

EXECUTIVE SUMMARY

Campaign Overview: The goal of our Google AdWords campaign is to raise awareness of “Stowarzyszenie na Rzecz Osób z Upośledzeniem Umysłowym” (PSOUU) “*Polish Association for Mentally Handicapped*” and to urge Polish taxpayers to donate 1% of their income to the association in question. Our group started to work together on the 25th of February 2013 on a different organization (Once) but because of technical problems we had to change our association and we turned towards the “*Polish Association for Mentally Handicapped*”. On the 4th of March we started our campaign.

Key results: We first created our Facebook page “*Handicap B Spain-Valencia*” and started to write posts about Once, about our work during the workshops and about our activities during our free time. Then we explored our first Google AdWords account, by working on our campaign Once. We encountered a lot of problems: the main problem was the fact that Once is an association which sells lottery tickets and we were not authorized to promote such association without having a gambling certificate.

Finally we had to choose another association, a Polish organization. We had to give another name to the Facebook page, “*Handicap B Poland*”, work on a new strategy and launch a new AdWords campaign.

Conclusion: We chose to create two campaigns, one in Polish and one in English. First of all, we did the one in Polish because the organization acts at a national scale and the website is entirely in Polish. Secondly, we wanted to try one in English because a lot of Polish people live abroad, especially in the United Kingdom. We thought that they would search for information in English and, thanks to our English campaign, be motivated to donate to our Polish association. We found three target groups for our campaigns: tax donators, family members, business partners and sponsors.

All in all, the campaign resulted in driving a little more traffic to PSOUU website. We spent 25.07zł out of the 100zł budget due to the fact that our Google AdWords account got suspended again. In addition, we weren't able to reach the 1% CTR goal and reached a CTR of 0.28%.

Future Online Marketing Directions: For future recommendation we all agree that the website should at least have a version in English because one of the reasons why we don't have many clicks is due to the fact that the website of the association is in Polish. If they don't want to add another language to the website, the AdWords campaign should only be in Polish.



INDUSTRY COMPONENT

Our association is the Polish Association for the Mentally Handicapped (PSOUU). It is a well-known Polish organization. The mission of the organization includes taking care of human dignity, supporting families with mentally handicap people and helping them to get included in the society. It aims to create equal chances for people with mental disabilities while putting emphasis on their human rights and contributes to leading them towards an active participation in the society and family. The main office is in Warsaw but it is present in all of Poland thanks to the associations' subsidiaries.

Campaign Overview: The main objective of this project was to raise awareness about the actions and objectives of PSOUU by making Google AdWords campaigns and creating a Facebook page. In order to attain our purpose we wanted to:

- Create a model campaign for PSOUU in order to provide the organization with relevant information for future Google AdWords campaigns,

Measurement: Getting more than 20 clicks with the maximum cost of 60 Zloty and a CTR of 1%.

- Analyze Keywords that are positive for future use,

Measurement: take into account the keywords that were most often typed on Google

- See whether people outside Poland are interested in the topic of mental disability in Poland,

Measurement: number of clicks for our English campaigns

- Create awareness among the Facebook users around Europe by managing our page which will provide with information about our organization and on other activities related to our work,

Measurement: Getting at least 100 people to like the page and at least 2 likes per day for our posts

Time frame of our campaigns was from Monday 4th March till the 6th of March. In this short period of time we created two campaigns at the same time. One of them was in Polish, one in English. We spent 25.07zł from our budget and our account got suspended due to billing information. So we couldn't reach our goal. During this time, by monitoring the number of clicks we tried to improve our keywords. The major modification we had to make was to change the amount of money corresponding the Polish and the English campaign. What led us to this change was the fact that we had more clicks for the Polish campaign than

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for the English campaign. In addition the keywords in English were more expensive than the ones in Polish. We considered that by modifying our strategy, we managed to distribute our resources in a better way so that the campaign would be more effective and so that our purpose could be achieved. During the next part we are going to give you a clear review about our results and the analysis of these results.

In Graph 1 you can see an overview of our campaigns - keywords, strategies and target group.

| POLISH CAMPAIGN | ENGLISH CAMPAIGN |
|--|--|
| <p><u>Tax Donator</u></p> <p><u>Strategy:</u> Increase awareness of the possibility of donating 1% for this organization</p> <p><u>Keywords:</u> make an estimate of your taxes, 1 tax for organization, krs 1 tax,</p> | <p><u>Family members</u></p> <p><u>Strategy:</u> Supporting your handicapped family member from abroad</p> <p><u>Keywords:</u> mental handicapped, mental disability</p> |
| <p><u>Family members</u></p> <p><u>Strategy:</u> Inform family members and Polish people about mentally disabled rights</p> <p><u>Keywords:</u> hiring disabled person,</p> | <p><u>Business partners and sponsors</u></p> <p><u>Strategy:</u> Getting business partners by providing them added value: Tax reduction, good brand image, corporate social responsibility</p> <p><u>Keywords:</u> Finding business partners, tax credit benefit, charity investments</p> |

Graph 1. Campaigns with strategy.

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| Campaign | Budget | Status | Enhanced | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Pos. |
|-----------------------------------|--------------|----------|----------|--------|-------|-------|----------|----------|-----------|
| handicapped B polish | PLN60.00/day | Eligible | Enhanced | 7 | 2,509 | 0.28% | PLN3.11 | PLN21.79 | 5.1 |
| Handicapped B English | PLN14.93/day | Eligible | Enhanced | 1 | 870 | 0.11% | PLN3.28 | PLN3.28 | 2.5 |
| Total - all but deleted campaigns | | | | 8 | 3,379 | 0.24% | PLN3.13 | PLN25.07 | 4.4 |
| Total - search | | | | 8 | 3,375 | 0.24% | PLN3.13 | PLN25.07 | 4.4 |
| Total - Display Network | | | | 0 | 4 | 0.00% | PLN0.00 | PLN0.00 | 1.2 |
| Total - all campaigns | PLN74.93/day | | | 8 | 3,379 | 0.24% | PLN3.13 | PLN25.07 | 4.4 |

Graph 2. Structure of expenditure on different campaigns.

The purpose of every Google AdWords campaign is to reach a high number of clicks and impressions. As Graph 2 shows the total value of CTR for all campaigns is 0.24%. We started two campaigns at the same time. From the beginning we assumed that the Polish campaign would be more efficient than the English campaign so we divided the money - 60:40. The second day of the campaigns made us sure that it was a good decision and we raised the amount of money for the Polish campaign. The average cost per click was 2.14 Zloty. We spent 21.79 Zloty on the Polish campaign and 3.28 Zloty on the English campaign. We managed to get a large number of ad impressions – 3.379 (2.509 in the campaign in Polish and 870 in English).

| Ad | Campaign | Ad group | Labels | Status | % Served | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Pos. |
|--|-----------------------|--------------------------------|--------|----------|----------|--------|-------|-------|----------|----------|-----------|
| Podziel sie 1% podatku Przeznacz 1% podatku dla osób z upośledzeniem umysłowym. www.psouu.org.pl/ | handicapped B polish | Polscy podatnicy | -- | Eligible | 30.07% | 4 | 1,016 | 0.39% | PLN3.07 | PLN12.29 | 5.9 |
| 1% dla integracji Twój 1 procent pomoże w integracji społecznej osób niepełnosprawnych. www.psouu.org.pl/ | handicapped B polish | Polscy podatnicy | -- | Approved | 44.18% | 3 | 1,493 | 0.20% | PLN3.17 | PLN9.50 | 4.5 |
| Help your beloved ones Whether you're in Poland or not find out more about psouu www.psouu.org.pl | Handicapped B English | Family members | -- | Eligible | 25.75% | 1 | 870 | 0.11% | PLN3.28 | PLN3.28 | 2.5 |
| Przeciw agresji Radzenie sobie z agresywnymi zachowaniami osób niepełnosprawnych www.psouu.org.pl/ | handicapped B polish | Członkowie rodzin | -- | Approved | 0.00% | 0 | 0 | 0.00% | PLN0.00 | PLN0.00 | 0 |
| Sprawni w prawie Publikacje prawne, regulacje, przepisy dla osób niepełnosprawnych www.psouu.org.pl/ | handicapped B polish | Członkowie rodzin | -- | Approved | 0.00% | 0 | 0 | 0.00% | PLN0.00 | PLN0.00 | 0 |
| Help the mental impaired See how you can support Polish people with disabilities www.psouu.org.pl | Handicapped B English | Business partners and sponsors | -- | Eligible | 0.00% | 0 | 0 | 0.00% | PLN0.00 | PLN0.00 | 0 |

Graph 3. Advertisement performance of clicks: both campaigns.

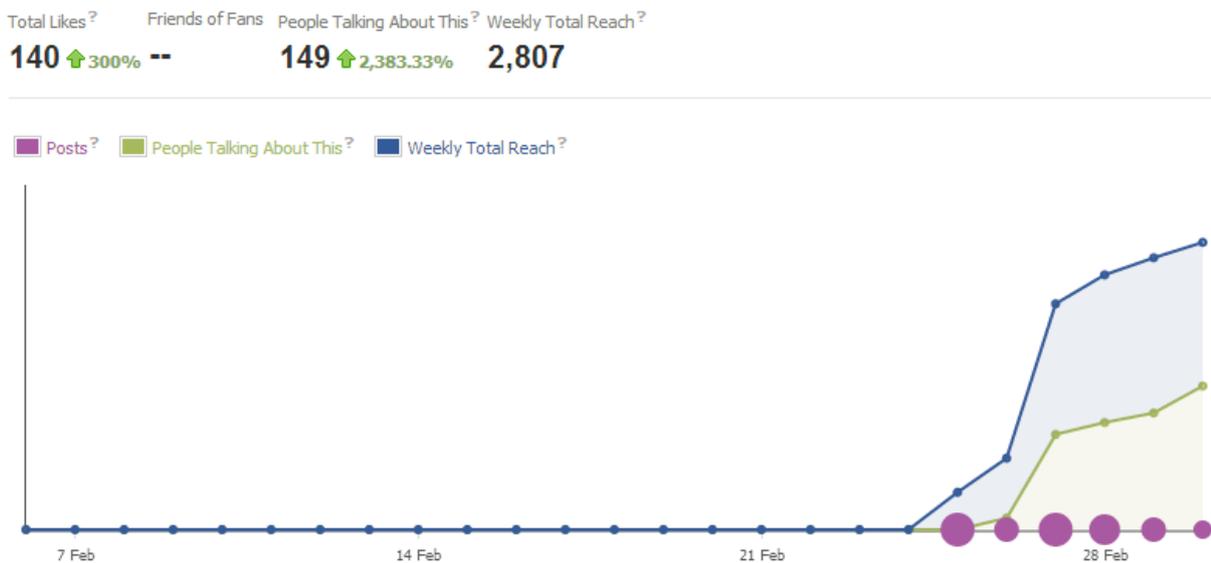


During the whole project we launched 8 advertisements. Two for each target group both in Polish and English. First was the Polish one and as you can see in Graph 3 we can tell that it was an efficient campaign. As for the English campaign one remains of interest (870 impressions). Because of lack of time the other two campaigns in English couldn't provide us with relevant information based on their efficiency.

| Keyword | Campaign | Ad group | Status | Max. CPC | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Pos. | Labels |
|--------------------------------|-----------------------|------------------|----------|----------|--------|-------|--------|----------|----------|-----------|--------|
| jak obliczyc podatek dochodowy | handicapped B polish | Polscy podatnicy | Eligible | PLN5.75 | 4 | 31 | 12.90% | PLN3.28 | PLN13.13 | 2.2 | -- |
| mental handicap | Handicapped B English | Family members | Eligible | PLN5.50 | 1 | 28 | 3.57% | PLN3.28 | PLN3.28 | 2 | -- |

Graph 4. Most successful keywords.

Graph 4 shows the most successful keywords from our campaign. During a period of two days thanks to the keywords above we managed to see whether our campaign is to be flourishing or not in the future. These two keywords are not too general, nor too precise, their use being proper to the goal of our strategy – increase awareness of tax donators and family members of disabled people.



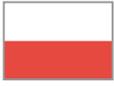
Graph 5. Facebook page.



As we have already mentioned in our report, having a Facebook page is an essential element in promoting the activities of a particular organization. If you look at the graph above you can observe that in a short period of time (10 days) we succeeded in grabbing the attention of almost 150 people who we're interested in our work, in our posts and in the activities of our two organizations.

Conclusion: We believe that right now is the time to make people aware of the possibility to donate 1% of their income within Poland. It should be emphasized that due to the short period of time we weren't able to meet our goals. We reported over 3,370 impressions, 8 clicks, \$0.24 average CPC. The best performing campaign was Polish "1% for integration" (44% of conversions) and AdGroups - polish tax donators.

Future recommendation: We believe that it could be very interesting and profitable for an organization like PSOUU to benefit of Google AdWords. Of course, they have to pay attention to the price and to the suitability of each keyword, for instance maximum 2 Zloty per keyword. PSOUU has several pages on Facebook. Nonetheless, the members of the organization are not very active in posting important information or activities related to their work. That is why we recommend that they should start sharing their actions more efficiently on social networks such as Facebook, and here we must mention that the online communities have gained a huge importance in almost every society. As for the PSOUU website, we consider having the site in only one language is not very effective. They should also at least have an English version of the site, so that people who do not speak Polish can have access to the information present on their website.



THE LEARNING COMPONENT

By participating in this program, we hoped to learn how to create, monitor and manage a Google AdWords campaign so that we attain a specific purpose. In our case, we really wanted to fully support a non-profit organization and discover adequate marketing strategies.

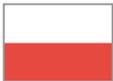
We all came from different countries with different cultures. Despite this fact, we managed to create a team spirit while working for the organization La Once. Nevertheless, when faced with the first problem that is changing our organization, our coordination and cooperation started to decrease. Another problem could be the number of people in our group. It is very difficult to coordinate seven people, when encountering different types of problems. For instance, we encountered many technical problems: our Google account was suspended four times, we also had to change our association because Once earns its revenue from lottery and with Google AdWords you need a special certificate to promote gambling. Moreover, we learnt that we cannot use more than three capital letters in the headline, and we learnt as well that it is very important to ask the association for approval in order to promote them. Furthermore, we discovered that the same advertisements do not look good in different languages, so we needed a different campaign for each language.

Within this project we learnt that people can work together even though they have different cultures, languages and different levels of English. We also learnt how to share information in more than one language. We can say that we managed to combine our different points of view and we reached agreements. Despite our expertise in different fields, we succeeded in cooperating.

We can say that we, as a team, will always remember that through understanding and cooperation, one is able to overcome all kind of obstacle.

The Intensive Program provided us with knowledge about Google AdWords. We were expecting this outcome that is to become able to use and manage an online campaign. As for the unexpected outcomes, we found out that Facebook is a perfect tool in promoting any activity and that it has a lot of functions of which some of us were not aware of. Thanks to the teachers' lectures we found out a lot of information about other countries, about their way of living. We were also impressed by their different ways of teaching.

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In the future if we have to work in another campaign similar to this one we would focus more on a local advertisement. We would definitely be prepared for unexpected events.