

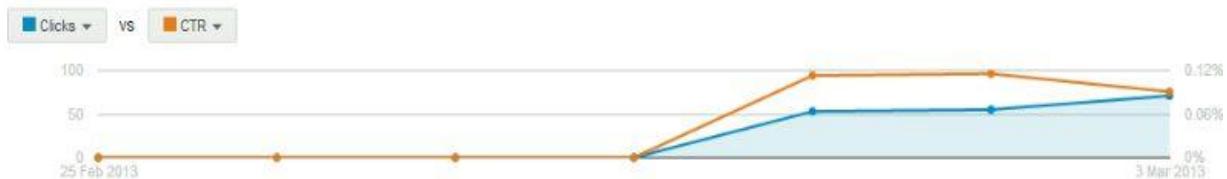
- 1. Campaign overview.** We began working on Google Adwords to help the organization **Motivation Romania** which is an organization that helps the disabled. Under help, we mean promoting this organization so it will thrive in its **reputation**. It is where Google Adwords comes into the picture. With this tool we can place ads based on particular keywords when people search for something related on Google search engine. We can conclude that Google and Facebook belong to the most powerful entities on the web. Combining these 2 major players will boost the reputation of Motivation Romania strongly.
- 2. Evolution of Your Campaign Strategy.** First of all, we started working with Facebook, adding 15 keywords in it and choosing our main languages. Next, we continued with the Adwords campaign. For our **target groups**, we chose what we think being the more effective, namely: **parents, young adults and companies**. Then, we started to work in two campaigns: international and Romanian. After having contact with the organization we work with, we worked on the keywords, translating them for each language we chose before. But the challenge was to choose them according to a **reasonable price**.
- 3. Key Results.** During the campaign our CTR was low but we had a satisfactory number of clicks. These **clicks** were related to **inexpensive keywords**, causing an effective CPC rate.
- 4. Conclusion.** This experience showed us that one must be prepared to adapt to radical changes. It is important to be one step forward all the time and learn to anticipate the possible changes and dangers. **Communicating** effectively with the organization helped us realize that **cooperation** is a key element in the process of the campaign. The short term aim of our campaign was accomplished as we succeeded to promote the organization with the help of Google AdWords in a rather short period of time. Concerning the **long term aim**, the organization should continue the work we started and improve their strategy as well as the target groups and the keywords.
- 5. Future online marketing recommendations.** The AdWords campaign is -generally speaking- extremely effective from many points of view. The organization can rely on the use of **advertisements for promotion**, as the proportion between the money spent and the visualisations and the clicks is very evocatory. We had a very good start with Google AdWords, revealing that in a very short time, our ads were very successful.

# Industry Component

## CAMPAIGN OVERVIEW

The **main objective** was to create an advertisement campaign for the organization we chose, namely Motivation Romania. Our **second goal** was to promote the organization on Facebook and to increase awareness on the issue of the exclusion of handicapped people in Romania.

The campaign **started on 25th of February 2013** and lasted until the 8<sup>th</sup> of March 2013. We started by establishing a strategy and thinking about the target groups. Our **main target groups** are parents, young adults and companies. In what concerns keywords, we have used long tail keywords such as "young adults with disabilities", "integration into mainstream" as well as short keywords like "mobility" and "challenged". The **budget** for the campaign was 250 dollars and we divided it equally for each day. We decided that the CPC should be 1 dollar and the daily budget 20 dollars. We focused on the CPC instead of the CTR, because our short-term goal was to gather as many clicks as possible. The table below shows the evolution of the ads and of the clicks for the first week.



Graph 1. CPC and CTR Week 1

The second table presents data about the results of our AdWords campaign. As you can see, the English campaign for the parents has a percent served of 42,98.

Ad	Concept	Ad group	Labels	Status	% Served	Clicks	Imp.	CTR	Avg. CPC	Cost	Avg. Pos.
Motivation Romania Integrare copii cu dizabilitati Alta deosebi programul impact motivation.ro	Romania	Parents		Approved	20.88%	60	36.118	0.17%	PLN0.87	PLN65.04	1.3
Prilejul social Dizabilitatea nu este o bariera Aici sunt copiii cu handicap motivation.ro	Romania	Companies		Under review	0.00%	0	0	0.00%	PLN0.00	PLN0.00	0
Centrul de si Mobilitate Integrare copii cu dizabilitati Sport, hobby, activitati de timp liber motivation.ro	Romania	Young adults		Approved	4.80%	10	8.006	0.16%	PLN0.88	PLN10.70	1.2
Motivation Romania Integrare copiii cu dizabilitati Mobilitate si servicii www.motivation.ro/en	English	Parents		Approved	42.98%	69	74.151	0.09%	PLN1.74	PLN120.16	1.3
Motivation Romania Integrare copiii cu dizabilitati La scoala sau pentru hobby www.motivation.ro/en	France	Parents		Approved	17.02%	21	29.887	0.07%	PLN1.38	PLN28.10	2.3
Day care center Integrare copiii cu dizabilitati Sport, hobby, activitati de timp liber www.motivation.ro/en	English	Young adults		Approved	0.00%	0	0	0.00%	PLN0.00	PLN0.00	0
Motivation Romania Integrare copiii cu dizabilitati Mobiilitate si servicii www.motivation.ro/en	German	Parents		Approved	14.08%	10	24.362	0.06%	PLN2.22	PLN28.82	2.8
Total - all deleted ads						0	65	0.00%	PLN0.00	PLN0.00	1.2
Total - all but deleted ads						179	172.828	0.10%	PLN1.34	PLN1242.87	1.7
Total - search						75	47.802	0.16%	PLN1.65	PLN130.82	2.3
Total - Display Network						106	125.027	0.05%	PLN1.16	PLN132.25	1.4
Total - all account						179	172.888	0.10%	PLN1.38	PLN1242.87	1.7

Table 2. Overview of the Romanian Campaign 4 March 2013

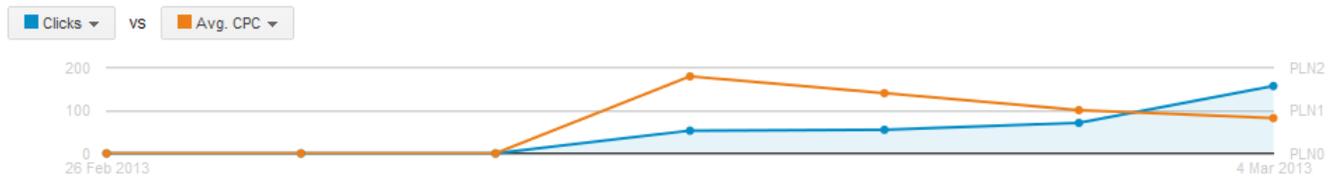
**To get the best results** concerning informing the target market, you need to ensure that the message is **relevant and clear**. When you have accomplished this and you have the **valuable attention** of your customers make sure they will not get confused on the message you are sending. Make sure that your objectives are portrayed in the right way and is addressed to the **right customers**. After this we started to think about our next steps to take, bearing in mind **‘what do we want the customer to do?’** This can include raising awareness of our organization, help the organization get sponsored, to interact with the customer on a higher level, ringing a number or visiting our website etc.

We started working on **Facebook**. We created the page adding 15 keywords to it to reach our audience and we selected the countries we wanted to reach namely (fill in Romania, United Kingdom, France and Germany) then we added a picture for our cover on the page, made a description of what the page was about and adding the link to the website of our organization. Then we had to build an audience so we invited some friends to like the page and spread it even further. Besides this we always updated our Facebook page with attractive blogs to make the followers more involved.

**Google AdWords** was our next action to focus on. We had a good start from the beginning with our group. So the first task was to log on an undefined premade account. One of the first things we had to do was to determine our target groups. Bearing in mind that those target groups had to be **realistic and effective** we went for 3 groups namely parents, young adults and companies. The reason behind parents was because we thought that parents of disabled children would do everything they could do to help their children. This includes searching for all possible information to make life easier for them. Next the companies, we went for them as a target group because we thought that they would occasionally search for organizations to sponsor. This because like this they can create an opportunity to **strengthen their image** as a particular kind of company in the minds of the consumers. The goal of the companies is of course to increase profit. As last target group we have the young adults with which we mean all children and young adults who are disabled. Then we created the **different campaigns** which exists out of 2: International and Romanian. Our next step was to come up with a list of keywords. For this we contacted the organization Handicap Romania and they sent us a list of their own keywords. Using this list as a basis to work from we came up with keywords for each language. We also had to keep the price on the keywords in check and the effectiveness going with it. We kept in mind from the start that the keywords could not be too expensive since we only had a **low daily budget**. The effectiveness was also studied and because of this we did not really have to alter anything of this during the campaign.

## KEY RESULTS

During the last few days (from 28th Feb. – until the 5<sup>th</sup> Mar.) we have got an **impressive number of clicks** in our Adwords campaign. We have a very **low CTR** since we have a very high number of impressions in our overall campaign. This is part of our **strategy**: In Google Adwords we are not paying for impressions. Having a high number of impressions helps our organization to improve their **notoriety** and, as we used inexpensive words, we had an **effective CPC**.



Graph 1: Clicks compared to the average cost per click.

Campaign	Clicks	Impr.	CTR (%)	Avg. CPC (PLN)	Costs(PLN)	Avg. Position
<b>French Campaign</b>						
Parents	48	56,698	0.08	1.18	56.51	2.5
<b>German Campaign</b>						
Parents	18	29,523	0.08	2.33	58.34	3.2
<b>English Campaign</b>						
Parents	89	83,659	0.11	1.58	140.22	1.4
Young adults	95	106,177	0.09	1.10	104.92	1.8
<b>Total</b>	<b>184</b>	<b>189,776</b>	<b>0.10</b>	<b>1.33</b>	<b>245.12</b>	<b>1.6</b>
<b>Romanian Campaign</b>						
Parents	124	132,875	0.09	0.85	105.23	1.8
Young adults	66	71,998	0.09	0.58	38.35	1.6
Companies	1	215	0.47	2.20	2.20	
<b>Total</b>	<b>191</b>	<b>205,088</b>	<b>0.07</b>	<b>0.76</b>	<b>145.78</b>	<b>1.7</b>
<b>Total – all campaign</b>	<b>448</b>	<b>481,085</b>	<b>0.09</b>	<b>1.13</b>	<b>505.75</b>	<b>1.9</b>

Table 1: Campaign Result Summary.

Let us analyze the below table (table 1). First of all we have to mention, that we started the campaigns in “**Search & Display networks**”, and this option kicked out correctly the whole advertisement campaign. This idea caused a bad CTR rate, but on the other hand generated a lot of clicks for us.

You see **4 campaigns in 4 different languages**: English, German, France, and last but not least Romanian. We gave a lot of thoughts which countries should be targeted by our Google Adwords, and finally we decided to create one each for Germany and France because we believe a decent amount

of Romanian people live there nowadays. The English version was quite obvious, while the English language is still at the first place of the spoken languages around the world. Finally we finished the campaign with the Romanian one, containing 3 different target groups. For the first two campaigns we used only one advertisement each, because we thought for young adults it is nearly impossible to reach the events created by Motivation Romania. We neither targeted the companies in Germany and France, because in our opinion a company would choose an organization with the same nationality. Moving on to the English campaign we doubled the number of advertisements we created. The group of young adults made it to the so called “international” campaign, because this contains the **most targeted locations**, from all of our campaigns, such as France, Germany, Romania, United Kingdom and the Unites States of America.

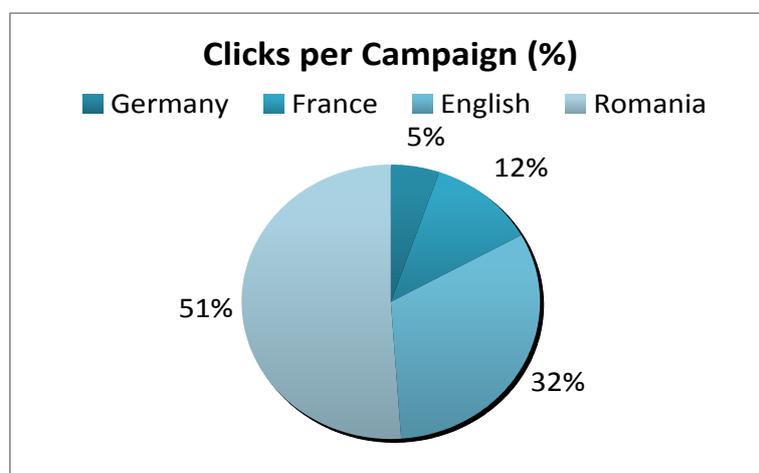


Chart 1: Pie chart showing clicks per campaign.

### Most clicked words in each campaign

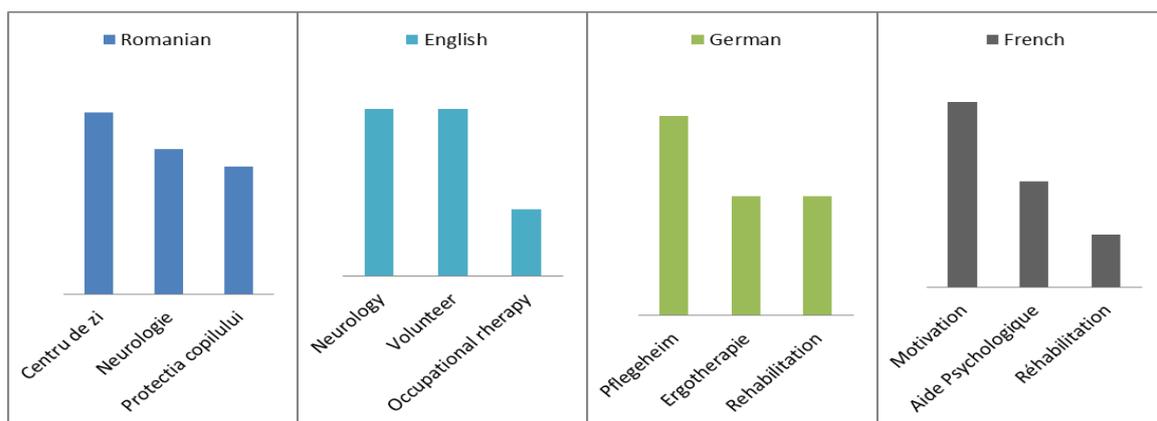


Chart 2: Bar chart showing most clicked words per campaign.

## CONCLUSIONS

We managed to attain many of **our goals** as we came up with a good strategy. Establishing the target groups from the very beginning helped us to create the strategy more easily, as we focused on specific target groups such as parents and young adults with and without disabilities. We worked hard on finding the keywords and with the help of the organization, we managed to write down the right ones. However, during the campaign, we paused and deleted very few of the keywords, due to the fact that they had a **low search volume**. We could thus focus on those that were more important.

We succeeded in gathering **many clicks in a short period** of time and with a limited budget. This encouraged us to carry on with our strategy and motivated us to think about even better ones in the future. It is one of the precious lessons we learned during this campaign: to work together as a team, to analyse and put into practice different ideas. We enjoyed the experience of international collaboration and we liked to discover the secrets of the Google AdWords campaign.

## FUTURE RECOMMENDATIONS

We highly recommend Motivation Romania to start working with AdWords, as the results of our campaign have been very revealing. Although it was a rather short-term campaign, the website had many visitors thanks to the keywords used. We also suggest them to be more active on Facebook as well as on the website, as we noticed we had a great number of visitors when we were online. Our page reached 2690 persons in only a week. The activity on the Facebook page could be a great step forward for the website of the organization.

## Learning Component

### LEARNING OBJECTIVES AND OUTCOMES

We started this project without any detailed knowledge about Google AdWords and how to communicate within the different cultures and languages. The **experience** itself proved to be a very successful one, as we managed to create two main campaigns and with multiple ads. We have learned to manage the limited budget and each day was a step forward, as we were extremely curious to check if our ads have been visualized. The **teamwork** was very useful for us, everybody submitted great ideas. In order to choose the **target groups**, we tried to think like the people who would search for this subject. This is how we found out that a campaign addressed to the parents of the disabled children as well as to young adults would be very successful. We learned that it is very important to consult the website of the organization regularly and rely on the information there.

One of the most interesting and interactive things we learned was how to manage a Facebook page and how to find there the target groups we needed. We learned to think about our strategy on Facebook and what kind of posts we could write.

Although it was a bit difficult at the beginning, we got to know each other and managed very well as a team. Every member of the team came with ideas and propositions, we did a lot of brainstorming. We also learned to deal with different cultures and the international component of the team was very challenging. For some of us, another great challenge was to speak in different languages. It was very important to run a real AdWord Campaign and use real money. **We will remember this project as a good and very useful experience, we have learned a lot about AdWords and creating a campaign but we have also learned to know each other.** We overcame many obstacles, especially having our campaigns rejected by Google. We were forced to think differently and divert our full attention towards Facebook, but it was useful and enriching. We have thus learned to handle this challenge. Another thing that was unexpected for us was to have the workshops before the lectures about AdWords, but it was useful because we had the chance to do it by ourselves and explore the field of Google AdWords. Also, the rhythm of the daily program was more intensive than we expected. Working in international groups was the most interesting and expected thing. We enjoyed it very much, sharing our ideas and points of view.

## GROUP DYNAMICS

**The biggest challenge** was the fact that Google blocked our accounts and we had to start a whole different campaign on Facebook. We made this transition very easily due to our team spirit and capability to adapt to changes. It was also rather difficult to find the right keywords according to their price, but the great part was to translate them into different languages. We translated them into French, German and Romanian and obviously, English. We split the work and made smaller groups in order to be more efficient. We tried to divide the amount of work equally and focus on the most important aspects of the campaign. We had to be very flexible because we had some issues with Google AdWords and automatically, we needed to change our strategy and points of interests.

## CLIENT DYNAMICS

The **cooperation with the organization was extremely successful**. We contacted the organization the first day of the project and they were very glad to hear about our work. They were responsive and willing to help us in the creation of the ads and they sent us a guiding list of the keywords they used in the own promotional strategies. This was very helpful for us because it simplified our work and guided it towards a clear direction.

## FUTURE RECOMMENDATIONS

The fact that we now have some **basic knowledge about AdWords** will be very useful for us in the future. The international experience and the team work were two elements that contributed to the development of the campaign as well as to our development as students and individuals. This experience was useful for us also in the sense that in the future, we will know how to act better as a team. It is very important for the future projects to make a back up of the data in order not to lose it. Also, it would be very accessible and easy to consult a database of all the ideas and propositions gathered during the process of brainstorming. As a very important recommendation for the future, it is essential to mention that an **agenda is necessary at the beginning of the project**. It is highly important that we get to know each other from the beginning and write down our strong and weak points. This would help us save precious time and value the strong points of each of us.