

The goals for the campaign was focused on 2 different groups. On international and National base. In the international campaign it was important to raise awareness and ask for help. In the international campaign this was also very important, but we also wanted to make the people in Poland aware of the fact that there is an organization which can help them. The goal to make them aware didn't really achieve it because we could only use our Google account for one day. Yet we still made some people aware because we got 29 clicks per day. The activity of the Facebook account increased day by day, for example in one day we reached more than 5000 people.

Referring to the keywords we had to make a few changes. Firstly, we had keywords which were to general. Afterwards, we have changed them into better keywords and made changes like deleting a few of them who were not productive and copy those who were clicked in the other campaign. Most of the keywords were suggested by the company FRSI. What was really interesting, was that the quality score of the clicks does not match the amount of clicks.

We have learned a lot of new things in these two weeks. Now we know how to make a Google AdWords campaign thankful both to Arthur and ourselves, because we went through a great self-development and chaired our knowledge to our team. Our international team have encountered some important challenges such as working in international teams, coming to a common agreement concerning our tasks, namely to prepare a real advertising campaign on the Internet, keep in touch with everyone on Facebook and write an international report.

Information Society Development Foundation increase the citizens, institutions, organizations access to the Internet and communication technology based on the Internet. In case of our research, people are not aware enough if it comes to electronic exclusion. The Foundation needs to conduct more and more educational activities in the form of trainings, workshops, conferences, seminars, congresses, scientific sessions and other forms of counseling and education for individuals, organizations and institutions.

Industry Component

Campaign Overview

¹We started this campaign with thinking of our target group. We have had a discussion about what we want to share and how we are going to convince the people to click at our ads. We had to focus on the Polish company FRSI. FRSI stand for Information Society Development Foundation. It is a non-governmental organization established by the Polish-American Freedom Foundation. Their aim goal is to support and promote the development of an information society with a very well developed services sector, high education standards, broad and inexpensive internet access, public access to information and the ability to exchange data irrespective of the distance.

Our strategy is focused on 2 campaigns. The first one is on Polish level. We divided this campaign into 3 groups: 1. The e-excluded because we want to make them aware of the fact that there is an organization who can help them. 2. Polish organization & Local leaders, because they can also help us, by giving things like money or old computer. FRSI also focuses on this target group themselves to. 3. Polish Institutions & Local government to make them aware of the problem. Our second campaign is on International base and we choose these countries: Germany, Czech Republic and Slovakia, because they are the neighbours of Poland. So they have a lot of Polish immigrants and they have the most connection with Poland. If we asked them for help there is a change they will because Poland is a neighbour country. We also divided this campaign into some smaller groups: 1. All school and University levels, because we want to make them aware of the problem. FRSI told us that it is very important to start teaching electronics at a young age. 2. International Companies, to ask for help with sending computers and money. 3. Citizens, to make them aware that there is a problem.

International Campaign:

Keyword	Ad group	Status [?]	Max. CPC [?]	↓ Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]
Total - all campaign [?]				16	8,080	0.20%	PLN5.32	PLN85.05
help online	International Companies	🗨 Eligible	PLN1.00 [?]	2	61	3.28%	PLN5.28	PLN10.56
company help	International Companies	🗨 Eligible	PLN1.00 [?]	1	22	4.55%	PLN3.86	PLN3.86
free computers	Making European people aware	🗨 Eligible	PLN1.00 [?]	1	596	0.17%	PLN4.79	PLN4.79
no internet	Making European people aware	🗨 Eligible	PLN5.25 [?]	1	230	0.43%	PLN6.10	PLN6.10

¹ <http://frsi.org.pl/category/english/>

Polish Campaign:

Keyword	Ad group	Status [?]	Max. CPC [?]	↓ Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]
Total - all campaign [?]				13	4,002	0.32%	PLN3.79	PLN49.23
informacja	Polish Citizens	 Eligible	PLN1.20 <input checked="" type="checkbox"/>	7	1,761	0.40%	PLN3.91	PLN27.34
fundacje	Polish Citizens	 Eligible	PLN2.20 <input checked="" type="checkbox"/>	5	690	0.72%	PLN4.16	PLN20.80
nowe technologie	Polish Citizens	 Eligible	PLN1.00 <input checked="" type="checkbox"/>	0	15	0.00%	PLN0.00	PLN0.00
społeczeństwo informacyjne	Polish Citizens	 Eligible	PLN2.35 <input checked="" type="checkbox"/>	0	3	0.00%	PLN0.00	PLN0.00

²Because our account got suspended for 3 times, we only have the result of one day (04-03-2013 until 05-03-2013) First of all the click through rate (CTR) and the Impressions. Above you can see the campaigns. The international campaign had an impression of 8,080 and 16 clicks so the CTR is 0,20%. The Polish campaign had an impression of 4,002 and 13 clicks so the CTR is 0,32%. Google says that the average of the CTR lies on 2%, so we think that if we could have done this campaign a little bit longer the rate would probably be higher.

Then about the cost per click, first of all we got the advice to let the cost per click be decided by Google, that's why the avg. CPC is a little bit higher then we wanted. As you can see the MAX. CPC most of the time lies between 1.00 and 2.30 PLN, but sometimes we decided that a word was so good that the MAX. CPC could be a little bit higher like the keyword: no internet. We didn't go higher than 6 PLN a click. On the total campaign we spent 100 PLN and that was also the maximum money we could spent a day.

We divided our group into teams of two when we wrote our ads. After we did that we all checked them on spelling and relevance. We all monitored the account, but every time someone did this he had to asked permission in the group. So if he or she wanted to make some changes, it has to be approved by everyone.

Evolution of The Campaign Strategy

The major changes we made were, of course, the changes of different Google accounts. We definitely know more about AdWords now, that is for sure. Furthermore we realized that our keywords were not really catchy enough. So we changed them a couple times, and now they are more specific so that is better. We also changed a few details on our adds because we had got a notice that one of our adds was not negligible to run on Google. It took us a day before we good correct this mistake because we waited until the next workshop. From the moment

² <http://www.marketingpilgrim.com/2010/01/google-says-average-adwords-ctr-at-2.html>

that we had realized this, we corrected it and made it negligible. This changes made our campaign better, but still we have not got many clicks on one day. We wanted to change the ads and definitely the keywords, but this was not possible because we did not get any feedback from our campaign knowing that it only ran one single day.

Key results

When we read the national report of our Polish team. Our leader thought it was important to get to know the company before we started to make a campaign. When we did this we made a few keywords by ourselves and putted them together. Also the company gave us some keywords. We had a lot of basic words like :

Phenomenon	Exclusion
Education	Children
Motivation	Communication
Age	costs

We thought that these words were to general to use them and that the people who are looking for costs will not be interested in our social digital exclusion add.

As you can see these words are not really good and so we went searching for words who are more concrete. We only want the people who are interested in social and digital exclusion to watch our adds. We want to aware them of the exclusion and want that they help those who are excluded. We became a good list of key words which are not general. We did become words that were too specific and not useful. Here is a list of the words that we became after the second brainstorm:

E-learning network	Help excluded people
Combat poverty	Electronic social exclusion
Access to internet	Communication technology's
Internet accessibility	ICT education
Digital illiteracy	Disabled in technology

Besides that we also got a few keywords from the company self. We had a good contact with them and they wanted to be involved with us during the IP. One of our team members kept contact with them and they were really enthusiastic about our project of Google Add words.

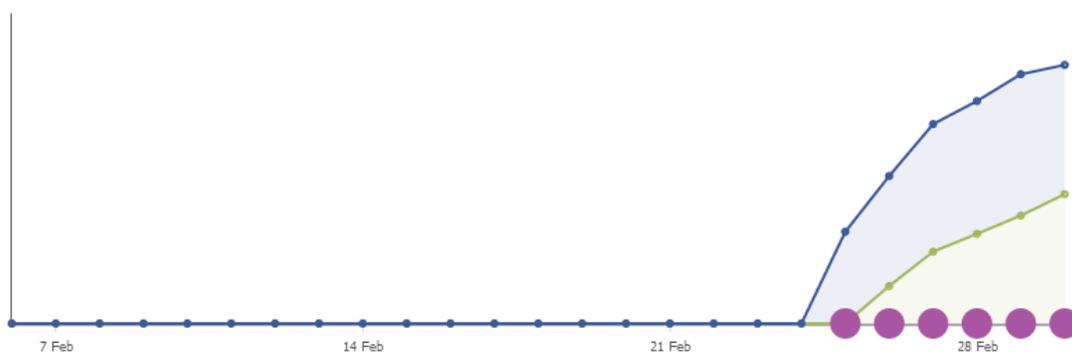
Here you have a few keywords that they suggested:

Local community	Mobile technologies
Modern technologies	Social innovation
Information	Social change
Transfer of knowledge	Small town
Public institutions	Foundation
Mobile professionals adviser	

We also had to keep an eye on the quality score of the keywords. There was one thing that was really interesting namely the fact that our keyword that was clicked the most only had a quality score of 4/10. Mostly we have clicks on key words with a quality score of 6/10, but as I just mentioned we also had clicks on keywords with a score of 4/10 or 3/10. For example we used the word ‘free computers’ and we got a score of 7/10 for it while we only had one click for this. This word was good and did not deliver many clicks while our keywords that had been clicked for seven times only gave us a score of 4/10.

Facebook

We also made a Facebook page to create awareness. We mainly focused on providing awareness among students about exciting social problems. To increase practical knowledge of creating our campaign on AdWords, the group work, our trips we made here in Poland and some personal stuff like different national dishes.



Here you can see that there is a significantly growth. The blue line you can see is about the total reach. On 02-03-2013, we reached 5158 people with our Facebook page. The people who we reached were between the age of 18 and 24. 5056 people out of them were unique visitors. The green line is about the amount of people who are talking about our page. On 05-03-2013 there were 272 people who were talking about it, more than 60% are women. The purple dots shows how much we posted on the Facebook page. The average is between the 4

and 6 messages a day, to keep the Facebook account active. On 06-03-2013 we had 220 likes for our page.

Conclusion

We will shortly emphasize our main goals with these strategy's. In Google add words it was important that we only reached the people who matter. We reacted very quickly to correct our mistakes with the keywords. From the moment that we saw that they were not productive or just not good, we changed them. In our Facebook page you could see that we have tried to attract as many possible people and mostly important as many different characters. Therefore we have posted links about the content example giving the YouTube movies mentioned in our lectures. Apart from that we also posted personal stuff for example a traditional dish from each country in our group and pictures of ourselves in Krakow.

We can also summarize the things that we have learned from the project leader which concerns Google AdWords namely Artur Strzelecki. First we had an introducing lecture to make us understand what Google AdWords is about. In the second lecture we got a lot of information on how to work with AdWords. We did however had some trouble to make the campaigns before the second lecture of Artur because we were not familiar with this media. Moreover we got a lot information from the assistants and they also taught us how to manage the campaign. We learned how to change the amount of money for the keywords and to check for synonyms for those words who were too expensive. Besides these two things we learned a lot of each other and went through self-development.

Overall there were just a few things that were not so good according to our group. Sometimes we had the needed information a bit too late. We do know that the project did not go as smooth as hoped and that because of this a few things did not go as planned. We also agreed in our group that 4 hours is too much for us. We lose our focus half way and start to be unproductive while we cannot afford to lose any time at all.

Future recommendations

For the future, we advise them to continue to fight against e-exclusion in Poland and to keep seeking for help. This can be done by continuing the AdWords campaign we started for them. What also was helpful was our Facebook page, because they can ask for attention on the Facebook page. For now we strongly advise them to learn how to work with Adwords and Facebook. We did not know AdWords before so we took our time to get to know it better because this is the best way to use it properly.

Learning objectives and outcomes

The main objectives of being a part of Netaware Intensive Programme were to create a link between tools such as Google Adwords and Facebook, the same issues concerning the welfare of social groups who have been excluded.

The project provided us with some great opportunities:

Firstly the team hoped to discover how to cooperate in intercultural and international environment. We had to work together with people from all over the Europe. The aim of the program was to work on a specialist topic in order to fight against e-exclusion in Poland. We were expecting each other to work with the same engagement. The point of view differs us, because every country got his own way of working. NetAware enable us to face reality and deal with new technologies' exclusion problems.

In the first week day we were divided into different teams coming from different countries. Our team was represented by Belgium, Germany, the Netherlands, Poland, Romania, Spain and France.

We knew only our names by signatures on a paper. We had to meet each other in case to communicate well. We had an assignment, where everyone was personally introduced to the group. After we know some details about ourselves we realized of having different ways of thinking, working and future expectations. We had no information about association, except Damian, whose association was chosen.

Next step was to search for the right working way with each other and that was not easy. After many conversations we had found the best way to communicate. We all read the report of Poland in order to know more about polish people and their exclusion problems.

What more, knowledge about the Information Society Development Foundation was necessary to understand the main project problem - electronic exclusion. Next working days brings more fruits of our labour than the first one, because after a conference about AdWords we could started with our project. We divided our tasks and started to create a strategy.

We come up with objectives like becoming better in working with AdWords, in the meantime delivering a good English report at the end. What we definitely learnt was that working in an international team can be very hard, because not everyone speaks English well and also because of the different norms and values.

Group dynamics

Our international team have encountered some important challenges. First of all, we have had to work in international teams, namely to work collaboratively in order to achieve our aim. This part was a crucial one for our teamwork. Therefore, we have had to work well together and try to get the best in any circumstance. We have had to cooperate, using our individual knowledge and providing feedback despite any conflict between us. Secondly, we have had to come to a common agreement concerning our tasks, namely to prepare a real advertising campaign on the Internet, keep in touch with everyone on Facebook and write an international report. Having different cultural backgrounds and knowledge, we had also to deal with many difficulties. Being here in order to create closer integration between Eastern and Western Europe, we had to overcome stereotypes existing in our countries. Furthermore, our team was led by a Polish student who acted like a facilitator. We have had to combine our different points of view in order to arrive at common decisions and results. We had to learn to make decisions through lengthy consensus during our workshops when we had to create advertisements, manage the budget and create entries on blogs. We also have had to optimize decisions and development of our team's campaign. During our last workshop, we have had to concentrate on final report blog entries and summarize our advertising strategy. All in all, one of the most difficult task was to write the international report because we recognized that our styles of decisions making may be deeply rooted in the cultures that we come from. We also had to trust each other. We managed to put into practice all these tasks thankful to our lectures about Google AdWords promotional tools and advance promotion in Google AdWords.

Future recommendation

The availability of extensive and efficient information and communication technologies, accompanied by well-developed ICT tools is essential to enhance the social exclusion awareness. Internet coverage is generally good across the region, but there is a need for better and more efficient coverage in rural areas and peripheral localities. The Internet can also promote better business opportunities. However, for ICTs to be an effective tool for businesses there must also be good physical connections so that goods can be shipped and parties can engage in face-to-face contact in international environment, the main idea of Intensive programme.