

LLP-ERASMUS  
Intensive Programme

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

## **Immigrants D Spain**

## **Caritas Espana**

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## Executive Summary

The purpose of our AdWords campaign for “Caritas Espana” was to increase awareness and ask for business collaboration and volunteering. Promotional activities started on the 5<sup>th</sup> of March 2012. When we began adjusting the parameters of the campaign and finished all actions on the 13<sup>th</sup> of March 2012 by then the simulation was over.

The most important metrics for the campaign were the CTR and clicks, which in our view, its success was determined. The activities have proved successful starting with 49 clicks and received 5000 impressions with an average CTR of 0.96%. It is, however, look at the statistics, 10 days, which reflect the degree of optimization. Number of clicks in the last week amounted to 9.83% click through rate.

In the beginning both campaigns were assigned the same amount of money (50:50). Because of a mistake, the first campaign (Spanish campaign) was already over the budget after just one day. So we decided to shut it down and immediately started the second one (English campaign). We adjusted the budget that was left for this one. Due to our experience we became more careful and adjusted budgets per day and individual keywords.

On the first sight the more efficient campaign seems to be to be the Spanish one (66 clicks, CTR 1.13%%) compared to the English one (51 clicks, CTR 0.13%%) – but furthermore the Spanish one was much more expensive. Promotional activities may be summarized as an attempt to obtain a high number of clicks with the least average CPC.

In our view regarding our clicks “Caritas Espana” could continue to use this channel to promote primarily the possibilities of providing information to help immigrants.

In general we think that Search engine promotion should rather be used by profit organizations. For a Non-Profit organization with limited resources it is better to use free social media to promote their activities.

## Industry Component

Caritas is a global movement working in solidarity for a fairer world, inspired by the example of Christian faith and Catholic Social Teaching. They think that it’s unacceptable that millions of people are suffering through dehumanising poverty and social injustice and they want to change this. To begin we explain the overall strategy that we have used during the intensive program: we want to inform the local community and the business sector about the activities

that Caritas are organizing in order to fight against social exclusion. By creating awareness about these activities we also want to encourage them to be active for the organization as well. The reason that we also want to reach the immigrants is because we want them to be aware of the organization so that they can ask for help. For these campaigns we have chosen for the target groups immigrants, local society and business.

The main objective for these 2 weeks of this project is the following:

Creating awareness for Caritas Espana by making campaigns for different groups by using Google AdWords and Facebook. In order to reach this objective we have also created some sub objectives:

- Getting a clear opinion about the activities of Caritas in order to create some successful campaigns that will raise the awareness of Caritas by different target groups.

*Measurement: Posting comments on the Facebook page that are about the activities of the organization and other important information.*

- Create a successful campaign for Caritas that they can use in the future and which will provide a good return on investment.

*Measurement: Getting more than 50 clicks with the maximum cost of 65 Zloty and a CTR of 1%.*

- Create awareness among the youngsters around Europe by managing Facebook page which will update them about the organization and on other relevant things.

*Measurement: Getting at least 50 people that are liking the page and getting more than 1 comment a day.*

During the next part we are going to give you a clear review about our results and the analysis of these results.

During this program we succeed in creating two campaigns in two different languages. The first campaign that we created was the Spanish one. The time frame of the campaigns was from Tuesday 6 March till the 13<sup>th</sup> of March. During this time we have spent the entire budget (250 Zloty) but this didn't went gradually. In short, during the intensive program we created 2 campaigns with for the Spanish campaign two groups for the and for the English campaign three groups with all kind of keywords. During the project, we daily first look at the number

of clicks, the sort of words that were clicked on and after that we started improving the keywords and the fitting advertisements. Below you can see an clear overview of these two campaigns with their target groups, strategies and keywords. Graph two shows the structure of expenditure on different campaigns

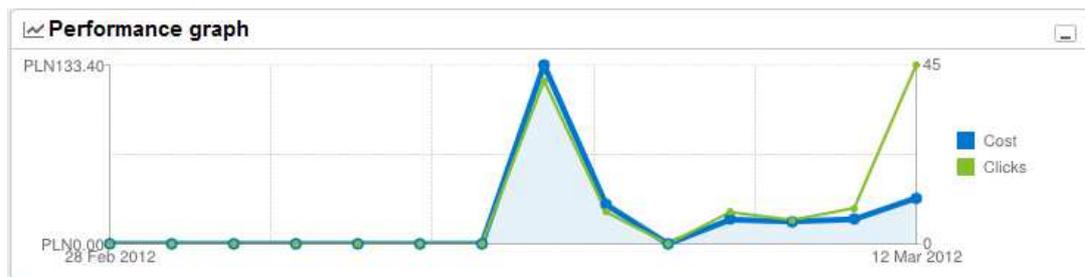
| Spanish Campaign  | English Campaign   |
|---|--|
| <p><b><u>Immigrants</u></b></p> <p><u>Strategy:</u> A support for immigrants by providing them information such as law, passport, citizenship, work.</p> <p><u>Keywords:</u> inmigrantes, espanol inmigrantes, informacion inmigrantes</p> <p><u>Goal:</u> CTR:1%, CPC: 1,50, Impressions: &gt;20</p> | <p><b><u>Business</u></b></p> <p><u>Strategy:</u> Getting business partners by providing them added value : Tax reduction, good brand image, corporate social responsibility</p> <p><u>Keywords:</u> Finding business partners, tax credit benefit, charity investments</p> <p><u>Goal:</u> CTR:1%, CPC: 2,50, Impressions: &gt;30</p> |
| <p><b><u>Spanish people</u></b></p> <p><u>Strategy:</u> Getting volunteers and inform Spanish people to fulfill its goal: fighting against immigrants’ social exclusion.</p> <p><u>Keywords:</u> Caritas empleo, ayuda inmigrantes</p> <p><u>Goal:</u> CTR:1%, CPC: 1,50, Impressions: &gt;20</p>     | <p><b><u>Immigrants</u></b></p> <p><u>Strategy:</u> A support for immigrants by providing them information such as law, passport, citizenship, work.</p> <p><u>Keywords:</u> moves, immigration office, citizenship.</p> <p><u>Goal:</u> CTR:1%, CPC: 1,20, Impressions: &gt;60</p>  |
|   | <p><b><u>Volunteer</u></b></p> <p><u>Strategy:</u> Getting volunteers to fulfill its goal: fighting against immigrants’ social exclusion.</p> <p><u>Keywords:</u> work career, volunteer jobs, amistration work, internship Spain, retired jobs.</p> <p><u>Goal:</u> CTR:1%, CPC: 1,20, Impressions: &gt;80</p>                        |

Graph 1 Campaigns with target groups, strategy and key words

| ↓ Campaign                | Budget       | Status ? | Clicks ? | Impr.  | CTR ? | Avg. CPC ? | Cost      | Avg. Pos. |
|---------------------------|--------------|----------|----------|--------|-------|------------|-----------|-----------|
| Immigrantes en espana     | PLN31.00/day | Eligible | 66       | 5,840  | 1.13% | PLN2.55    | PLN168.60 | 1.6       |
| Campaign 2 eng            | PLN31.00/day | Eligible | 51       | 39,277 | 0.13% | PLN1.60    | PLN81.45  | 7         |
| Total - search ?          |              |          | 115      | 42,711 | 0.27% | PLN2.11    | PLN242.24 | 6.6       |
| Total - Display Network ? |              |          | 2        | 2,406  | 0.08% | PLN3.90    | PLN7.81   | 2.1       |
| Total - all campaigns     | PLN62.00/day |          | 117      | 45,117 | 0.26% | PLN2.14    | PLN250.05 | 6.3       |

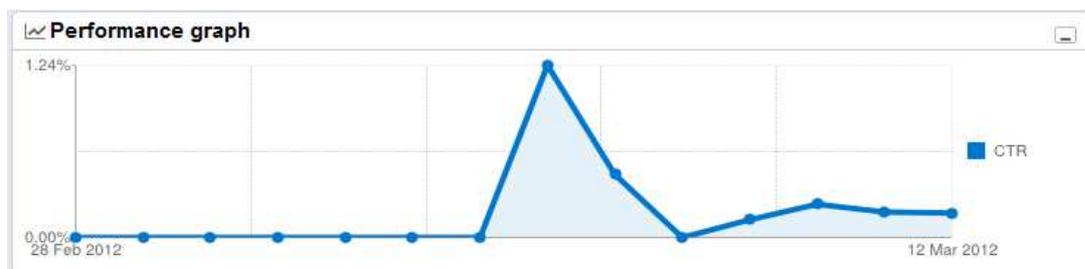
### Graph 2 structure of expenditure on different campaigns

The idea for the planned activities in the AdWords was to obtain the highest click-through rate (CTR), clicks and impressions. The total value of CTR for all campaigns is 0,26%, but the value of CTR for the last days of the campaign in Spanish was 2,26%. The average cost per click was 2,14 Złoty. We spent 168,60 Złoty in English campaign and 81,45 Złoty in Spanish campaign. We managed to get a large number of ad impressions - 45 117 (5840 in the campaign in English and 39277 in Spanish), but the average position of ads was 7 on the English and 1.6 on Spanish. In both campaigns we have created several groups of key words (for more see table 1) with 2-5 ads. In the following part you can see an overview of the most important graphs of our campaigns.



3: Costs VS Clicks

Graph



Rate

Graph 4:  
Click  
Through

| Keyword                      | Status          | Max. CPC | Clicks | Impr. | CTR   | Avg. CPC | Cost    | Avg. Pos. |
|------------------------------|-----------------|----------|--------|-------|-------|----------|---------|-----------|
| caritas                      | Ad group paused | PLN1.00  | 1      | 554   | 0.18% | PLN0.21  | PLN0.21 | 2.8       |
| tax credit benefit           | Ad group paused | PLN1.85  | 0      | 208   | 0.00% | PLN0.00  | PLN0.00 | 6.1       |
| income tax on gifts          | Ad group paused | PLN2.45  | 0      | 123   | 0.00% | PLN0.00  | PLN0.00 | 2.6       |
| Total - all deleted keywords |                 |          | 0      | 2,487 | 0.00% | PLN0.00  | PLN0.00 | 2.5       |
| Total - search               |                 |          | 1      | 3,597 | 0.03% | PLN0.21  | PLN0.21 | 3         |
| Total - Display Network      |                 |          | 0      | 1     | 0.00% | PLN0.00  | PLN0.00 | 17        |
| Total - all keywords         |                 |          | 1      | 3,598 | 0.03% | PLN0.21  | PLN0.21 | 3         |

Graph 5: Keywords worst performance of clicks: Campaign 2; English, Business (keywords; charitable contribution tax, help non profit, tax deduction donate, company tax registration, charity investment, income tax on gifts, charity communications strategy, tax credit benefit, Caritas, finding business partners, caritas caritas)

| Ad   | Status          | % Served | Clicks | Impr. | CTR   | Avg. CPC | Cost    | Avg. Pos. |
|--|-----------------|----------|--------|-------|-------|----------|---------|-----------|
| Boost your image for free<br>Build up your image today.<br>No investment of money and effort<br>www.caritas.es | Ad group paused | 13.42%   | 1      | 483   | 0.21% | PLN0.21  | PLN0.21 | 4.5       |

Graph 6: Advertisement worst performance of clicks : Campaign 2; English, Business

| Keyword                 | Status   | Max. CPC | Clicks | Impr. | CTR    | Avg. CPC | Cost      | Avg. Pos. |
|-------------------------|--|----------|--------|-------|--------|----------|-----------|-----------|
| inmigrantes             | Below first page bid<br>First page bid estimate: PLN3.00 | PLN0.50  | 39     | 3,162 | 1.23%  | PLN2.92  | PLN113.99 | 1.5       |
| español inmigrantes     | Below first page bid<br>First page bid estimate: PLN1.20 | PLN1.00  | 7      | 304   | 2.30%  | PLN2.64  | PLN18.47  | 2.2       |
| castellano inmigrantes  | Below first page bid<br>First page bid estimate: PLN1.20 | PLN0.60  | 2      | 5     | 40.00% | PLN2.52  | PLN5.05   | 1         |
| Total - search          |  |          | 50     | 3,616 | 1.38%  | PLN2.90  | PLN144.93 | 1.6       |
| Total - Display Network |  |          | 2      | 1,806 | 0.11%  | PLN3.90  | PLN7.81   | 1.6       |
| Total - all keywords    |  |          | 52     | 5,422 | 0.96%  | PLN2.94  | PLN152.74 | 1.6       |

Graph 7: Keywords best performance of clicks: Campaign 1; Spanish, Immigrants (keywords; espanol inmigrantes, informacion inmigrantes, inmigrantes info, ninos inmigrantes, castellano inmigrantes, inmigrantes, consejos inmigrantes, cursos inmigrantes)

| Ad   | Status   | % Served | Clicks | Impr. | CTR   | Avg. CPC | Cost      | Avg. Pos. |
|--|----------|----------|--------|-------|-------|----------|-----------|-----------|
| Ayuda para inmigrantes<br>Ofrecemos apoyo con el idioma<br>asistenica gratuita a inmigrantes<br>www.caritas.es | Approved | 100.00%  | 52     | 5,422 | 0.96% | PLN2.94  | PLN152.74 | 1.6       |
| Total - search   |          |          | 50     | 3,616 | 1.38% | PLN2.90  | PLN144.93 | 1.6       |
| Total - Display Network  |          |          | 2      | 1,806 | 0.11% | PLN3.90  | PLN7.81   | 1.6       |
| Total - all ads  |          |          | 52     | 5,422 | 0.96% | PLN2.94  | PLN152.74 | 1.6       |

Graph 8: advertisement best performance of clicks: Campaign 1; Spanish Immigrants

Overall if you are looking at the 2 campaigns you can see that the results went up and down. On one day for example, we had 41 clicks and on another day 0. But if you take a good look to the figures of the clicks you can see that after a low point the number of clicks gone up. To start with the English campaign, you can see that there were a lot of differences on the number of clicks. Because of the fact that the keywords of the business campaign were too

expensive we decided to pause it. As you can see went the group named immigrants a lot better. Looking at the Spanish campaign you can also see that the group immigrants was very effective, but this was due to the word “inmigrantes”.

After the first day we decided to stop the first campaign because we made a mistake with the budget. Instead of 13.5 Zloty / day we inserted 135 Zloty / day. Because of this mistake we started to look at the budget daily in order to have enough money for the rest of the week. After seeing that some keywords were not working we decided to pause them and to search for new words that could be working. Because of these new ideas for keywords we also developed new advertisements.

A really good keywords combination was the one the main subject “career” by using keywords as “moves” and “work career” a lot of people click on the ad. Another very effective combination was to use simple words like “espagnol inmigrantes” and “inmigrantes”. We have had this success because of the big number of impressions on the keywords. To get in touch with the business group we created an advertisement about improving the image of the company and social corporate responsibility: “Boost your image for free”. For us it’s was a campaign that could work very good but unfortunately this advertisement didn’t work at all, we have had 1 click on it. This gave you also a clear description about our success and failure stories.

## Conclusion

When we started the project we set up a main goal to make sure that we all understood the direction that we wanted to follow. The main goal was as follow: Creating awareness for Caritas Espana by making campaigns for different groups by using Google Adwords and Facebook. During the project we did get a good view about Caritas because we have been busy with searching for information about immigrants and Caritas and started to share these findings on Facebook. To be honest, we think that we didn’t succeed in our purpose to create a successful campaign that can lead into a good return on investment for Caritas. We didn’t succeed in getting 50 clicks with 65 Zloty and reaching a CTR of 1% by both of the campaigns. We think that we succeed in creating awareness by the youngsters, because we got far more than 50 likes on Facebook. Although we didn’t succeed in getting more than one

comment a day. Although we didn't succeed in creating a successful campaign for Caritas, we have learned a lot of this project and we certainly could use it in the future.

### **Recommendation**

In our opinion it could be very interesting for an organization like Caritas to start using Google AdWords. They have to be aware that the costs per click are not getting to high (maximum of 1.5 Zloty) and that they only use keywords that really fit with their projects. We think that it would also be usefull to create a Facebook page where they can share their activities and project that they are working on.



## Learning Component

The purpose underlying the team at the moment of Google Online Marketing Challenge was to understand the Google AdWords tool, familiarize ourselves with its interface and to realize how this tool affects the actual performance of e-commerce. A priority for the team was to build an effective marketing campaign corresponding to the immediate and real needs of "Caritas Espana"- specially the immigrant people section. Our expectations of participation in the competition have been fulfilled. Even though we could not see how it really affected the work from the organization.

Surprising was the fact that many keywords, which previously we wanted to base our actions, gave very poor results. Phrases, which at first we did not have attached much attention to, has proven to be far more effective.

Decisions regarding the development of the campaign were discussed and taken together, allowed to look at emerging issues from different perspectives and choose the relatively best solution. Later on when everybody was familiar with the program we split up into smaller groups to work on the different Ad groups more efficiently. This resulted in increased effectiveness of the whole campaign. We did not experienced major differences among us and therefore our communication worked out quite good.

Internet Marketing and related issues are the areas the team members are interested in for a long time. This allowed us to very quickly develop the structure of the account, peeling assumptions, preparation of advertising copy and effective keyword research.

During the campaign, we could not contact the customer. This made it more difficult to analyze the customer profile and define the right target group from the beginning. The experience learned from working with AdWords has helped us to develop a certain understanding of the tool and its advantages and disadvantages. For sure more of us will use the Google tools later on in their careers therefore this was a really useful and important experience.

In the future certainly we will also use it for measurement conversion in terms of profitability. For this certain campaigns it was not necessary because “Caritas Espana” is not a profit organization and we had no chance of proving if we actually had any impact on their work. In the future, with the new measurement that may be able to build a far more effective campaign, fully measurable in terms of ROI.



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