivated by short-term struggles.



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