

LLP-ERASMUS  
Intensive Programme

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

## **Immigrants E Germany**

## **Caritas Espana**

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Education and Culture DG

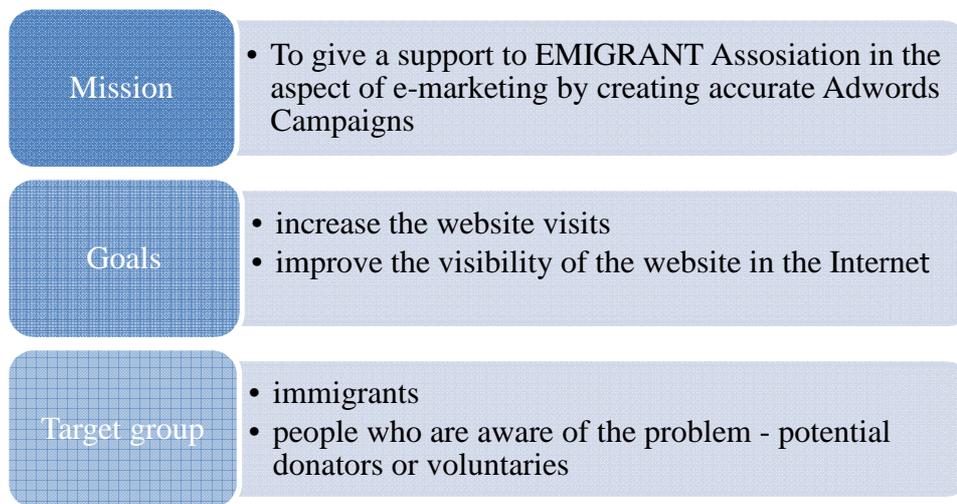
**Lifelong Learning Programme**

## 1. Executive Summary

The main aim of our campaign was to give a support to the EMIGRANT Association (<http://emigrant.net.pl/index.php>), involved in legalizing residence and employment for foreigners as well as in helping them to integrate with the polish society.

In order to start with the project it was elaborated the general strategy for e-marketing which is illustrated by the Figure 1. It contains the main aspects of our activity: mission, goals and target group.

Figure 1, Strategy of e-marketing with the instruments of Google Adwords



With the budget of 250 PLN we have established 2 campaigns: English and Polish, getting in overall 184 clicks which corresponds to 0,23 % of CTR and 1,36 PLN as an avarage cost. Immigrants English cost 168,98 PLN, gained 112 clicks, the CTR rate was at the level of 1,12% whereas Avg. Cost 1,51 PLN. Considering Immigrants Polish we spent 81,54 PLN with the result of 72 clicks, CTR 0,1% and Avg. Cost 1,13 PLN.

We gave the Emigrant Association an opportunity of advertising in the Internet. We made that 184 people saw the website which might help them to solve their problems as the foreigners. In the case they came to Poland they have already known the organization that supports the immigrants in country.

The suggestions for the further e-marketing is to be more visible in the Internet and initiate more actions using other canals like: viral marketing or creating forums for where foreigners can exchange the information. In the case of Google Adwords it is recommended to find the best suited keywords and avoid too general expressions in order to reach the appropriate target group. It is also important to reduce the Default Max. CPC to cut the prices

and increase the number of clicks with the limited budget. The activity in the Facebook should share information mainly associated with immigrants problems and answer immediately to the all the posts that appear in their wall.

## 2. Campaign overview

Their website is available in Polish, English and Russian version which gave an opportunity to diversify the marketing actions. Thus there were created two campaigns directed to the polish and non-polish speaking target groups:

- Immigrants English – leaded in English, all localizations were taken under the consideration as well as all the searching languages
- Immigrants Polish – leaded in Polish, all localizations were taken under the consideration as well as all the searching languages

Figure 2 shows the Ads that we have published in the Internet using the instruments of Google Adwords. The advertisements are easy to follow, the description are not complicated and focus on the main activities of EMIGRANT Assosiation.

Figure 2, The apperiance of Ads



During the workshops it was created the main strategy considering each rate, number of impressions, clicks etc. At the beginning the idas were changing constantly as the result of lack of knowledge about the functions of Google instruments. Table 1 illustrate the final strategic goals of the camaigns established after getting more familiar with Adwords requirements and possibilites that it brings.

Table 1 , Strategic goals of the campaigns

Indicator	Strategy
Keywords	Foud the best appropriate keywords as to have a lot of clicks on the advertisement
Impressions	Is the number of times that the advertisement is displayed, it must be as the higher and next to the number of cliccks as possible
CTR	Click-through rate (CTR) is the number of clicks that your ad receives divided by the number of times that your ad is displayed (impressions), so it must be as higer as possible.
Avg. CPC	The average of the cost per click must be as less as possible
Cost	The budget (in this case 250 zl) must be spend in the best way, the keywords must have a less CPC but a higher CRT.
Avg. position	Give the feedback about the position of the keyword have when it is searched.

The total amount of money spent on the Google Adwords campaigns was around 250,52 PLN providing the number of 184 clicks. In the case of dividing the budget we decided to spend on the english campaign 2 3 of the budget, which ment 160 zl and 1 3 for the polish campaign the remind 90 zl. We calculated with 10 days, so we setted daily 16 zl for the english campaign and 9 for the polish one. The idea behind was that the immigrants who need help in Poland will search the information in English and thats why it should be more visble. As the budged was divided properly, it was possible to run the campaign for almost all the days of workshops.

### 3. Evolution of campaigns

#### 3.1. English Campaign

The English campaign target group is foreigners and immigrants who live in Poland and interested about official papers, visa, resident permit, basic information about living in Poland. We started with 20 keywords, but most of them were too broad and costed a lot (average CPC: 2.33) so in the first day (6<sup>th</sup> of March) we only received 8 clicks. The number of impression was high (2937) because of the too broad keywords list so it resulted a low rate



of CTR (0.27%). Second day we learn from this results and in the first round we deleted that keywords which was not enough efficient, which were too expensive and had high number of impression with low number of clicks. It brought us a better result: the CTR rate become 1.21% and the average position reached 3.4. The number of the clicks increased by 2, as the average cost of the words were still quite expensive (CPC: 1.21), so we could not increase it more. In 8<sup>th</sup> of March we continued the same process as the previous day. We looked for the ineffective keywords which increased our clicks to 11, the average CPC become 1.56, the average position decreased to 2.7 and a big change was in the CTR as it was 2.25%. On 9<sup>th</sup> of March we deleted the campaign automatic bid management, but we did not know yet how to use the settings so it brought us a weaker result. The number of the clicks decreased to 7, the average CPC increased to 2.43. This day the number of impression was very low, only 288 and from this reason we reached a high number of CTR (2.43). On 10<sup>th</sup> of March we introduced a new ad, which had a new headline, the text remained the same. The results again increased, the number of clicks again reached 10, the average CPC decreased to 1.75 and the CTP become 1.91%. On 11<sup>th</sup> of March we did not enter to our account, although we got the best results. The number of clicks increased to 14, the average CPC was the lowest with 1.16 and the CTR was 3.23 what we consider as a very good result. On the 12<sup>th</sup> of March we did not enter to our account either and it resulted a decreasing in every figures. The number of clicks was 13, the CTR was 1.49 and the CPC increased to 1.47. On the 13<sup>th</sup> of March the most important changes were to decrease manually the average CPC by that keywords which got clicks. More over we increased the budget by 2 zl so it become 18, which two action brought a growth in the number of clicks, it become 22. The CPC decreased to 1.22, which was an important change to receive more clicks. This day we also paused one of the ads which performed worst, but had higher rate of apperence. Our campaign become one day shorter as we planned as we decided to increase the budget. We continued change the CPC manually, which brought us to a very good result, it become 1.09. We increased the budget to 25 zl, but even like this we run out of the money until the evening with 17 clicks. All together we received finally by this campaign 112 Clicks, the CTR become 1.12% and the average CPC is 1.51.

### 3.2. Polish Campaign

The polish campaign was created also for immigrants, but who already speak polish. We believe that this target group is much smaller so we set the budget according to this fact and we used the 1/3 of the total budget for the campaign.

The first polish ad was created in 8<sup>th</sup> of March, with 42 keywords, which were already more precise than the English one. In the first day we received 7 clicks with a good average CPC as it was 1.39. The CTR was quite low, with the rate of 0.21%, we did not understand why the impression was so high (3287). In the next two days we recognized that by accident we left the display ads on, so it decreased a lot our final result too. On the 9<sup>th</sup> of March we only added 12 new keywords for the campaign. The number of clicks remained the same as yesterday, the CTR rate became a little bit better with the rate of 0.32% and the average CPC decreased to 1.31. On the 10<sup>th</sup> of March we did not enter to our account and this resulted a growth in the average CPC, as it became 1.39 and a decreasing in the CTR (0.21%) This was the weakest day in our polish campaign. On the next day we did not enter to our account either so we can just share the results of the day. We received again 7 clicks, with a 0.68% CTR and 1.35 avg. CPC. The avg. position is quite strong: 2.2, but the competition in this field is very low so we could still improve this number. On the 12<sup>th</sup> of March we started to set the CPC manually and we deleted 2 keywords which was not enough efficient. We got a good result for it, the number of clicks was 9, the CTR became 0.98% and the average CPC reached 1.32. In the case of average position we increased, we got the result of 1.9. On the 13<sup>th</sup> of March we continued to set the CPC manually and we increased the budget to 16 zł. It brought a very good result with 20 clicks, average CPC of 0.84. and average position reached 1.6. The CTR result increased drastically to 0.03% as on the display ads it appeared 58938 times. The last day of the campaign we still set the CPC numbers and we deleted 16 inefficient keywords. This day brought the best results, we received 15 clicks, the CTR became 3.35% and the average CPC decreased to 0.99. All together the campaign increased every day. We reached finally 72 clicks the average CPC is 1.13 and because of the our display mistake the CTR rate only reached 0.10%.

### 3.3. All campaigns

All in all our campaigns were increasing day by day as we understood the settings of the accounts. We should have found out earlier some of the settings, which could have helped for more efficient usage of the ads campaigns. All together the two campaigns received 184 Clicks, the CTR finally became 0.23% (without the display ads it is 1.14%), the average CPC reached 1.36 and the average position became 1.9. The most important learning outcomes were to be more precise when we set the keywords to find the target group who really interested about our ads. We used to broad keywords list, which was not at all efficient. In the budget decisions we believe that we set the budget in a proper way, but we should have taken



care from the beginning to decreasing the CPC. Unfortunately we did not use the google help and suggestion which could have helped for us a lot. If we could start a new campaign we would create more ads to check which one is running better to be much more efficient.

All together we believe that with the learning outcomes we could continue the campaign much more effective and we could use the given budget in a much economical way.

The figures 3,4,5 demonstrate how the number of clicks was changing in the period of 6.03.2012 – 14.03.2012. The rates were increasing with day by day as we have introduced some optimalization solutions.

Figure 3, All the campaigns



Figure 4, Immigrants English

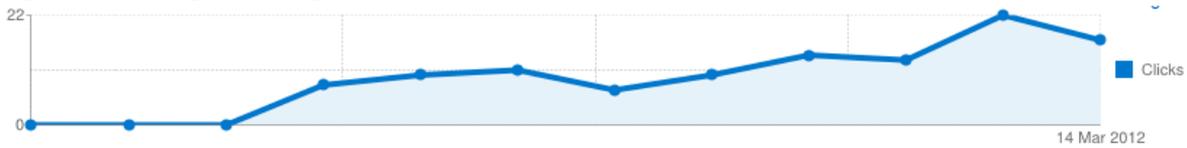


Figure 5, Immigrants Polish

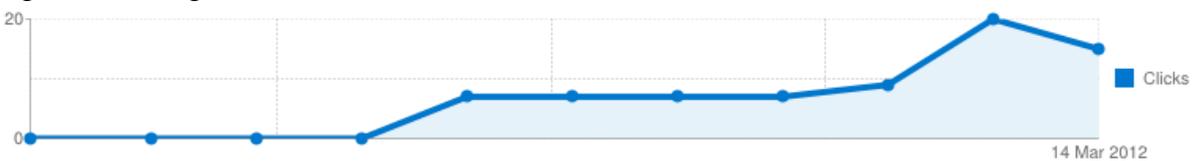


Table 5, The number of clicks on each campaign

	ENGLISH CAMPAIGN	POLISH CAMPAIGN	TOTAL CAMPAIGN
Date	Number of cliks	Number of cliks	Number of cliks
6 March	8	0	8
7 March	10	0	10
8 March	11	7	18
9 March	7	7	14
10 March	10	7	17
11 March	14	7	21
12 March	13	9	22
13 March	22	20	42
14 March	17	15	32

The Tables 2,3 show the detailed results of each individual campaign, whereas the Table 4 constitutes the summary of Google Adwords advertisement.

Table 2, Immigrants English Campaign

Campaign	Ad	Dates	% Served	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg.Pos.
Immigrants English 6.03.2012 – 14.03.2012	Help for immigrants	6.03.2012	52,32%	73	5,248	1,39%	PLN1,27	PLN92,53	2,9
	Help for foreigners	9.03.2012	47,68%	39	4,782	0,82%	PLN1,96	PLN76,45	3,4
Total - search				112	10,030	1,12%	PLN1,51	PLN168,98	3,1
Total – Display Network				0	0	0,00%	PLN0,00	PLN0,00	0
Total – all ads				112	10,030	1,12%	PLN1,51	PLN168,98	3,1

Table 3, Immigrants Polish Campaign

Campaign	Ad	Dates	% Served	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg.Pos.
Immigrants Polish 8.03.2012 – 14.03.2012	Stowarzyszenie Emigrant	8.03.2012	49,66%	2	35,273	0,08%	PLN1,38	PLN39,90	1,7
	Imigranci w Polsce	9.03.2012	50,34%	43	35,754	0,12%	PLN0,97	PLN41,64	1,7
Total - search				64	5,462	1,17%	PLN1,16	PLN74,52	2,6
Total – Display Network				8	65,565	0,01%	PLN0,88	PLN7,02	1,6
Total – all ads				72	71,027	0,10%	PLN1,13	PLN81,54	1,7

Table 4, Immigrants Polish and Immigrants English Summary

Campaign	Ad	Dates	% Served	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg.Pos.
Immigrants English 6.03.2012 14.03.2012	Help for immigrants	6.03.2012	6,47%	73	5,248	1,39%	PLN1,27	PLN92,53	2,9
	Help for foreigners	9.03.2012	5,90%	39	4,782	0,82%	PLN1,96	PLN76,45	3,4
Immigrants Polish 8.03.2012 – 14.03.2012	Stowarzyszenie Emigrant	8.03.2012	43,52%	29	35,273	0,08%	PLN1,38	PLN39,90	1,7
	Imigranci w Polsce	9.03.2012	44,11%	43	35,754	0,12%	PLN0,97	PLN41,64	1,7
Total – all ads				176	15,492	1,14%	PLN1,38	PLN243,50	2,9
Total – Display Network				8	65,565	0,01%	PLN0,88	PLN7,02	1,6

Total – all ads	184	81,057	0,23%	PLN1,36	PLN250,52	1,9
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#### 4. Learning components

In the project NetAware we hoped to learn how to run the advertising campaigns for the companies and non-profit organizations making them more visible by using the instruments of Google Adwords or through social media like Facebook. We wanted to improve our knowledge of e-marketing: how to run a blog, to create efficient advertisement and find the target group for all the Internet actions. We also expected to increase our abilities to work in international groups and understand each other cultures.

During the project we have learned what we expected. Basically how to create a campaign using the Instruments of Adwords, how to plan the daily budget of the campaigns as well as to work in international groups giving the ideas and get the expected results. In the case of Facebook we misunderstood the task we should have done. Instead of sharing the information about immigrants and chosen NGO we focused on our private work.

From the first days we were trying to adjust our campaigns in order to get higher results. We had to modify the strategies as we found them not effective. The main problems were associated with defining the appropriate keywords. What we did not expected was that too broad expressions could decrease the rates. After introducing some changes we obtained the expected results. In the case of Facebook we did not prepare strategy before started running the page and later it was quite difficult to redefine the site.

In working in the group we found it difficult because we did not know each other and everybody was holding back. We had different personalities, different age and different level of English and Adwords knowledge. The work with people that not come from the same country is even harder but in our case this situation changed, during the days and the workshop we become more friendly with each other and the atmosphere became better. We unexpected that this change could improve so much our group results because we work better together and we can share our ideas and points of view. At the end when we were out of time we started to share the tasks much more efficiently. The future recommendation is to divide the tasks more equally and to adjust all of them to the abilities of every member of the group.

We are sure that this experience in the future will be useful because we have understood how important is to work in group. If you plan the tasks you have more possibilities to solve the problems. This rule is especially useful when there is lack of experience and knowledge. After this two weeks we have known how Adwords is an

important tool to improve and expand the advertisement for a non- profit organization. However, we think that it could be applied also in the marketing strategies of other institutions e.g. enterprises.



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