

1. Executive summary

Campaign overview:

The aim of our project was to support a Hungarian Foundation called Gézenguz. During our handicap exclusion project, we decided not only to concentrate on Hungarian population, but also on the rest of the world which are English speakers. That is why we created two national and three international campaigns (who are written in English), because we wanted to attract more people than just the population of Hungary.

Key results:

We had to deal with a lot of difficulties throughout the whole project. As our first foundation blocked us to promote and support them with Google AdWords, so we had to start over with a completely new Foundation and created new keywords and AdWords as we were not only focusing on mentally disabled children, teenagers and adults like the French organization did. We started to concentrate on congenital inborn infants and children. We created new campaigns with new groups and keywords, but there was not enough time to activate and try them. Just a few of the campaigns that we've created were approved, but there were not available in the Google search engine. So there was no possibility to get any results, clicks or some data that we could compare to analyze the statistic data.

Conclusion:

The Gézenguz Foundation offers a lot of specific services according to the education, healthcare and rehabilitation for infants and children. However they promote themselves just on their website. Our suggestion is to invent and create Advertisement on Google AdWords which should be available for national and international Google users. Every parent should have the possibility to know how many possibilities and opportunities there are for their children that the Gézenguz Foundation is offering what might not be available in their own countries. On the other side it might also attract and motivate companies in the whole world to support and donate non-profit organizations and foundations to help them to improve their service and a wide array of their service and equipment.

2. Industry component

Foundation Gézenguz is one of the biggest foundation in Hungary, their main aim is to heal and rehabilitate infants and young children suffering from birth injuries and congenital developmental

conditions or diseases. Their centers are located in Budapest, Budakalász, Győr and Salgótarján, which are nice and friendly with a home-like atmosphere. In these centers knowledge and expertise are used to help the children. They try to develop and reach their full potential and have a positive and joyful experience during the therapy sessions.

The foundation also welcomes the healthy siblings and peers of the children they treat, as the integration of these children with and without impairments in group sessions. This will help them and their parents so they can accept differences and reduce social isolation.

This organization offers different facilities, such as medical care, pedagogic development, psychological and social support. Gézengúz Foundation was established in 1990 to help infants and young children who suffer from birth injuries and congenital developmental conditions or diseases. Furthermore, providing complex services, such as medical care, pedagogic development or psychological and social support.

Campaign overview:

For our project, we created a national and international campaign by working with Google Adwords. These were developed to increase awareness of the exclusion of people with disabilities. We started our work on 25th of February. First we were working on a French non – profit organization. Unfortunately on 1st of March all group accounts were suspended, for this reason we had to start focusing on our Facebook page. The same day we also had to change into a new Hungarian organization, called Gézengúz and decided to create a brand new campaign. Because of this, on 3rd of March we had to start from the very beginning, but we still had to wait for Google’s approval concerning new ads (which takes about 2,3 days). We believed that we could achieve more if we did not had to start over our work.

We prepared two campaigns where 3 target groups of infants and children were taken into consideration. The first campaign was focused on companies that are interested in donating and supporting the non – profit organization. Those children are assisted by their CSR activities (donations). This group also contains institutions that are interested in international cooperation with Gézengúz. Another target group was focused on the parents of those children. Since our organization is interested in providing help to babies, our last target group consists of parents of infants.

For the first campaign ‘concerning infants’ and for the second campaign ‘concerning children’, both of them included two Ad groups, written in English and Hungarian. So in total we had eight advertisements. Our main goal was to offer services to parents of infants and older children,

provided by Gézenguz, such as daily care, education and a non – standard attitude towards the process of treatment.

Aid Congenital Disability

Charity for kids, care & education
for handicapped children. Contact us
www.gezenguz.hu/

Infants Disability Centre

Complex and stimulating assistance
with non - standard facilities.
www.gezenguz.hu/

It was extremely important for us to highlight a home-like atmosphere and unique methods, conducted by specialists. Moreover, we wanted to emphasize the importance of the knowledge among people on special needs of children with disabilities.

Education for Handicapped

Daily care for handicapped children
Learn more about it!
www.gezenguz.hu/

Birth-Injured Infants

Foundation for disabled babies
with home-like atmosphere. Join us!
www.gezenguz.hu/

Especially the second advertisement concerning Birth – Injured Infants, was based on emotions and values of our target group. Values like healthcare, daily care, a friendly and safe environment are crucial for this particular group. Our aim was to increase international awareness and engage potential donators from all over the world.

Gézenguz is a Hungarian non – profit organization, for this we were preparing four national advertisements in Hungarian, mostly targeting Hungarian population.

The third campaign was focused on organizations and institutions, that are interested in cooperating with Gézenguz as well as institutions or private investors, who want to support our organization. These two ads belongs to the campaign of companies interested in giving donations to Gézenguz. We wanted to show the importance of the activities taken by our organization. We underlined the fact that Gézenguz is not only taking care of children and infants, but also of their families. We emphasized on emotions of our respondents by referring directly to them and by using phrases like “Make your life better and donate!” or “Give your support and donate”.

Gezenguz for Children

Hungarian NPO offering medical help
Make your life better and donate!
www.gezenguz.hu/

Donation for NPO

Give your support and donate. We
focus on children & their families!
www.gezenguz.hu/

Since Hungary is the country with a relatively small number of population, we decided to create a third international campaign, solely written in English. It was the best way to target the largest group of respondents without increasing the costs of our campaign.

We checked our Adwords account a couple times a day, this to improve the quality of our ads and to control Google's actions as well.

Our daily budget was 100PLN, which means we had to divide this money over all our campaigns. In the beginning, we started with 2PLN per click. Based on statistics on 3rd of March, we noticed that some keywords had a high CTR, so we were obliged to change the not useful ones. For example, we realized that the word 'infants' had a low search volume, so we changed this into "children". If the key word was "below first page bid" or "eligible", then we had to adjust the CPC-rate of that word.

On 5th of March we had three fully prepared campaigns and our budget was 100 PLN since we had no click the day before. Unfortunately, the amount shown on our AdWords account was only 100PLN, since Google needs 1 to 3 days to adjust changes. It is absolutely relevant, because we only had three days to run a new campaign. Further we divided 33PLN over each campaign.

On 6th of March, we noticed that our account was suspended again by Google. Consequences are, not being able to provide positive results of our campaign, due to billing verification problems. For two campaigns on infants and children we decided to use keywords concerning the words "child" or "children". The word "infants" had a really low search volume, for this reason we decided not to use it. We set the Default Max CPC on 25PLN, because we did not receive any clicks before, for this we were able to save money. When it comes to quality scores of our keywords like "need for support", "medical help children" or "care for handicapped", these were ranked as keywords with the highest score.

For the campaign, concerning companies as respondents or private investors donating money, the highly ranked words were "charity", "donation for children" and "child charities". In our keywords we used phrases containing these words, as well as phrases from our advertisements of these companies.

Evolution of your campaign strategy:

We started with a French organization, called Unapei. We got in touch with Adwords and started to learn how to create a campaign, to divide them in groups and to find useful keywords. The targets of this organization are children, teenagers and adults. Afterwards appeared that the non-profit organization did not want us to promote them with Google Adwords. Because the accounts on Google Adwords were suspended, we had to start over again by solely focusing on ads and posts on our Facebook page, but then suddenly we were given another non-profit Hungarian organization, called Gézenguz. This association is focusing on infants, children and teenagers with congenital inborn disabilities. After 2 days of working on the campaign for Gézenguz, we were still at the same point with no progress. This organization has a complete different segmentation, so we had to start over with seeking for new groups, keywords and this in different languages. We divided the target into different groups of infants and children. We chose to translate it only in English and Hungarian. Like mentioned before we did not receive any clicks, this is due to the fact that our ads are not eligible to run on the search network, while our ads were actually approved by Google.

After many struggles and difficulties that we had to face, we became more motivated and active to avoid falling behind. Concerning STP-model, we learned to create our campaigns more efficiently.

Key results:

During this two weeks, our organization was struggling with problems, our promotional campaign did not perform well as we expected. The process of creation and promotion of our Facebook page, we consider it as successful. As it was said before, We were obliged to post daily minimum two posts, not only related to our feelings, but also to make use of different articles, useful information, experiences and daily activities. The number of “likes” reached the amount of 104, which can be a clear sign of our big effort in promoting social inclusion of handicap people. Furthermore, the figure of “people talking about our current page” from 27/02 to 05/03 was 76. In addition the number of unique people who have seen our page was 3.227.

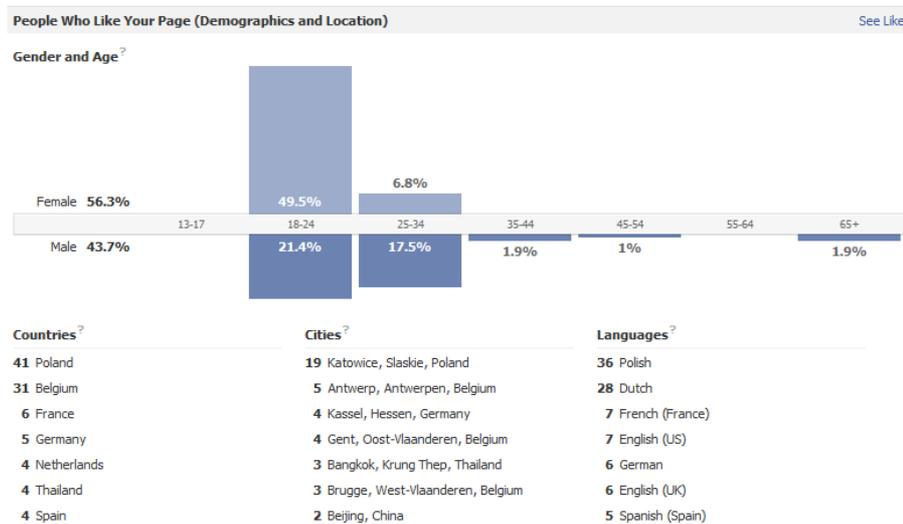
The graph below displays the tendency of awareness created by our Facebook page. This consists of people looking and talking about our page. The last couple of days shows an exponential increase. The promotion process of our Facebook page is considered as a key factor of getting a

broader audience talking about our page and the issue about handicap and social exclusion.



Based on the statistics of “people who like our Page”, we can conclude that there is a bigger amount of women who follow our website compared to men (56.3 vs. 43.7%). Most of these likes come from young people with an age of 18 to 24 years old (70.9%).

The following figure shows that the majority of “likes” come from Polish people, followed by Belgian people.



Additionally, other way to promote our page was by creating an advertisement on Facebook. We targeted this project on adult people, but there was no budget available so it was impossible to put it into practice.

About the AdWords campaign, we can conclude that we did not reach any results. As said before, our account was suspended twice, so our ads were never running on Google. At the end, we

found a way to create some campaigns and ads, but despite of our approved ads, were not published.

Conclusion:

Our promotional campaign on Facebook was a complete success, as it was shown above on statistics.

In contrary, the Adwords campaign did not work like they were supposed to be, so promotion of our organization could be increased by following some of the recommendations which are provided in the next paragraph.

Future recommendations:

Foundation Gézenguz should continue the advertising campaign on Facebook. Nowadays it is one of the most useful way to improve awareness of social exclusion among handicap people. Not only using English, but also Hungarian language in their posts, could be more effective as the amount of potential followers would be higher.

Concerning Adwords campaign we cannot conclude or even give any recommendation as we have not reached any result. If we had more time, our campaigns would be available for a wide audience.

3. Learning component:

During the international program, we hoped to broaden our horizon. This international program is a very good experience for us. Participating this program, we hoped to learn more about marketing, management and working as a team.

First of all, we had the possibility to work with a Google program, which is Google Adwords. Arthur Strzelecki teaching us how to use this program, and how to work efficiently with Google Adwords. In fact, Google Adwords, an advertisement program which is used by companies and nonprofit organizations, is less expensive than a professional agency. After the creation of the campaign under the supervision of Google experts, we learned to create efficient keywords, which are focused on particular target groups. The usage of the “Keywords tool” of Google Adwords was very effective. Although the system did not work, we gained a lot of knowledge about using the Google Adwords tool to create successful campaigns in the future.

Group dynamics:

Our group consists of six members from different countries with different skills considering software knowledge and experiences. We had the ability to use each other strengths. We began each workshop with a brainstorm and an overall evaluation. We tried to work effectively and punctual as possible. The group consists of six independent people with really strong characters, but still we were able to make decisions as a team in a short period of time.

We had difficulties about the fact that workshops were conducted before we received knowledge about the usage of the system.

Future recommendations:

First of all, in our opinion it is more effective to work with an international campaign. It is inefficient working with one national campaign, which involves only one or couple of members of the team that speak that particularly language.

Moreover, lectures about the project should be given before we put it in practice.

We believe that it would be more convenient if lectures are given in the afternoon and workshops during the morning.

Facebook page: <http://www.facebook.com/pages/Handicap-D/106025119583979>