

Welcome To ANN's Google Grant Class



February 23, 2012 Webinar 1 of 2

Resource:

GoogleGrants.org



Agenda

- Purpose of Google Grant Course
- Logistics
- Definitions
- Landing Pages
- Process for ...
 - Getting Started (Gmail & Nonprofit App) & Brainstorming
 - Enrolling in Google Products like Google Grants
- Campaigns & Ad Groups
- Keywords & Keyword Match Types
- Writing Text Ads The Winning Formula
- Demo
- Review of Next Action Steps
- Questions and Answers ... so ask your questions in chat box



Purpose

The purpose of ANN's Google Grants Course is two-fold:

- 1. To increase the number of Nevada nonprofits who receive Google Grants.
- 2. To maximize the remaining days of one of Nevada's Google AdWords Certified experts ... ANN's AmeriCorps VISTA Corinne Minard.

WARNING: Do not teach this to others!

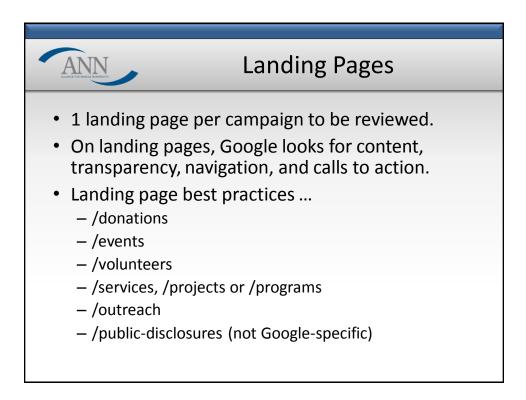
Become certified, first!



Logistics

- Webinar 1 = 60 minutes
- Webinar 1 will be recorded. URL to download replay video (.wmv format) will be emailed to you.
- 6 action steps to take before setting up ..
- 1-hour One-on-One Consultation
- Webinar 2 = 90 minutes = will be scheduled once we hear how the







How To Get Started

- Create a Google Account for Your Nonprofit (Gmail = _____@gmail.com)
- 2. Apply for Google for Nonprofits Program
- 3. Read "Grants Account Creation Guide"
- 4. Create landing pages for review
- 5. Start brainstorming campaigns & keywords
- 6. Write some text ads



Campaigns

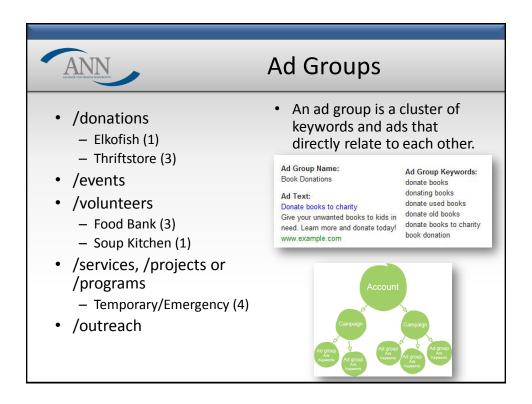
- /donations
 - Elkofish (1)
 - Thriftstore (3)
- /events
- /volunteers
 - Food Bank (3)
 - Soup Kitchen (1)
- /services, /projects or /programs
 - Temporary/Emergency (4)
- /outreach

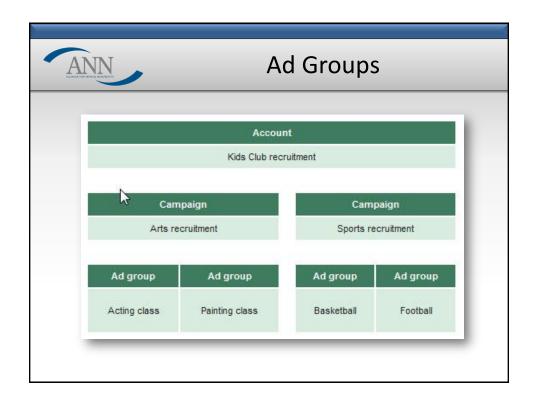
Ask yourself "What do I want to achieve with this campaign?"
Stick to one GOAL like opt in or sign up

Use \$1 CPC keywords and max. of \$329 per day or 3 campaigns = \$109 per day per campaign

Organize your campaigns:

- By theme or product line
- By website structure or categories like "purchase, learn, signup"
- By different brands x, y or z







Keywords

- "A word that acts as the key to a cipher or code."
 Wikipedia
- Tool: Google Keyword Tool
- Look at CPC (cost per click) or
- Keep in mind your daily budget: Use \$1 CPC keywords and max. of \$329 per day or 3 campaigns = \$109 per day per campaign
- Use "long tail keywords" ... adding descriptive words, like Las Vegas or Reno, to your keywords



Keyword Match Types

- Broad match default any order or combo
- Phrase match narrows & follows exact order
- Exact match no other words before/after
- Negative match eliminates what you don't want your ad to appear for, such as "cheap" or "free"
- Embedded match prevents your ad from appearing in relation to certain phrase or exact matches



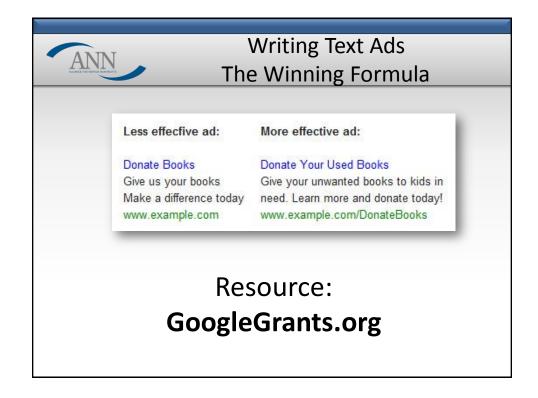
Writing Text Ads The Winning Formula

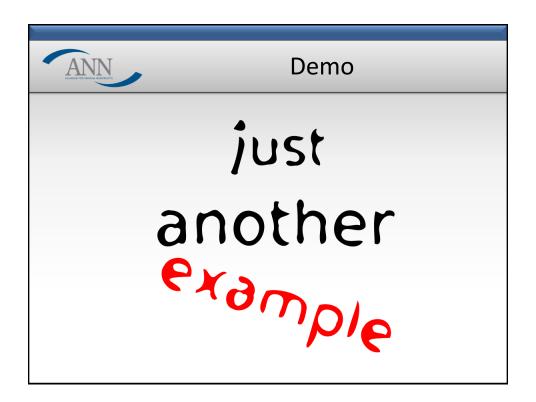
- Represents your site. Includes unique benefits.
- Headline = Attracts viewer to click on ad
 - Up to 25 characters, includes a keyword
- 2 Text Lines = Clear, compelling & compelling
 - Up to 35 characters each line
- Display URL = <u>www.homepage.com</u> (34 characters)
- Destination URL: up to 1024 characters

Nonprofit Sector Jobs www.npconnect.org/page/jobs/ Search free anywhere in U.S. New opportunities listed daily

Nonprofit Jobs

www.philanthropyjournal.org/Jobs Search Philanthropy Journal's Job Database For Work In Your Area!







From Google ...

Your organization is responsible for the **ongoing administration** of your account, and for ensuring your Google ads remain **accurate and timely**. If you leave or change roles, you or your organization must **transfer** this responsibility to someone else within the organization. Please remember that the **email address** associated with your AdWords account should be one that you or someone in your organization monitors frequently.



Next Action Steps

- Favorite GoogleGrants.org
- Getting Started 6 Steps
 - Create a Google Account for Your <u>Nonprofit</u> (Gmail = @gmail.com)
 - 2. Apply for Google for Nonprofits Program
 - 3. Read "Grants Account Creation Guide"
 - 4. Create landing pages for review
 - 5. Start brainstorming campaigns & keywords
 - 6. Practice writing text ads
- Email Corinne upon completion of 3 steps above
 - Schedule a 1-hour one-on-one consultation
- Watch your inbox for replay video
- Watch your inbox for Doodle poll for **Webinar 2** date

