

1. Executive Summary

Campaign Overview

Ten days ago we started working on an Adwords Campaign for the organisation Korosok Volgye in the Intensive Programme Socrates, in the University of Economics from Katowice. This campaign is developed both on Adwords and on Facebook because nowadays the social media is more and more important in our lives.

The aim of our campaign was to develop a strategy in order to help the organization Korosok Volgye, to find volunteers, to promote their activities, to convince people to donate 1% of their income tax to the organization, and last but not least to raise awareness on the issue of electronic social exclusion. We started developing a strategy and we created two campaigns, an international and a national (Hungarian) one, the first one in English and the second one in Hungarian, in order to reach as many people as possible.

Key results

As regards the key results, we can say that the most effective campaign was the international one that focused on volunteers, because we received 12 clicks for the keywords. The other, a less effective campaign, but still worth mentioning was civil service development, for which we received one click. Nevertheless, all the campaigns could be improved and could become more relevant.

Conclusion

In conclusion, we consider that our campaign could become more effective in the future, because it needs more time to become visible. Also, the keywords were not effective enough, but they can be improved, due to the fact that we consider that our advertisements could attract the target groups and are very relevant for our campaign.

Future Online Marketing Recommendations

Our future online marketing recommendations would be to first create a strategy and then apply it the best you can, but focus on the keywords and on the advertisements. However, we consider that no one should expect immediate results because it takes time to achieve them, keywords have to be improved every day, some target groups or advertisements have to be deleted. Consequently, we advice everyone to have patience and work hard because creating such a campaign is not an easy task and it takes time to see the results.

2. Industry Component

Campaign Overview: Our campaign started on the 4th of March and it ended on the 6th of March, but we started working on it on the 25th of February. We tried to develop an effective strategy that would help the organisation Korosok Volgye; therefore we decided to aim our strategy at finding volunteers, because any nongovernmental organisation needs to use volunteers in order to develop. We also tried to promote the organisation's activities, so we created a special target group for festivals. Moreover, another campaign focused on the organisation's involvement in civil services development, because it is important to stress the organisation's involvement in social issues. Also, we tried to make people aware that they can donate 1% of their income tax to this organisation.

Our secondary objectives were also to: a) spend the 250\$ effectively b) to get the most clicks c) to update our Facebook page by having at least two posts per day d) to make the organization more visible on the internet

The way we organize the work was inspired by the Steve Job's „Golden Rules”: "Teamwork is dependent on trusting the other folks to come through with their part without watching them all the time”.

So we decided to divide the tasks in groups of 2 or 3 persons, so the most skilled in a certain area could work in whatever they felt more comfortable with, and we were great at figuring out how to divide things into teams.

Evolution of Our Campaign Strategy: For the international campaign, at first we thought about five target groups, but we decided to keep only three of them: the volunteers, the festivals and civil service development. For the national campaign, we decided to try and reach volunteers in Hungary that can help the organization and people who can donate 1% of their income tax to our organization and to raise awareness.

Moreover, in the first stage, we started working on our Facebook page. The Facebook strategy was mainly elaborated by two team mates, but of course everybody posted some pictures and came up with great ideas of how to run the Facebook account.

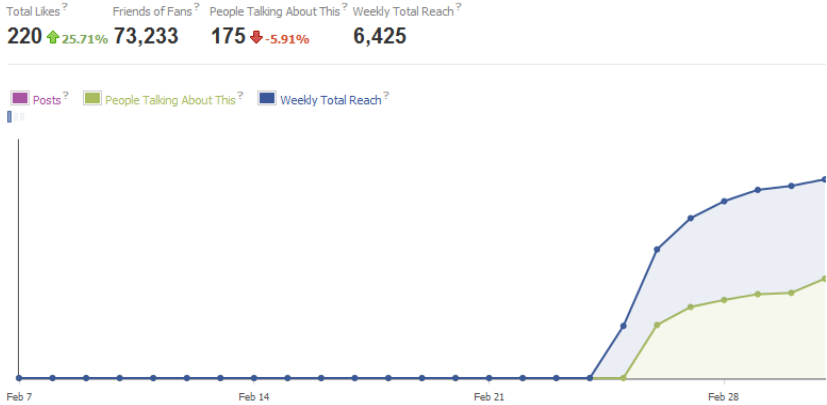
In the first days everything was kind of difficult we hardly got followers and no feedbacks from the page, and after two days everything was started up and working.

The idea was to post two times a day and explaining all the activities of the group in order to raise awareness about our activity. We decided to do it a bit original and talk about the activities in a “personal dairy” way.

We noticed that the enquiries were not very followed or answered, but the daily activity dairy

was, so we followed the strategy of telling our story and of writing about how the team faced the workshop, the lectures, the trips and the complete IP NETAWARE. Also the pictures received a very good feedback from our “Facebook friends” so we continued that way. As you can see in the following picture, the purple dots are all our posts and publications, the green line are the “people who are talking about this”, and the blue line is the “full scope”.

Graph 1.



Also, in first phase, our strategy was to make a presentation for the organization Korosok Volgye and we discussed possible ways in which we could help the organization. This association operates on the Eastern part of the country which is a rural area, so its activities cover activities such as: rural development, business and sector-related civil service improvement, it supports institutions, it supports presenting publications, and it promotes European integration.

Also, we tried to imagine what the organization wants and to think like the selected target groups. We received 250\$ at first, and our strategy was to find keywords, not too specific or to general ones, that could interest our target groups. Also, we tried to find a balance between the price of the keywords and the number of people that click on it. At first we made a table containing all the keywords and then we decided on the best ones, with the lowest prices and the highest number of clicks. We used both the keyword tool to help us come up with new keywords, and the Google Insights tool to help us see which words were most popular in a certain period of time.

Table 1.

| Keywords | Competition | Global Monthly Searches | Approximate CPC |
|---------------------|-------------|-------------------------|-----------------|
| Volunteer work | High | 673.000 | PLN 5.08 |
| Volunteer job | High | 201.000 | PLN 4.24 |
| What is information | Low | 68.000.000 | PNL 4.26 |
| Used computer | Medium | 368.000 | PNL 3.78 |

It is important to state that there were some operational issues that prevented us from starting our campaign earlier, our account was stopped from the 27th of February until the 3rd of March, however the 1st and the 2nd of March were weekend days, so we were not able to make any changes on our account. On Thursday, the 28th of February, we were told that we had to switch only on the Facebook campaign and to make new advertisements for this campaign. However, on Monday, the 3rd of March, we came back to our Adwords campaign because the problem had been fixed, we copied all the target groups, the advertisements and the keywords from the previous account into the new one and we were able to start our campaign. The results of the first day are shown in the table below. After the first result we realized that some of the prices we paid for keywords are too high, because we had spent 60\$ and we had only 13 clicks, consequently, we decided to pause some of them and upload some other keywords.

Table 2.

| <input type="checkbox"/> | <input checked="" type="radio"/> | Keyword | Ad group | Status <small>?</small> | Max. CPC <small>?</small> | Clicks <small>?</small> |
|---------------------------------------|----------------------------------|---------------------|---------------------------|-----------------------------------|---|-------------------------|
| Total - all campaign <small>?</small> | | | | | | 13 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | what is information | Volunteers | <input type="checkbox"/> Eligible | PLN2.40 <input checked="" type="checkbox"/> | 3 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | used computer | Volunteers | <input type="checkbox"/> Eligible | PLN4.25 <input checked="" type="checkbox"/> | 2 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | volunteer abroad | Volunteers | <input type="checkbox"/> Eligible | PLN3.00 <input checked="" type="checkbox"/> | 1 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | community service | Volunteers | <input type="checkbox"/> Eligible | PLN4.25 <input checked="" type="checkbox"/> | 1 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | IT training | Civil Service Development | <input type="checkbox"/> Eligible | PLN5.75 <input checked="" type="checkbox"/> | 1 |

Moreover, in the first international campaign, the Volunteers target group has 3 advertisements, because we thought about some strategies to attract volunteers: to focus on e-exclusion in Hungary, to raise awareness referring to e-exclusion and to raise awareness on the fact that in Hungary, e-exclusion is a very important issue in rural areas.

The second campaign, the Hungarian one focuses on two areas. The first is the 1% Net Income tax which is strongly connected with the Hungarian economy; therefore we thought it would be a great opportunity. In Hungary every citizen has the opportunity to send 1% from the Net Income tax to a non-governmental organization, association or simply to a natural person. In this group we decided to create several ads (advertisements) to target those interested in this activity. After all, we had only one national campaign because of lack of time with specific and relevant variations of keywords. This picture shows some examples of keywords:

Table 3.

| <input type="checkbox"/> | <input checked="" type="radio"/> | Keyword | Status [?] | Max. CPC [?] | Clicks [?] | Impr. [?] | CTR [?] | Avg. CPC [?] | Cost [?] |
|--------------------------|----------------------------------|-------------------|-----------------------------------|-----------------------|---------------------|--------------------|------------------|-----------------------|-------------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | adó 1 százalék | <input type="checkbox"/> Eligible | PLN6.75 | 0 | 0 | 0.00% | PLN0.00 | PLN0.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | adó 1 | <input type="checkbox"/> Eligible | PLN4.00 | 0 | 0 | 0.00% | PLN0.00 | PLN0.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | adó 1 nyomtatvány | <input type="checkbox"/> Eligible | PLN6.00 | 0 | 0 | 0.00% | PLN0.00 | PLN0.00 |

The following tables show our advertisements for the 2 campaigns we created:

Table 4.

| |
|--|
| <ul style="list-style-type: none"> ● Volunteering in Hungary It's better to give that get! Change lives of e-excluded people www.korosokvolgye.hu |
| <ul style="list-style-type: none"> ● Discover e-inclusion Find out about e-exclusion Get involved in Hungary www.korosokvolgye.hu |
| <ul style="list-style-type: none"> ● Join us for e-inclusion Help them learn to use a computer Say no to e-exclusion - rural areas www.korosokvolgye.hu |

Table 5.

| |
|--|
| <ul style="list-style-type: none"> ● Tégy csodát adód 1%-val Felejts el az állatokat! Fordítsd adód vidékfejlesztésre www.korosokvolgye.hu |
| <ul style="list-style-type: none"> ● Körösünk Önnel Fordítsa adóját vidékfejlesztésre, segítse civil szervezetünk munkáját www.korosokvolgye.hu |
| <ul style="list-style-type: none"> ● Vár a Körösök Völgye Rendezvény és fesztiválszervezés a körös völgyében! Látogasson meg www.korosokvolgye.hu |

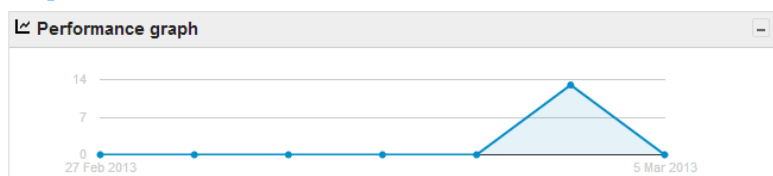
Key Results

At the end of our campaign, the Electronic - A campaign received 13 clicks, during the period of 1 day of campaign. Consequently, for the International campaign, we had a CTR of 0.19%, an average CPC of PNL5.81, a cost of 75.56 and 6.977 impressions. These are also the total. Also, the next graphic shows our performance during the campaign. At first our performance increased and then it decreased because we did not receive any clicks, since our account was suspended on the last day:

Table 6.

| Clicks | Impr. | CTR | Avg. CPC | Cost |
|--------|-------|-------|----------|----------|
| 13 | 6,977 | 0.19% | PLN5.81 | PLN75.56 |

Graph 2.



Some other results consist in 108 enabled clicks, 43 good quality, but low traffic keywords, 14 non-active keywords (we decided to pause some of the keywords because they were too

expensive). Also, by the end of the Google Adwords campaign, we had two working campaigns and five enabled add groups:

Table 7.

| All enabled campaigns (2) | | | | | |
|---------------------------|----------|--------|----------|-------|-------|
| Campaign | Status | Clicks | Cost | Impr. | CTR |
| International | Eligible | 13 | PLN75.56 | 6,977 | 0.19% |
| Hungarian | Eligible | 0 | PLN0.00 | 0 | 0.00% |

Table 8.

| All enabled ad groups (5) | | | | | |
|---------------------------|--------|----------|-------|-------|----------|
| Ad group | Clicks | Cost | CTR | Impr. | Avg. CPC |
| Volunteers | 12 | PLN73.97 | 0.19% | 6,273 | PLN6.16 |
| Civil Service Development | 1 | PLN1.59 | 1.16% | 86 | PLN1.59 |
| Festivals | 0 | PLN0.00 | 0.00% | 618 | PLN0.00 |
| Ado 1% | 0 | PLN0.00 | 0.00% | 0 | PLN0.00 |
| Korosok volgye | 0 | PLN0.00 | 0.00% | 0 | PLN0.00 |

Conclusions

To conclude, our campaign needed more time in order to become effective, however we consider that the Facebook page had a great impact on the public, and we actually managed to make electronic social exclusion more visible. Our advertisements were relevant, but the keywords had to be more carefully selected. Electronic social exclusion is a very special problem, we believe it is a serious topic and we believe that the Korosok Volgye organization requires such a campaign on Google Adwords. As we summarized before, our association's activity covers a lot of domains, consequently we were able to learn a lot about the necessary Google Adwords tools and information that we can use to improve business activities in our own countries.

Future Recommendations

For the future, we recommend the organization to translate their webpage into English, because in this way people outside of Hungary (especially companies) can understand their page and they will be more interested in helping the organization. We recommend the organization to use Google adwords in the future, because it is an effective way to find volunteers and to earn funds.

For future participants who want to make the Adwords Campaign work, our recommendations are to:

- Start the campaign as soon as possible, and then analyze their errors;
- Think about keywords that are not too generic nor too specific;
- Have a strategy in mind (for example, focus on the most relevant target groups) before you begin searching for keywords, but start the campaign as soon as possible;
- Do not expect immediate results and focus on the keywords

3. Learning Component

What did the team hope to learn?

The Intensive Program was, for all of us, a great opportunity to improve our English level among multicultural teams. In our group of 7, the members are coming from Hungary, France, Romania, Italy, Spain, Germany and The Netherlands; we wanted to learn from each culture, have the experience of an international teamwork and discover the host country which is Poland, within these two weeks program.

Moreover, the topic of this Intensive Program, the E-exclusion could give us the chance to learn and involve ourselves in social issues concerning our own country and extend and confront solutions at a European level.

As we are all coming with a Marketing and Business background, we obviously wanted to deepen our technical skills and knowledge.

How well did you as a team meet your learning expectations and the Intensive Program learning objectives?

At the beginning, finding and understanding our own role in the team took us time. We came from 7 different countries and did not know each other before the program. Being direct and honest in our talk started after few days.

We think that we reached the Intensive Program goals pretty well given the Adwords results we have and the common knowledge of the Hungarian e-exclusion level we acquire.

Concerning our personal objectives, we experienced many unexpected situations that actually enabled us to learn even more than what we expected. We all took the most of everyone's knowledge and particularity to build up our personal e-exclusion awareness and mind.

What else did you learn?

We understood that there are noteworthy disparities and that the e-exclusion is dramatically not at the same stage among European countries (The Netherlands and Hungary).

What are the key outcomes will the team remember?

We will remember that working in an international team can be really resourceful, creative and innovative. Indeed, confronting our ideas, experiences, imagination and motivation is an amazing way to reach innovative solutions and constantly perform them. On the other hand, we have also learned that working with transnational teams can be unproductive if the team stays at a "forming level". Indeed, meeting each other, and finding our respective role can be

painful and be a source of frustration. The team has to pass by a confrontational phase to break out the barriers and start working effectively.

What were the expected and unexpected outcomes of the Intensive Program?

We did not expect to learn as much about ourselves, our personal strengths and weaknesses. We are all living the IP experience together but in our own way, from our current knowledge, from our expectations and prospective. We were not aware that we would learn intensively how to work in an international team and adapt ourselves effectively. We have also learned about the future carrier we want to conduct and the type of organization we want to work for.

What challenges did your team encounter and how did you overcome these challenges?

Working efficiently as an international team was not obvious at first. To reach our personal and common objectives we had to communicate in a detail and in an explicit manner. We all have a good English level but expressing ourselves in a professional and technical manner was challenging at first. To overcome these difficulties, we divided the tasks depending on our knowledge of the subject and our personal motivation.

Cooperating and organizing the team work to reach our goals was also a challenging task as we are all coming from different countries, universities and we are all unique human being with our own personality and story. To overcome the incomprehension and the misunderstanding we faced, we constantly asked each other questions, actively listened to each other, re-focused and try to take distance from our personal ways of thinking in order to adapt ourselves in this specific environment.

What were some expected and unexpected outcomes from working as a group?

We wanted to experience an international working environment with members coming from all Europe and achieve our goals. We all expect to learn from each other's culture and improve our technical skills but we did not expect to create that strong social links and friendship.

Recommendations

What we could recommend after looking back to these two weeks could be that before starting to work as a group team, each member should present himself, saying its strengths and weaknesses, its education background in order to start understanding what will be each other's role during the project.

Moreover, we would say that before each workshops, we should discuss during 5 minutes about what has been done and what needs to be done during the coming day, do a brainstorming, ask our questions and our ideas.