



# **AdWords Campaign for ALETIC**

# Electronic C Spain León





**The Silent Storm**

**The Optimizer**

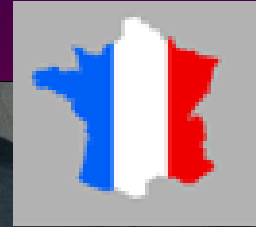


**The Working Bee**





**The  
Entertainer**



**The  
Student**

**The  
Reporter**



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Association of  
ICT Enterprises  
from **León**

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EMPRESAS DE TECNOLOGÍAS  
DE LA INFORMACIÓN Y LAS  
COMUNICACIONES

**50  
companies**

Local and regional  
**nonprofit  
organization**

Objective: bringing more knowledge and  
**providing ICT to society**

# Our tasks

**1. To create the Google AdWords Campaign for ALETIC**



**2. To manage Facebook Group Page**



# AdWords Campaign Overview

**Business Sector**

**Entrepreneurs**



**Individuals**

**Kids (Parents)**

**Seniors**



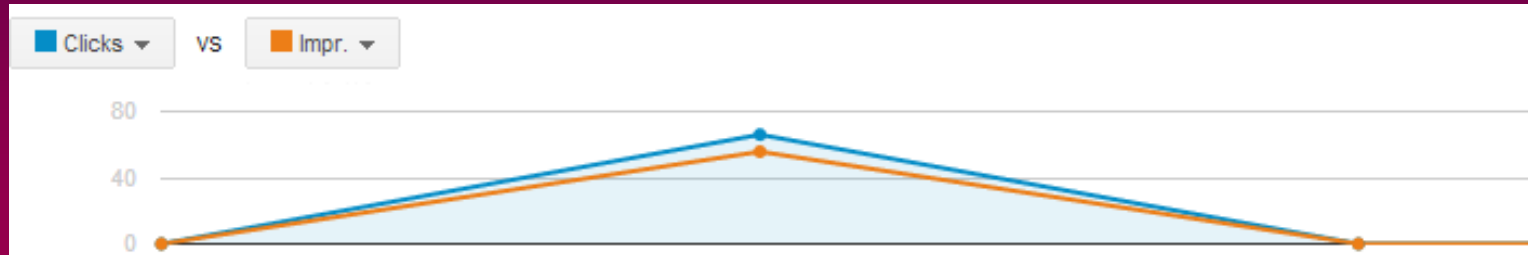


# Google AdWords Strategy

- **3 target groups;**
- **4 advertisements / groups;**
- **Language: Spanish;**
- **Location: Spanish-speaking countries;**
- **Budget: divided equally.**



# Figures are not that bad though!



- **66 Clicks;**

- **20,892 Impressions;**

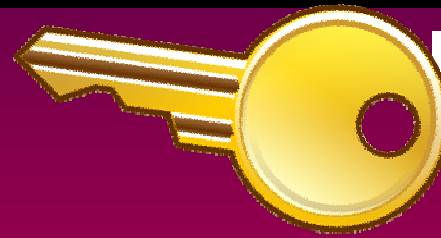
- **Best CTR 12,5 %;**

- **Average CTR 0,36 %;**

- **Average CPC 1,36 PLN;**

- **Total Cost 89.48 PLN**

# Structure



**KEYWORDS**

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**TRIGGER**



**MOTIVATOR**

# Kids

- **The most successful campaign;**
- **Advertisements to the parents;**
- **Children safety;**
- **ICT education for Kids.**



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# Companies

- **Separate program ALETIC 3.0;**
- **Target groups: small and medium enterprises;**
- **Free training in different fields connected to ICT;**
- **Benefits from networking.**



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# Seniors



2

- Providing seniors with ICT knowledge;
- Mobile phone use;
- Friendly environment ;
- Eliminating the technological barriers.

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# Social Activity- Facebook

- Co-operation with official ALETIC page;
- **118 fans;**
- **3 to 5 posts / day;**
- **Introduction of the group members;**
- **Fans from 11 different countries**

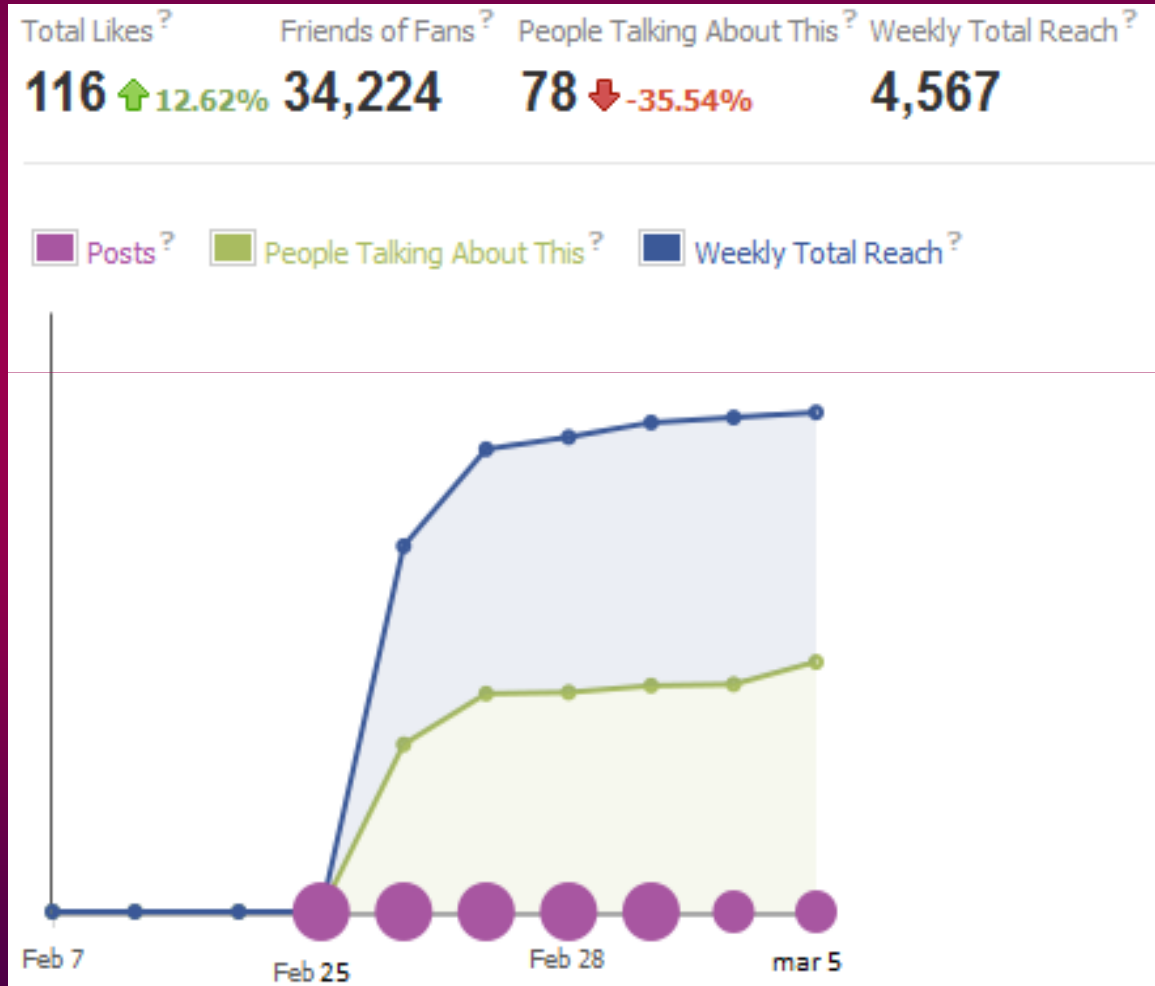


# Social Activity- Facebook

- **Active fan page**
  - **Questionnaire;**
  - **Videos;**
  - **Photos;**
  - **Posts.**

Do you believe that Google Advertisements are effective?

- Yes, they are** +8
- No, they aren't**
- I don't know** +1





# **We are going home with ...**

- **Online marketing skills;**
- **Different cultures, habits;**
- **Ability to cope with disappointments → patience;**
- **Ability to handle unexpected circumstances;**
- **Positive experience & memories!**



# Conclusion - Recommendations

## ALETIC should continue:

- **Google Adwords Campaigning;**
- **Active Facebook page;**
- **Right platform to promote ICT;**

**Short campaigning time – relatively high success;**

**AdWords is best tool to create awareness;**

**Importance of social exclusion.**

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COMUNICACIONES

**Google™**  
AdWords

**THANK YOU FOR YOUR  
ATTENTION!**



**SEE YOU AT THE**



**!**