

1. Executive Summary

Campaign Overview: Our campaign was set up for the organization Fab which is located in Kassel, Germany. In order to achieve the main goal we started off with the creation of four sub-goals like Awareness, Donations, Services and Unemployment. With the Awareness group we mainly wanted the Germans and Disabled Germans to know about the organization Fab and the work they do in Kassel. The group Donations was created to collect more money and sell Fab's products to the Non-disabled Germans so that they can increase their good work. Next to that we have a group called Services which was created to reach more German disabled people about the support Fab can offer them. This one we created in combination with the group Unemployed because we discover on the Google keyword tool that the German disabled people mainly seek help with finding and applying for a job.

Key results & Conclusion: From all the sub-groups we created in our Google AdWords account it was the English group "Services" and the German group "Awareness" that received the most clicks. Within the group "Services" it was mostly the keywords around "Independent living" what German people were searching for. These kind of online facts are really important for Fab organization, since this is one of their main services. Within the German campaign and the group "Awareness" it were all the keywords connected to the level of a disability that were most searched for and clicked on. So from our point of view Fab can use this information to promote more the special books and reports they write and sell online. We also want to mention in particular that the group "Unemployment" let us down. This was due to the fact that it had no clicks and our keywords around the topic worked and disabled people seemed really important in Germany due to the Keyword tool.

Future Online Marketing Recommendations: For Fab it is important to work on their online visibility. For example, their site is not even fit for all the different kind of disabled visitors they want to attracted. However our first advice is to improve their website to a disabled proof and attractive one. And while they are working on that we also think that they should create a English version of the site because many people living in Kassel Germany are immigrants and may not speak or read the native tongue. As a final advice we also discover on our Google AdWords account that the (disabled) Germans mainly need support with independent living and information about all kinds of disabilities. So in our point of view,

these are the main topics that Fab should promote online to reach as many people in and around Kassel as possible.

2. Industry Component

Campaign overview: The Fab AdWords campaigns' major goal was supporting the disabled people in their independent live style. In particular, we decided to focus on four different groups: the increase of awareness, services, number of unemployed disabled people and donations. For approaching each goal we came up with a general strategy after an indispensable brainstorming. According to the STP model our customers would be the disabled people and those who care about the handicapped. We mostly focused on the disabled people living in Germany and on donators from several countries. With our ads we targeted four groups that we already mentioned. In order to promote the Fab association we created two campaigns one in English and the other one in German and researched 15 keywords for each objective while two people were creating a Facebook page linked with the Fab web-site. We also selected keywords to identify them with our audience needs. However, we declined four specific strategies for each objective: in order to raise the awareness, we decided to post pictures on Facebook. We also shared our objectives with friends by uploading our status and also by creating a platform where we can learn, discuss and exchange different points of view about the topic. In order to persuade potential donators to set aside a sum for charity we wrote three advertisements for each group showing all services that Fab offers. Moreover, our priority was to help a lot of disabled people that are unemployed to find a job because we believe that is the best way to improve their condition. Firstly, our Max. CPC was set automatically but we found it too expensive so we changed all the cost structure manually. The average cost of keywords that we uploaded was between 2 and 3PLN, after we got some clicks we tried to supervise the cost of keywords day by day.

All online campaigns

- English
 - Awareness
 - Donation
 - Service
 - Unemployment
- German
 - arbeitslos
 - Bewusstheitsbildung
 - Hilfe Service
 - Spenden fuer Behinderte

Evolution of our Campaign Strategy On the 27th of February we checked keywords by the number of researches and most of them were on “low search volume” as “working with handicap”, “independent job for disabled” and also “unemployed handicapped” maybe because those keywords are too specific or too generic and mainly because the word “handicap” is less used than “disable”. However, all keywords for the group of “Disability

services” were eligible. Therefore we uploaded three following advertisements for each group that has been approved. In advertisements we tried to use as many keywords as we can in order to make them more efficient.

<p>Ad</p> <p>We offer you the support Need help in finding the way with your disability? Contact us. www.fab-kassel.de/</p>	<p>Ad</p> <p>Disabled want to work Work gives fulfillment and we think you deserve it too. We help! www.fab-kassel.de/</p>	<p>Ad</p> <p>Help now Donate now, your small effort means so much for disable people! www.fab-kassel.de/</p>	<p>Ad</p> <p>Be aware Do you love your full and independent life? Make them too! www.fab-kassel.de/</p>
<p>Disability services You can do it on your own, we offer you the knowlegde to do it. www.fab-kassel.de/</p>	<p>Find a job Your disability is not an obstacle, you have the right to work! www.fab-kassel.de/</p>	<p>Disability Donations One small donation from you, can change their life forever. www.fab-kassel.de/</p>	<p>Consciousness Can you truly live your own life when the disabled cannot? www.fab-kassel.de/</p>
<p>Help with disability You're not alone! Get help from people just like you. www.fab-kassel.de/</p>	<p>Unemployed disabled Need help with finding a job that fits perfectly with your disability www.fab-kassel.de/</p>	<p>They need your help With only a small percentage, you can make a big difference. www.fab-kassel.de/</p>	<p>Disability Awareness Support handicapped people and care for the disabled with Fab. www.fab-kassel.de/</p>
<p>Ad</p> <p>Arbeiten mit Behinderung Wir helfen den Weg ins Arbeitsleben als Behinderter zu finden! www.fab-kassel.de/</p>	<p>Ad</p> <p>Hilfe für Behinderte Suchst du Hilfe oder Unterstützung im täglichen Leben als Behinderter? www.fab-kassel.de/</p>	<p>Ad</p> <p>Bewusstheitsbildung Bewusstheitsbildung fuer Menschen mit Behinderung! www.fab-kassel.de/</p>	
<p>Arbeit mit Behinderung Sie wollen Verantwortung für ihr eigenes Leben? Wir helfen! www.fab-kassel.de/</p>	<p>Selbstbestimmtes Leben Hilfe bei eigener Lebensgestaltung für Menschen mit Behinderung! www.fab-kassel.de/</p>	<p>Gleichstellung Wir setzen uns für Gleichstellung der Menschen mit Behinderung ein! www.fab-kassel.de/</p>	
<p>Arbeit mit Behinderung Arbeitsuche mit Rollstuhl? fab für menschen mit Behinderung! www.fab-kassel.de/</p>	<p>Ambulanter Hilfsdienst AHD- Assistenz und Pflege für Behinderte in eigenem zu Hause www.fab-kassel.de/</p>	<p>Interessenvertretung Wie vertreten die Interessen Behinderter Menschen in Kassel www.fab-kassel.de/</p>	
<p>Jobs bei Behinderung Stellenangebote finden in Werkstätten für Behinderte www.fab-kassel.de/</p>		<p>Was ist eine Behinderung? Barrierefrei? Schwerbehinderung? Down syndrom? Wir helfen! www.fab-kassel.de/</p>	
<p>Arbeit mit Behinderung Wir bieten Hilfe bei der Bewerbung für Behinderte Menschen www.fab-kassel.de/</p>		<p>Wir sind für Sie da Wir helfen und beraten Sie bei Hilfsmitteln für Behinderte! www.fab-kassel.de/</p>	

Our campaigns were scheduled for the last week of February and for the first of March but due to some problems with our account that was suspended, we lost the first week trying to reset it. During this time we modified our strategy proactively according to requirements. Day by day we focused on the Facebook page, in particular on the number of new Facebook fans as well as their feedbacks. On the 28th of February we created another Google account and copied all information from the first account. After that, we posted a multiple choice question on Facebook, which was: “what does handicap exclusion means for you?”

What does handicapped social exclusion mean for you?

<input checked="" type="checkbox"/>	Social discrimination against disabled people	+4
<input checked="" type="checkbox"/>	Accessibility problems for disabled	+1
<input checked="" type="checkbox"/>	Exclusion of disabled people at work	
<input type="checkbox"/>	The absence of independent living	
<input type="checkbox"/>	I dont know	
<input type="text" value="Add an option..."/>		

On the 1st of March all accounts were suspended and for this reason we definitively focused on the promotion of our Facebook page uploading each day not only posts about the workshop, videos and pictures but also concentrate on specific topics. During the same day we had the opportunity to experiment with Facebook advertisements and we found it important because it was completely different than the AdWords campaign. Due to the personal information on Facebook we could characterize better our target groups by the location, age and interests. On the 4th of March finally we had the opportunity to start our official AdWords campaigns. We uploaded all information again and we started to optimize the cost of the keywords. Then, we changed some of our keywords, we found some negative ones as well, and we wrote more German ads. Few hours later we started to get clicks and in the evening we could reduce the costs of keywords. Moreover one of our Facebook fan Bulyboy posted on our page his impressive story. Firstly, we asked him for his story because we wanted to show our audience the point of view of a disabled person to get why we are fighting so hard for awareness. Secondly, we hoped this story inspired and touched people and made them think about their own environment. On the 5th of March we could analyze our data from the day before and made some conclusions about the keywords and the costs of keywords. We expanded our target group by adding several countries like Russia, Turkey and Poland according to the large number of requirements of the emigrants living in Germany. On the 6th of March we wrote down the final report and finished the PowerPoint presentation about our campaigns during the NetAware Program.

Key Results: The following figure shows the overall numbers of the campaign results. As you can see the total costs were 113.80 PLN, of which 72.98 PLN were spent for the English and 40.82 PLN for the German campaigns. The difference between the two amounts is due to the fact, than German keywords were less expensive than the English ones. The CTR was varying according to the English and German keywords from 0.25 % to 0.15%, and the average was 0.19%.

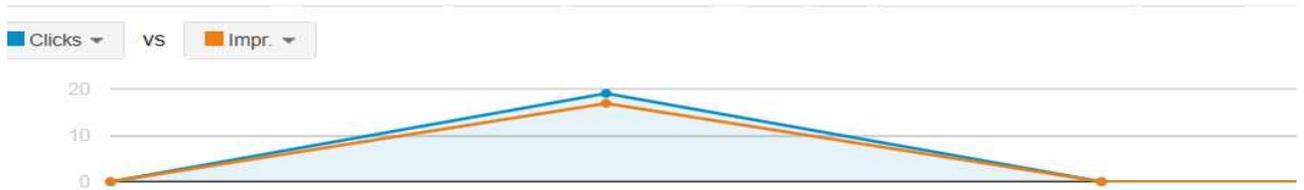
Customize modules

This week (Sun - Today)
Mar 3, 2013 - Mar 5, 2013

All campaigns vs None

Clicks	Impr.	CTR	Avg. CPC	Cost
19	10,108	0.19%	PLN5.99	PLN113.80

The next figure shows a graphic between the number of clicks versus impressions, as you can see there is not a significant difference.



Here are examples of the keywords which were mostly searched during our campaign. The most attractive keyword in the English version was “about handicapped people” and had the highest CTR of 4.17%. As a conclusion of this graphic we suggest Fab to focus on this kind of keywords.

Wszystkie włączone słowa kluczowe (156)										
Keyword	Clicks	Cost	CTR	Impr.	Avg. CPC	Avg. CPM	Avg. Pos	Status	Max. CPC	
home care	3	PLN21.17	0.80%	375	PLN7.06	PLN56.45	2.7	Eligible	PLN4.30	
schwerbehinderung	2	PLN7.02	0.28%	726	PLN3.51	PLN9.67	1.4	Eligible	PLN1.60	
about handicapped people	1	PLN3.49	4.17%	24	PLN3.49	PLN145.42	2	Eligible	PLN0.45	
donation	1	PLN5.22	0.32%	310	PLN5.22	PLN16.84	2.7	Eligible	PLN4.30	
social services	1	PLN9.97	0.26%	391	PLN9.97	PLN25.50	1.8	Eligible	PLN2.00	

Wszystkie włączone kampanie (2)									
Campaign	Status	Clicks	Cost	Impr.	CTR	Avg. CPC	Avg. CPM	Budget	
English	Eligible	10	PLN72.98	4,025	0.25%	PLN7.30	PLN18.13	PLN75.00	
German	Eligible	9	PLN40.82	6,083	0.15%	PLN4.54	PLN6.71	PLN75.00	

Overall we can state that both campaigns worked very well for the short period of time we spent on it. As a final result the numbers of clicks for each campaign were almost equal (English: 10/ German: 9).

Conclusions: Our Fab AdWords campaign really accomplished our objectives by supporting and reaching both, the disabled and non-disabled people living in Germany. It is true that at first we had lots of problems with our account, which affected our global metrics. But now at

the end we can say that our advertisings were truly successful and generated a total of 19 clicks with a CTR of 0,19 % and an impression number of even 10,108. And when it comes to the global view of our campaign and ad results we quickly discovered that our theme in the English campaign called Services and for the German language Awareness where really popular due to the keywords we used to promote it. Unfortunately most of these popular keywords were also really expensive so our budget was spent on way to little clicks. So our main goal during the rest of the campaign was to find cheaper synonyms for words that also attracted our target groups within these topics. Furthermore we know that next to our Google AdWords campaign the organization Fab online activities can be increased by following the recommendations that are provided below.

Future Recommendations: For the future we would highly suggest that the organization Fab would take more usage of the *new online technologies*, because they have proven us that they can offer a lot of possibilities. The most important of these new online technologies for the organization Fab was of course Google AdWords. Only after a short period of working with AdWords, we already increased the number of visitors on the organization's website. Besides that we also think that their main focus online should be on:

- ❖ Creating more specific ads for all the activities, projects and plans that are being offered by Fab
- ❖ To include more Keywords on the web page, so that Google can find their link quickly (SEO)
- ❖ Redesign and modernize the homepage to an up to date standard, to make it more attractive and also disabled proof
- ❖ Provide the page in a different languages such as English since there a lot of immigrants living in Kassel
- ❖ Working and creating a Facebook page because with our own, we reached about 8000 people within in a week time.

Furthermore we also recommend Fab to start a cooperation with Google Analytics, because this will help the organization to further develop their website based on the new information they receive about their visitors and important webpages.

5. Learning component

Learning objectives and outcomes: It was a real challenge for us to be here. First of all because we had to deal with a very emotional issue – the exclusion of disabled people. During this project we had to find a way to use a Google AdWords campaign to change people mentalities about the integration of these majority groups into society, raise people's awareness about this topic and try to help the disabled people from Kassel, Germany. Secondly, it was provocative because we worked in an international team and we had to break barriers between cultures, languages and behaviors. But our main goal always motivated us and made all these difficulties quickly disappear. With this project we mainly hoped to learn more about the disabled people living in Kassel and which are connected to the organization Fab, their way of living, their daily activities and moreover about how they deal with the integration in a society that is run by non-disabled. In addition, our team gained a great experience in working with the Google AdWords program and this is a benefit for us as future advertisers. We learned how to run a campaign by using the keywords and this helped us to better understand how a marketing process is working and how one can improve a business strategy by using the Google AdWords programme. At the beginning, words like CTR or CPC were unknown for us. Even the AdWords campaign itself was inexplicable hard to understand. Now, thanks to this programme we have a theoretical background of the topic and a practical approach and knowledge about the Google marketing tool called AdWords. Our team also learned how to manage an allocated fixed budget, so we had to work with real money, which made this responsibility even greater.

Group dynamics: The group dynamics worked very well. Our team was very positive, very energetic and each of us put a lot of effort and passion each day to create a successful campaign. We divided our daily tasks and all the members were able to fulfill the schedule, because we were all motivated and hardworking, and most of all because all of us have a lot of potential and skills. The main problem we encountered regarding communication within the team was the internet connection issue and the fact that we were accommodated in different places, being unable to keep in touch to each other or work after the workshops. So we had to do all our daily tasks in very short time, which was really difficult. Mainly the beginning was a little bit harder, because we had to face some troubles with our Google accounts. Due to some internal problems, they were suspended and we lost a great amount of

time and information which we had to update again and again, for several times. We were stressed because we reached a point where we don't even knew what we had to do.

We started to work on the Facebook page –“Handicapped C Germany”. We posted every day about 2-4 posts and tried to get feedback from people that are also interested in the disability social exclusion problem. This worked very well. People supported us every day and we managed to raise awareness in different kind of countries which was an enthusiastic thing for us and really motivated all the team members. Although we had to face so many problems with our Google account, our positive behavior and strength helped us to create a successful campaign on Facebook and also on AdWords. The challenges we encountered were actually our mainly motivation keys. The harder our tasks were, the more passionate we became in achieving our goals.

These main aims were divided into 4 groups:

- Awareness –were we wanted to raise non-disabled people's interest in the matter of disability as a general issue, but we also focused on our target- the disabled people from Kassel, Germany.
- Donation – were we asked for help from non-disabled Germans living in and around Kassel.
- Services – here we wanted to promote all the things that a disabled person living in Kassel with the support of the organization Fab can do.
- Unemployed – here we had the aim of helping disabled people to find a job and also make them more aware of the possibilities they have. This goal was mainly supported by the fact that the disabled people in Germany do a lot of searches on Google connected to the words work and disabled.

Future recommendations: After this great experience we had during the NetAware programme, we gained a lot of theoretical and practical abilities. It was also a great opportunity for us to improve our language skills and our cultural knowledge, as well as developing our teamwork and time management. After facing so many difficulties we learned how to make decisions fast and how to better co-operate with others. The only thing we should keep in mind for future experiences like this one is the freedom of thinking. We were very confused because we weren't given a fixed schedule with all the tasks on Google AdWords we had to follow and this made it harder for us to find a good online strategy at the beginning. But then we realized we should think more on our owns and don't expect for the others to tell us what to do.