

Executive Summary

Campaign overview: The campaign we created by using GoogleAdWords promotes a non-profit organization called VSNG (Vlaams Steunpunt Nieuwe Geletterdheid). We started working on the campaign on February 25 and it lasted until March 6. Our main goal was to promote the organization in question so that we raise awareness over the issue of e-exclusion among European citizens. Of course, the campaign, like any form of advertising, is also meant to make the organization known, to make it successful, to enhance its reputation and, last but not least, to make sure that more and more people get involved in such organizations or, at least, in separate projects which fight against digital exclusion. We created 2 campaigns, one in English, and the other one in Dutch. Each campaign has one AdGroup.

Key results: We do not have any satisfying results on GoogleAdWords, but we did well on Facebook. We had many likes and people were talking about us. We posted interesting things every day and people saw them and posted comments in response. We worked a lot on Facebook in order to attract as many visitors by sharing our page and asking our friends from home to visit it and get involved.

Conclusion: In the end we followed two different strategies: On GoogleAdWords and on Facebook. We do not have any results from the campaign on GoogleAdWords because our account has been suspended two times and there was no time left to have the results of the campaign. We just know that we did not have any click and we have 135 keywords research but no one has clicked on our announcement. We had to change the GoogleAdWords two times and we did not have even the time to begin properly our campaign.

Moreover, at the beginning we had some difficulties with the organization because we had chosen another one which did not fixed very well with the project. This organization had no project related with our main project Electronic Social Exclusion.

In the end, we can say that we actually did not learn anything more about GoogleAdWords than we have already knew before.

Future Online Marketing Recommendations: Each team should ask, before leaving for these kind of projects (IP Erasmus), to the companies and organizations, the permission to use their name. Actually, the problem was that a country did not ask the permission to the organization and of course we could not began promoting that organization.

About the organization VSNG (Vlaams Steunpunt Nieuwe Geletterdheid), we recommend to put the websites also in the other official language in Belgium, French. At the moment, the website is only in Dutch and they have the opportunity to have a more extended audience.

Industry Component

Campaign Overview: We are a group of six students of different nationalities attending an Erasmus Intensive Programme. We have been asked to choose a non-profit organization that one of our members has already studied. The organization is located in Belgium and its name is VSNG (Vlaams Steunpunt Nieuwe Geletterdheid). It deals with digital exclusion issues and all its activities focus on one main project, but it also promotes other interesting activities of other organizations which are concerned with the problem of electronic exclusion. After analyzing the non - profit organization located in Belgium, we decided the strategy to follow. We needed to choose which kind of campaign we wanted to do, after we had split the campaign in groups based on the different targets. We could decide in targeting our potential costumers based on the type of the disability, proper characteristics of potential costumers (age, gender, etc...) or the projects. We went for the third option and we started dividing the campaign in three different projects. Afterwards we had split the first project (*Intruso*) into two different languages, English and Dutch.

We had the possibility to practice how to use GoogleAdWords by using an account. On that account we had the opportunity, in the first week, to spend 188 Euros, that is 0.3 Euros per click and 20 Euros per day. In this way we had the time to think about an efficient strategy and see if it actually works in practice. Our goal was to create two campaigns, one in English, and the other one in Dutch, with three AdGroups each. We decided which would be the most important keywords for our campaign and we tried to find as many combinations as possible, by using combinations of two-three words and sometimes including prepositions.

We have three initial projects: *Incluso*, which is about integrating marginalized youth. The organization tries to approach young people to the use of the Information and Communication Technologies (ICT) and to the Internet. The second one is *Classy*, which is meant to offer the opportunity to have free web space that teacher and students can both use to upload teaching material. Through this organization, teachers can share information and extra exercises that students can use and in this way they can practice as many as they want. And finally we have *Digital Week*, that organizes really interesting seminars and other activities to promote the digitalization and to raise awareness of the digital divide. The organization we are talking about (VSNG - Vlaams Steunpunt Nieuwe Geletterdheid), every year gives an important help in organizing this event, giving important resources and trying to loom youth to the digital knowledge.

The real campaign started on Monday, in the second week. We changed the currency from euros to Polish zloty. We had 100 zt per day. Maximum cost-per-click (CPC) is the highest amount you're willing to pay for a click on our advertising. Our average CPC for Incluso group was 3.20 zt and we could have spent 54.55 zt.

We tried to choose the most appropriate low-cost keywords which are also really related to our issues and topics. In fact we could not choose the most used words because they are really expensive for each click.

We decided to spend around 50 zt on each group of Incluso (one in English and the second one in Dutch).

On Tuesday of the second week we had the first results of our campaigns. After 24 hours our keywords were accepted from GoogleAdWords but we did not have any click. However, we had 135 Impressions of the first campaign (Incluso). Impression is a tool that indicates how often our advertisement has been searched and appeared as a search result page or website on the Google Network.

On Tuesday of the second week we started the new campaign and also dividing the other project in two different languages. Both Classy and Digital Week had been done in English and in Dutch. In this way we could have more access to more potential customers, since Dutch is spoken in The Netherlands and in Belgium and English is one of the most spoken languages in the world.

Evolution Of Campaign Strategy: At the beginning of the first week, we decided to work with the project called *Incluso* and we decided to create four campaigns, one in English, one in Dutch, one in German and the last one in French.

Unfortunately we had technical problems so we decided to make some changes and make only two campaigns in Dutch and in English.

We started with the *Incluso* campaign and later we added two more campaigns on two other projects, namely *Classy* and *Digital Week*, which are also projects from the non - profit organization VSNG.

Our team tried to select the keywords based on the competition, price sensitivity, popularity and connection with our topic.

In GoogleAdWords, the competition of the keywords has an important role towards reaching our purpose, thus success. We set them on low competition to avoid higher CPC (cost per click), but selected them carefully to attract our target group at the same time.

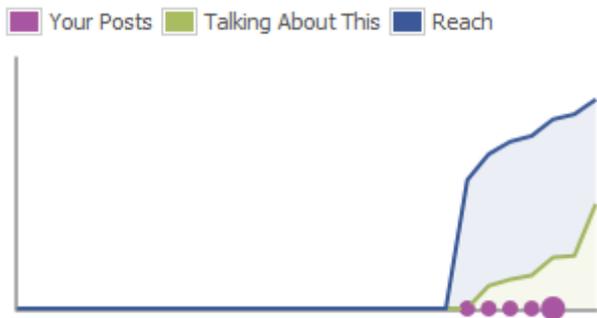
Within each campaign our international group tried to target the potential audience and to get into their mind. If you are able to think with someone other`s mind, you will know how to advertise and what should be the message. We wanted to do the same, but we did not get any kind of feedbacks, because the AdWords have not worked during our stay. In this case we cannot talk about the level of success or any kind of evaluation.

We divided our campaigns into English and Dutch, from one side to reach more people, from the other side to avoid further costs. First we wanted to start the campaigns in 4 languages (Dutch, French, German, English), but later on – mainly, because of the bounded budget – we decided to reduce them to English and Dutch only. VSNG`s three main projects have been included in our campaigns, namely Incluso, Classy and Digital Week. We set the targeted countries to The Netherlands and Belgium in case of Dutch campaigns and to Great Britain, France, Netherlands, Belgium, Luxemburg, Switzerland, Austria and Germany within the English campaigns. For the Dutch campaigns, the main objective was to reach only those who can speak Dutch and there are only two countries in Europe: The Netherlands and Belgium. For the English campaigns we targeted those countries, where the education is on higher level in teaching international foreign language (English) and where the Government and the society are more developed in the sense of receptivity. Where the society take care of disadvantaged people and also support them on every field of life. Basically these countries are more developed and usually placed in Western-Europe.

Key Results: We encountered some technical problems with GoogleAdWords, so we started focusing on our Facebook. Facebook is a great social tool where people all over the world can connect and can share information.



We are an international group, so it was easy for us to share our Facebook page with all our friends. As you can see in the picture, we have got 140 likes, so many people from all over Europe are following what we are posting every day in our page.



The purple circles tell you something more about our posts we placed on Facebook. You can also see that some circles are bigger than other ones. E.g.: The last circle is bigger than all the others. That means we placed more posts this day if you compare it with other days. The green and blue line shows us an evolution. The green line shows us an evolution of how much people are talking about us. The blue line shows us an evolution of how much people are liking our page. As you can see, our results are pretty successful since people are becoming more aware about the issue we are trying to promote.

We used the Facebook page with two different goals.

The first one was to raise awareness regarding our topic, namely e-exclusion. The society we live in is moving forwards at very fast pace due to the digital devices and modern technology in general. So if one does not move at the same speed, they are socially excluded. So we are trying to make people realize that digital exclusion can cause many difficulties in our daily life.

The second one is to share this awesome experience in the Netaware Programme with everyone in order to promote the IP so that our friends can come next year and experience it by themselves.

Conclusion: As you have seen, we were supposed to do our daily work in GoogleAdWords. The Facebook account was a supplementary task and it turned into our main work because of the complications we have already mentioned. Despite these changes, we managed to promote our topic. So, even if we changed the way we did it, the main goal was achieved.

Future Recommendations: About the website:

- The website should have an English version to attract more visitors;
- It should have more pictures and videos of their projects to be more attractive;
- The background should be more colorful;

- The main topic of this organization, which is E-inclusion, should be more visible for visitors.

Learning Component

Learning Objectives And Outcomes: What we hoped to learn from this Google Online Marketing Tool, was to get more knowledge of GoogleAdWords. What we also hoped to learn, was how we could set up a campaign with a limited budget. Before we start working with GoogleAdWords, the majority of our team did not know how to work with it. So it was something totally new for the most of us. But everything became very clear through the very clear explanation of Artur Strzelecki. He made us find our way on GoogleAdWords. He explained us every single step we had to follow to promote a successful campaign. In the beginning we struggled a little bit, because we have to start over and over again twice. But after a certain time, working with GoogleAdWords became a bit like a routine. If you want to start a new campaign you always have to follow the same steps. So, after a certain time, it became easier and easier to work with GoogleAdWords. What we also learned, was that starting a successful campaign is not that easy as it looks. You must take account with a lot of factors if you want to start a successful campaign. You also have to choose the right keywords. You have to think what the visitors of your website are looking at. You have to think what the visitors of your website want. You should try to get in the skin of your visitors. That's not such an easy task, but if it works, your chance on success is much bigger. You have to think very well about what your customers want. Something else we also learned during this project, is that you must constantly change your campaign strategies. Everyday people change their mind. Everyday people want something else. And as a company you have to meet the needs of the customer. That's the reason that we must change our campaign strategy every day. So if you want to run a successful campaign you have to be busy with it all day long. Only then you can reach a lot of success. So in general what we learned was that running a campaign is a very hard job. You have to be on your good every time and you must customize your campaign every day. We learned a lot of things during this project. But the most important thing we learned during this project, is if we work together, we can reach much more. If we work together, we can drop a great result.

Group Dynamics: During our group project, every time we made very clear agreements. Before we started with our workshop, we divided the tasks. Mostly, two people were working on GoogleAdwords, two people were working on the Facebook page and two people were working on the written report. But there were also workshops that only one person was working on the Facebook page and then there were three people working on GoogleAdwords. So sometimes we had to be flexible when we were dividing the team tasks. We also controlled

each other's work. E.g.: If someone had written a Facebook post, we all had a look at it and we gave our opinion on it. For us, it was very important that everyone agreed with every decision we made. By using this strategy, we want to avoid unnecessary discussions. In first place we were a little bit scared, that working together would be very difficult because we are all students from another country. We all have different views on different things, but in the end everything expired very well. We worked very good as a team and we had never discussions. For every team member, it was a pleasure to work in such a nice team. What also was a very great advantage of our team, was that everyone had different views. Everyone had a different thought about something. And this was the great advantage. By making a combination of these different thoughts, we sometimes reached very brilliant results. This was a very big strength of our group. There was also a misunderstanding where our team was faced with, but this was not our own fold. There was a team that did not asked the permission to use the organizations name. And the result was that our GoogleAdWords campaigns where suspended twice. And for this reason we had to start over and over again twice. We lost a lot of time because we had to start over again twice. But in the end we could deliver a good result, despite all the problems we had. In general we had a very good group with a very positive group dynamic. There was always a very good group spirit. We understood each other and respect each other. We never had big discussions and were never avoiding each other something. We were a group that listened to each other and we made decisions together.

Future Recommendations: A first recommendation that is very important for the future is to maintain the usage of GoogleAdWords. Our knowledge of GoogleAdWords can be very interesting for the future. Maybe we will have to use it for our future job. So it is very important that we not quite the usage of GoogleAdWords after we leave Poland. It could yield us a lot of advantages for the future. This project also showed us on another view on working in group. Normally we always work with people we know and most important of all, that speak the same language. This time we had to work with people we never saw before and that not speak the same language. So this group work was something totally new for all of us, but it was a great experience. It was an experience that we will not forget soon. Now we are able to work with other nationalities. Working with other nationalities also enlarges our changes to work abroad. So in the future we should work more in international groups. We should work more with people from other countries. It is not only good for our team work skills, but also for our language. By speaking constantly English with different nationalities, our language skills will improve very strongly.

Our Facebook link

<https://www.facebook.com/pages/Netaware-Electronic-Exclusion-E/590726600956651>