Executive Summary

During our NetAware Intensive Program (hereafter: NetAware IP) our main goal was to raise awareness of handicapped people exclusion by creating on-line promotional campaign for a non-profit organization, called the Lucai Foundation (hereafter: Lucai) headquartered in the Netherlands. This non-profit organization offers holiday weeks for families with handicap or seriously ill children, tries to help them escape from reality for a week. In addition, while setting up our strategy and creating the advertisements we have kept in mind that Lucai needs to find financial sources to be able to conduct the investment of building its own holiday center. Furthermore, we aimed at making the most of this unique experience to develop our professional skills and abilities to succeed in a multinational environment. We tried to divide ourselves always in a different way to be able to get familiar with every step of the working process and get to know better the mentality and working methods of different nationalities of our team.

Unfortunately, our campaigns (English and Dutch) did not work out as we planned. The technical issues and other relevant circumstances did not stand on our side. We had to face many obstacles that sometimes we could cope with, but sometimes we could not. In spite of our and our teachers' efforts, on the last actual working day our Google advertisements were still not showed on the network and we were suspended. However, we can draw one conclusion. If the campaigns had been launched, the English one would have turned out to be not effective. The main reason of this is the fact that the website of Lucai is only available in Dutch, therefore it is really difficult to find English keywords with high or average quality score.

Despite we have not succeeded in our AdWords campaign, we were quite effective on Facebook. We used this platform not only to record our activities, but also to raise awareness through introducing different stories, organizations, actions that show the importance of social inclusion of handicap people. We got followers and comments from different parts of the world. In addition, we could manage to deepen our knowledge and develop our skills and abilities. We got familiar with Google AdWords, as well as the basic Facebook advertisement platform and definitely learned how to cooperate and work together in an international

environment. To sum up shortly, we do not believe that our NetAware program was not effective and successful at all.

As for the future, extending Lucai's activities and availability as well as its advertisements for the neighboring countries would make it possible to find more financial sources, therefore more teenagers and their families could benefit from this holiday option and the quality of its services could improve. We would definitely suggest the organization to translate its website into English and use Google's advertisement platform. It is budget-friendly and easy to use, with a well-built strategy it can successfully target its audience. We strongly believe that the demand for the actions conducted by Lucai is high, but without raising enough money their future plans cannot succeed. That is when advertisement on Google comes into the picture. In our opinion, the ad-groups that we have created (connected with mental, physical disabilities, serious illnesses and donation) would serve the organization's mission and contribute to increase the amount of raised money, as well as the popularity and availability of the offered services.

The organization is already using social media which definitely contributes to raising awareness, increasing their program's availability for more families and finding donations for its activities. However, the Facebook page is also available only in Dutch language. We believe that translating this page into English would also be an important step in enhancing Lucai's reputation and expanding its program.

Industry component

This part is about the process concerning the AdWords campaign and Facebook activities. To see a more detailed day-by-day overview check 'annex 1'.

Campaign overview:

Campaigns

We focused on two different campaigns, one in English with a target region to all European countries, and one in Dutch to only Dutch speaking countries (Netherlands, Belgium, and Luxemburg).

Categories

In order to reach our target efficiently, we have decided to create four categories for our Lucai Google Ads: mentally handicapped, physically handicapped, serious illnesses and donation. These categories were exactly translated into Dutch for our second campaign.

Strategy

It clearly appeared if we wanted to be successful, we had to distinguish those three kinds of disabilities in order to show that Lucai's holiday offers are concerning all of them. Indeed, when people look for a holiday offer for disabled on the Internet, their keywords are quite specific and differ based on those categories. At the same time, it seemed to be effective to create a category targeting possible donations. As we have mentioned before, the organization needs to find more financial resources to be able to establish its own facility.

Keywords

As far as the keywords are concerned, we quickly noticed that we could not select too specific word combinations since the related volume of research was too low. Starting from there, we tried to put ourselves in our target audience's shoes and think about words that they would use when looking for holidays adapted to disabled or for a NGO to give money to. After that, we used the keyword tool in order to carry out another selection.

Evolution of Campaign Strategy:

At the really beginning, we did not set up a specific strategy because we did not exactly know how Google's campaign worked. Therefore, we tried to have a broad approach while making two different campaigns: an English campaign and a Dutch campaign. We separated campaigns into eight categories, 4 ad-groups in each campaign: mentally handicapped, physically handicapped, serious illnesses and donation. For each category, we would make two adverts. Afterwards, we decided to focus on more specific segments with two categories

instead of eight. Our main purpose was to prevent a rise in costs and our strategy became more precise.

We presented two ads per category and we let our English campaign down (as we mentioned before, the landing page is only available in Dutch at this time) to continue only with the Dutch campaign, and activating only the two most relevant categories, the "physically handicapped" and "donation categories". We did the same with the keywords. We started with general words with one main subject, specified by category only. Afterwards we evolved towards more specifics words. We assigned these words to the two most relevant categories. And choose to activate and put in new more generic keywords which were supposed to generate the most traffic. We did this to stimulate a boost in clicks at the end of the campaign.

We selected in these categories the best keywords which presented a lot of traffics by using the keyword's tool. To present a good traffic, the words needed to have a high CPC bids (Maximum cost-per-click) which mean they were frequently put into Google bar. Words have a price attribute to their popularity but because of our limited budget, we had to choose the best words for a low price. Our word which offers the higher competition costs 10 PLN and the lowest one costs 2 PLN. We tried to get lots of keywords with low competition and only a few with a high competition. This affected our campaign to be more of a narrow targeted campaign. By targeting only the most effective parts of the campaign, we left out the English ads which had quite a low quality score due to the landing pages being in Dutch, the reference to English keywords was poor.

Key Results:

The overall performance of the campaign was not able to be measured due to the fact that there were some technical issues with the Google AdWords account. Google has a kind of spam protection system for the Google ads and keywords. We assume that the system blocked the accounts because of the fact that a mass of different ads account were creating ads and keywords from the same range of IP-addresses. This triggers a kind of automatic spam alarm. We take this assumption based on previous similar kind of experiences of a student at another SEO company internship. The situation was not exactly the same but can be compared to this kind of spam prevention reaction on the Google system.

Key Facebook Results:

In the beginning of our project we created a Facebook page keeping in mind two main goals: promoting Lucai and increasing awareness of social exclusion of handicap people. We aimed at showing the importance of turning from exclusion to inclusion by posting interesting and instructive articles, videos, pictures and stories. In addition, we wanted to present the "fun part" as well and make known our international experience. Therefore we wrote about places that we visited and posted pictures.

We strongly believe that we contributed to raise awareness of social exclusion. Facebook provides us with statistics that show how many people visited our page, how many talk about it and so on. We could establish contact with other organizations that are devoted to fight against social exclusion of handicap people and to protect their rights. We also got some critics, but we responded and highlighted the main goal of our activities.

On the last day of workshops we had 141 likes and during the last week 3.451 people visited the page. The latter data means that this amount of people saw any content of our page either through organic or viral channel. The organic reach represents the number of people who saw our contents in news feed, while the viral reach represents the number of people who saw a story about our page published by a friend.
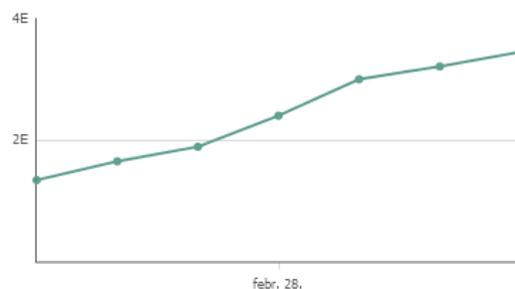
The following graph shows how many Facebook users created a story about our page. The peak amounted to approx. 180 people.
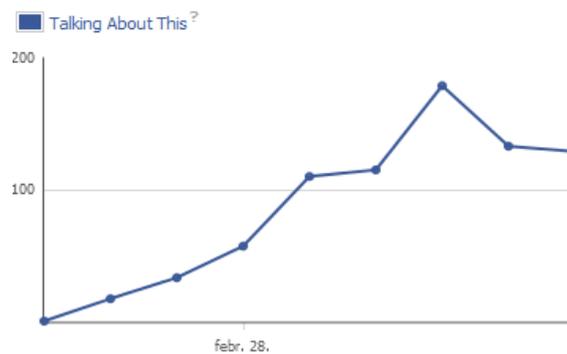
Finally, in this last chart we can observe the number of people who saw a story published by a friend about our page (viral reach). It amounts to approx. 3400 users.
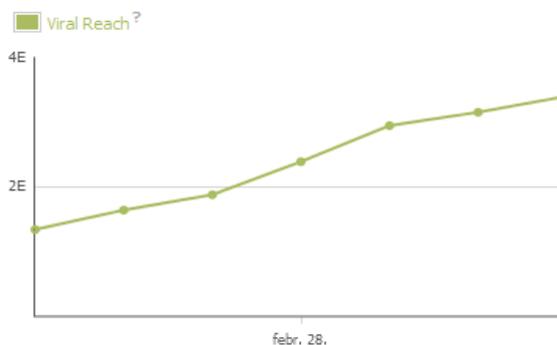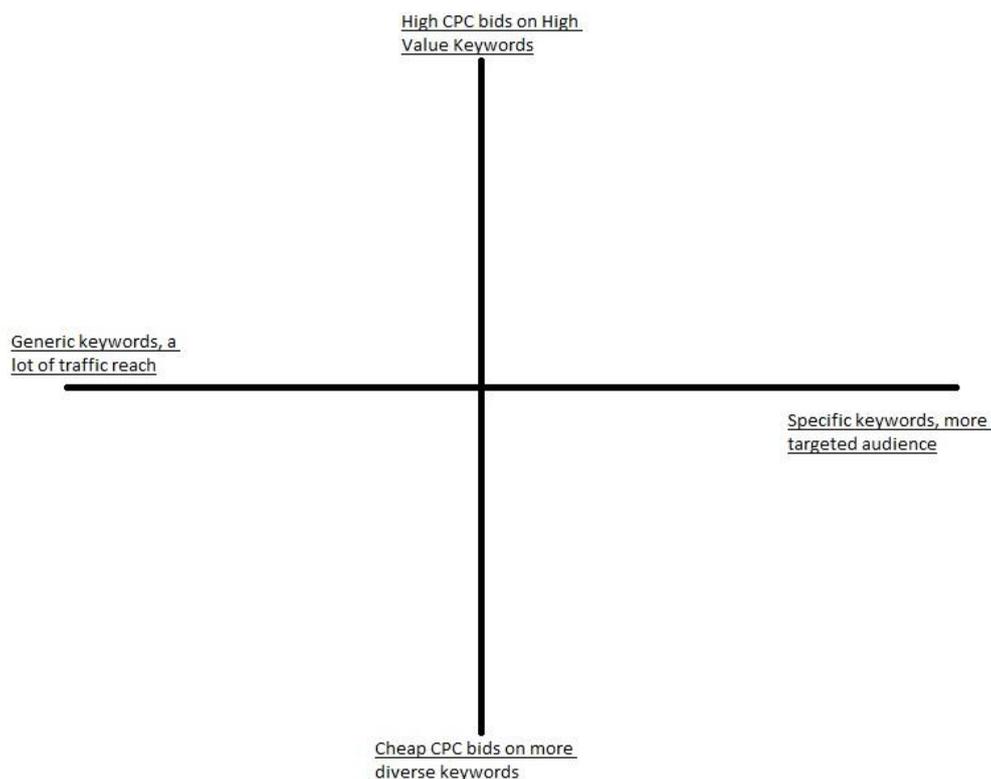

To sum up shortly, we believe that these numbers shows what we did on our Facebook page was effective to raise awareness of handicap people exclusion in many countries. Just to mention some, based on the number of people who saw any content of our page broken down by countries, Hungary, France, the Netherlands and Poland seemed to be the most effective (all of them over 500).

Conclusion:

Even due to the fact that external factors prevented us to effectively put out our promotional campaign, we still learned a lot and are able to draw conclusions about our process of development. First of all we experienced how important it is to pre-determine a strategy before creating campaigns, ad-groups and ads. We always have to review the relevance of each selected ad-group regarding the specific landing pages on the organizations website. Key project aspects were to find the most efficient landing pages that had the most interesting and effective content. Especially content that contained a lot of words that generated a lot of traffic (by being popular word search combinations).

In practice we came to know that with a limited budget it is important to have a grip on your costs. If your CPC bids are too high on generic keywords, the credit is going to diminish too quickly and your campaigns will not be effective because they will not last a long time (or be very expensive). The keywords are also going to be too generic and will not really reach your specific target audience. Therefore you will lose relevance with your campaigns. We learned how to manage the process of funneling from generic keywords to more specific ones, without losing too much traffic reach opportunities.

The main goal in our campaign was to find a balance on two factors: on one line you can balance the costs/value of your chosen keywords, and on the other line you can divide from generic (lot of traffic opportunities) to specific (more target audience reach).

High CPC bids on High
Value Keywords

Generic keywords, a
lot of traffic reach

Specific keywords, more
targeted audience

Cheap CPC bids on more
diverse keywords

Future Recommendations

We learned a lot during this NetAware IP program and we know that for the future, there are essential steps to take to set up an effective and not too costly AdWords campaign.

Action set-up

First of all you want to know and write down what actions you want your audience to take.

Web page implementation

Secondly, you need to know which landing pages, and what contents on these pages are going to be the most effective to do so.

Keywords paradox

Then you have to choose and set up the most effective keywords, by balancing the factors like the above graph is showing.

Ad relevancy

Furthermore, you will need to write catchy and actionable ads related to your best keywords.

Live review and evaluation

Finally, you need to keep a good eye on the analytics, and review your live result to keep improving and steering your campaign on the most effective way as possible.

Learning Component

Learning objectives & outcomes

The IP experience was definitely an outstanding opportunity to develop essential skills and abilities that can contribute to improve our future career prospects. This program represented a unique chance to apply our theoretical knowledge to a real situation and gain more knowledge in the field of online promotion.

Google AdWords is a user-friendly platform which creates equal chances for smaller companies as well as non-profit organizations to create an efficient online advertisement campaign. It would definitely be useful for our organization to make their activities known and available for families with handicapped and sick teenagers. In the same way, Lucai could benefit from more financial support due to its enhanced visibility on the Internet.

This experience offered us to develop our ability to work as a team in an international environment and to deal with cultural differences. Furthermore, we trained ourselves to be more efficient when using Google AdWords. Some of us actually did not know about this program whereas the others already had the possibility to use it in a company.

Group dynamics

During this project, we had to overcome several issues:

- <u>Adaptability</u>: Everyday, our plans were modified due to technical problems with Google. According to it, our objectives changed to order to fit those modifications. As a result, we had to learn how to deal with the unexpected in a short period of time.

- <u>Interests:</u> We had to create our own Facebook page, as quick as we could in order to promote it and make it as popular as possible. We had to be known and "liked" by the highest number of people. At the beginning, we started publishing newspaper's articles but we saw that it was not interesting enough for our followers since they did not react to them. Consequently, we decided to change strategy. Indeed, we have decided to post about: famous handicapped people who managed to overcome their disability, various actions in favor of the handicap inclusion in Europe. Furthermore we wanted to make known the "fun" part and our activities as a group.

- <u>Efficiency:</u> Directly from the beginning, we created a private group on Facebook to communicate easily between each other, especially during our free time. From our previous proper experience, we all knew how difficult it can be to communicate in a work group, that is why we tried to avoid this kind of problem. Thanks to this page, we managed to share documents concerning the IP and various information.

According to our will to improve our campaign efficiency, we sat together at the beginning of every workshop, brainstormed about various topics concerning this project and decided the tasks distribution together. During our work, we kept on communicating between us, helped each other when we needed to and took every point of view into account in order to maintain our team spirit.

However, English is not our mother tongue. Indeed, it was sometimes rather complicated to make ourselves understandable. In the same way, we also had some difficulties understanding the directions given by our assistant. We were often rather confused since the instructions changed several times due to some technical problems. For example, we had to get a new Google account twice, or we had to drop it and only concentrate on our Facebook page, and finally go back to Google AdWords.

When it comes to Facebook, we realized how complicated it can be to promote something on this channel. We decided it was not enough to spread our page only among our friends, so we tried to establish contact with other related pages such as "Handicap International". This

strategy was successful in the way that we got a high number of "likes" in a short time and a very good feedback from them concerning our project.

Future recommendations

In the future, we would improve our campaign strategy by getting more information concerning the market so that we could reach our target in a more effective way. Indeed, it would have been helpful to have some primary or secondary datas concerning people's expectation as far as Google AdWords or a Facebook page are concerned.

Moreover, it would have been interesting to interact more with our non-profit organization in order to respect its own communication strategy.

Furthermore, knowing how to use Google AdWords since day one would have been a real advantage. It would have been easier for us to get deep knowledge about AdWords in the beginning, so that we could have saved a lot of time that we spent on training ourselves with watching videos and reading about the topic.

The file is sent to: awarenetclub@gmail.com
And is also available from this link: http://db.tt/6FUgCIR0

Annex
Annex1 Timeline:

1. day (Monday)

On the first day of actual working we got familiar with our organization, read the national report written by the Dutch team. Furthermore, we got to know each other and created our Facebook page aiming at raising the awareness of handicap people exclusion and the whole NetAware IP. We made our first blog entries as well. Before heading home at the end of the day we also started to gain some insight into Google Adwords by testing the keywords tool.

2. day (Tuesday)

On Tuesday we started to dig deeper into Google Adwords and created our first advertisement as an experiment. However, we faced the absence of money on our account; therefore we could not publish it yet. We collected lots of keywords and tested them with the keyword tool. Furthermore, we decided to create two campaigns, one in English and one in Dutch.

3. day (Wednesday)

The goal for this day was to create more advertisements. The biggest challenge was to fit into the number of characters provided by Google regarding the headline and description lines. We realized we have to be creative to catch the internet surfer's attention and encourage them to click on our ads. But it was really difficult to combine creativity with the limited space. However, we managed to create four advertisements in our English campaign in the following categories: physically handicapped, mentally handicapped, seriously ill children and donation. We also continued testing the possible keywords. Here we had to cope with another obstacle. Most of the keyword that we came up with had low search volume according to Google. We tried to find keywords combination that did not carry this low search volume description.

4. day (Thursday)

Unfortunately we still faced some technical problems that put some obstacles in front of launching our advertisements. We mainly focused on translating the English ads into Dutch during this day and started to write our final report.

5. day (Friday)

During this day we put emphasis on our Facebook page. We were informed that we might have had to continue our project with Facebook advertisement, so we gained some insight into

its advertisement tools and how promoted posts are working. We tried to train ourselves with the on-line help, so we read a lot about this platform and created a post that aimed at raising awareness and that we wanted to promote in the following days. But at the end of the day it turned out that the technical problems would be solved soon regarding AdWords, so we did not reach the point of publishing our promoted post. We continued working on the final report as well.

8. day (Monday)

We had to change for a new account. Because of the limited time available, we decided to work with only one English and one Dutch advertisement (from physically handicap ad group). But it turned out that our ad texts are not eligible according to Google rules (contained specific characters). So we restructured them and adjusted the keywords as well. We must say we were satisfied with our ads and keywords and really hoped they were going to work for the next day.

9. day (Tuesday)

Unfortunately our campaigns still did not work and by the end of the day our account got suspended. We continued working on the final report and we tried to figure out with training videos and help functions of Google what went wrong with our advertisements.

10. day (Wednesday)

On the last day of workshops we only concentrated in finishing our final report and presentation. Our Google account was suspended yesterday, therefore we could not work on our campaign anymore. It caused some difficulties what to write in the report about, since the biggest part should include the details and results of our campaign that have never been actually launched.