

2016-04-05-14.45-How-to-be-a-Google-Ads-SuperHero

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Lori: Hello everyone. I hope you can hear me okay. Welcome to the second day of Wild Apricot's membership growth online summit. This week we have a free webinar every day of the week to help you grow. And so maybe a few of you joined us this morning. We talked about Facebook ads and yesterday we had [John Haden] telling us all about how to set up an online marketing funnel. And now are about to learn how to create a Google ad campaign. So, how do you use Google ads to get the word out about your organization? And if you're a non-profit or charity, this is of interest 'cause you get \$10,000 of free Google ad words. So, Jason and Mark are going to show us how to do that.

But before I see more people logging in so I'm just going to introduce myself here, my name's Lori, I'm the community manager and on chat helping you with your questions or any technical issues is [Terry Abell] he's our content manager. And just keep in mind as participants you are muted but you can use that chat box and we really encourage you to do that and ask your questions during the webinar and we're going to try and make this as interactive as possible.

And if you're on Twitter today we're especially asking you to Tweet because you could win a prize. So, use the #wasummit2016@wildapricot and you can see at the bottom the slide. And there's going to be two lucky winners for whoever tweets the most we're going to give away The Ultimate Guide to Google Ad Words. And thanks to Jason Shim, our presenter today, you could also win a free membership to [NPTN] the non-profit technology network and those memberships range anywhere from \$70 to \$500 a year so these are pretty good prizes. So, definitely tweet out some of the good stuff you're seeing grab screen shots or do whatever.

And today - oh sorry, and yes we are recording this and we record everything and we'll be sharing all of that in emails and follow up log posts and we'll have all the sessions recorded and sent to you next week.

And today we have a special webinar sponsor that I'd like to introduce you to. It's Guide Star. And Guide Star is the world's largest source of information on non profit organizations. And some of you maybe received an email about the summit through them. But what this means if you don't know about Guide Star, you should sign up and create a profile with them because they get seven million people visiting their website on a regular basis checking out non-profit profiles. And so, if you haven't already sign up and here's an example of what a profile might look like.

But what this does is it shares your story with the rest of the world for no cost. Okay, sorry I was told my sound might be off. Everyone can hear me? Just put it in the chat box if you cannot hear me.

So, as I was saying you can sign up for Guide Star by visiting you can see it at the bottom there guidestar.org/update also at the bottom of the screen that's guidestar.org/update. Maybe Terry you can share that in the chat box. But basically it's the way to get your non-profit story heard, especially grant givers will find you in this database. And it's about coming together as a sector as well. So, thank you Guide Star for co-hosting this webinar with us today.

And now I'm going to jump right into it so, our presenters Jason, Jason Shim is, aside from being a friend, he's also the Associate Director of Digital Strategy and Alumni Relations at Pathways to Education, which is an amazing that helps low income high school graduates transition to postsecondary education. But Jason is known in the sector as a digital expert and he's all over the place. And he's also a certified Google partner and as well as the newest board member to the non-profit technology network, which is why you can receive a free prize today.

And outside of work he also runs the Canadian non-profit technology LinkedIn group. So, I know a lot of you are Americans logging on but up here in Canada we have this great LinkedIn group run by Jason and it's where you can post and find all things related to tech for non-profits.

And also joining us is Mark Hallman. Mark is the president of Digital Evergreen. And he's worked with charities and non-profit organizations across North America helping them strategize and execute their digital marketing plans. He's also a Google partner and makes sure - he helps organizations get the most out of the Google ad grants. So, the two of them have put together this great presentation today. And oh, sorry I forgot to mention outside of work, Mark loves playing with Lego and he's a lifelong Blue Jay's fan, which we're here in Toronto right now so we're getting excited for the new baseball season.

Okay, so Jason I'm going to just un mute you guys over there and give you guys presenter control. Welcome, thank you for having us today, excited to have you.

Jason S: Okay, thank you very much Lori for the very kind introduction.

Lori: You're welcome.

Jason S: Alright, so we're going to get started here. So, thank you everyone for joining us today for How to Be a Google AdWords Superhero. And we're just going to hop straight into it. So, this is going to be a fast paced presentation and as Lori mentioned please use the #wasummit2016 and we'll be doing a prize drawing at the end.

Here is a sort of a superhero depiction of Mark and I. And you can check out nonprofitsuperhero.com if you want to see the full video. But if you ever need to convince people in your organization to use Google AdWords to promote your organization in a really fun way, we also have a video of that that can help make that case for your organization.

So, every superhero was an origin story and we just want to share ours here. So, our origin story is as follows, seven years ago two guys in a small room with a stack of Cosmopolitan magazines now why? Now this may sound really strange but that was one of the very first tips we got when working with Google AdWords was read Cosmopolitan magazine because the way that a Cosmopolitan magazine is structured can really help you in terms of developing your own kind of ads and ad campaigns. 'Cause when you think about it, you know, the Cosmo magazine is designed to get quick attention and action at the checkout counter.

Mark H: I'm going to hop in here and start talking about Google AdWords, that's why we're here today, minor technology difficulties, just bear with us for one second. So, for those of you who are unfamiliar with Google AdWords we're just going to give a quick overview here. What it is, is when you are Googling for certain things the ads that pop up, the ones in yellow, those are what Google Ad Words are and that's what we're going to be speaking about today and how your organization can harness these. So, what Google does is there's an AdWord's grant that's worth about \$10,000 a month in in kind revenue so that's not a cash grant that you're receiving, it's an in kind grant for advertising revenue.

And we're hopping into some keys to success in Google Ad grants right away here. And for Jason and I the first keys to success in Google Ad grant is read, read, read and always be learning. When we first started out about seven years ago, our first forte into AdWords was obviously open an account but second we bought books, we geeked out a bit, we read books, we read blog posts. And that's kind of the first step into AdWords.

And following the superhero theme here, we weren't born with this. So, following Superman who came from the planet and was born with his superhero powers, Jason and I actually had to learn our skills. And if there's one thing to take away today, this isn't something you're born with, it's something you can work towards in your career. And again, reading and practicing your craft is going to go along way.

Jason S: I wish I could say I was born with the natural talent for doing AdWords. But the thing is most of us are going to be along the lines of Batman and Robin, you know, just regular people that had to train. I believe the story is that Batman had to go away for like five years into mountains to train to become a superhero. And that's, you know, what we really want to enforce with everyone is that you can start with nothing and if you apply yourself and the time that's needed to learn it you can become an ad's work superhero.

So, if you're a non-profit marketer or a fundraiser membership manager, pretty much any role within a non-profit, you know, some of the key points Google AdWords grant will help your organization. Almost every single organization that we've worked with has seen, you know, a boost in their traffic to their website, has seen better results in terms of people finding other organization. It's great professional development; it's a very transferable skill as well. So, this is a skill that you can use across many organizations no matter where you are. AdWords is pretty much everywhere.

So, in terms of what you can expect from today's presentation, what we're going to go through is the world at? Some reality checks, we're going to do several of those throughout the presentation, how to build a basic campaign, testing optimization, reporting and how to keep everything sustainable. So, how do you keep everything running after you get everything set up?

Mark H: So, what do people do when they need help? This is my son Jack. He's the guy that I play Lego with as Lori mentioned. And Jack's on the screen here 'cause like every typical four year old, he likes playing Lego, but unlike our childhood, Jack will never know what a phone book is in reality. He probably won't use Encyclopaedias. But Jack does know how to use a smart phone, he can use an iPad and he knows how to use our laptop. Jack also knows that when mom and dad don't have the answer for him, we can Google it.

Jason S: And this is a photo of my family here, my sister on the left and my father on the right. And, you know, for most of my life I was used to being able to ask my father for help with many things. He's an electrician and a general contractor. However in recent years, you know, when I asked him hey dad how do I fix the toilet? He actually responded by why don't you just Google it? And that to me really reflects that it crosses generations, whether it be Mark's 4 year old son or my father who's in his 50s that everyone turns to a search engine to find the answers that they're looking for.

Mark H: And the reason we're talking about Google today and not Bing and Yahoo is simply obviously we have the \$10,000 grant from Google but the other part is in North American right now, roughly 80% of people use Google as their primary search engine.

Jason S: So, what are people searching for in your community?

Mark H: So, for this answer we turned to Google autofill. If you've ever played with Google auto fill, you just type in a few words and see what pops in for the rest of it. And I just want to show you a few examples here. So, this is an example, you punch in I'm 30 and I need a career and I live at home, never had a job and lost. These are actual searches that people are conducting on Google. And you think to yourself, you know, does your organization address these kinds of things or could they help someone who searches any of these?

Here's another example. Help I am stuck. The first example is for a ringtone but the rest of it is I'm stuck in a rut, I'm stuck in a loveless marriage. Again, these are actual searches that people are conducting. And the last one here is where can I get help? And again, the autofill is quite sobering. Where can I get help for depression, to pay my rent, for anxiety? Where can I get help with my rent again? I'm struggling with, what are people filling in here? I'm struggling with my depression, with my faith, with life, with my divorce.

If any of you listening to this webinar today, if your organization can help with any of these items, these are things that people are actually searching for. But more importantly these are cries for help from certain people around the world. This is sons, daughters, relatives and sometimes these are quiet cries for help. They could be in another bedroom, they could be sitting on the couch next to you searching silently for answers. And that's what's different about, you know, modern searching is that people could be sitting next to you on a bus searching for, you know, answers for some of these life questions and your organization might be uniquely positioned to help them with it.

But here's the thing. Your organization does great work, but can people find you? Because if not, here's what could happen.

Jason S: This is our first example of a key word, adopted kitten. So, we want to make sure as an organization, if we have products and services available we're having our ad serve the appropriate time. So, if someone's searching for an adopted kitten, your ad about a kitten pops up, it's that simple.

Mark H: And you may be missing opportunities to help. So, if you didn't have Google AdWord set up and you provided, you know, a service for, you know, for people to adopt kittens, you know, that might be a missed connection or a missed opportunity and that's what we're here to help you with today. Now here's a quick reality check. I have too much money, which charity should I give it to, searched no one ever. So, the reality check that I want to bring home is that people don't search like this, at least not anyone in a meaningful sort of way.

So, you really have to think in a much broader kind of way and to be honest like when people are searching, they're thinking about themselves, they're thinking about their problems, their day to day issues.

When you do the autofill for I have too, you know, it's I have too much stuff, too many clothes, too much homework. So, you really need to work on making sure your empathetic and you can understand what your potential members of volunteers or people that you're trying to attract to your organization may be looking for. So, everyone is thinking about themselves, just like you.

Jason S: So, how can you help? Well, the first step is allowing for Google for non-profits. And that's pretty straightforward. You know, just search Google for non-profits and you'll come up with this page. And it's a pretty straightforward process. You join the program, the Google for non-profits program includes a whole bunch of other benefits as well but for today we're just going to focus on the ad's grant portion. The other part to keep in mind is that Google AdWords grant vary by country. So, if you're in the U.S it's 501C3s and if you're in Canada registered charity or non-profits are eligible. And depending on what country you're in there's different eligibility requirements but for whatever is the registered charity designation in your country, you should be eligible for the program.

Mark H: So, our next step here and I'm going to slow things down a little bit and walk through how to build a campaign. And the reason why we're doing this is to show that it's not something that's overly difficult, it is nuts and bolts. It's a little bit technical, but it's something you can learn. And what I first opened the dashboard, you know, seven, eight years ago, I was overwhelmed. So, we're going to take some of that away from you, some of the mystery away from you and do a quick walkthrough here.

And the first reminder is that Google AdWords is more than just the ads, there's a whole other process to it. There's goal setting, there's keywords, there's ad groups, there's the ads themselves of course and the regional settings for where you're targeting and budgeting etc. And this is an example of an ad we've set up for Hospice Waterloo. Just so you can see, this is the final product, this is what it call comes back to and what's served up on Google search returns.

But now we're going to walk through the back end of it. So, superhero campaign structure and to have a successful AdWords account and successful ad words campaign structure, it's really important to kind of break things down to levels. And the top level's the account, that's your overarching ownership. You know, which emails associated with the account and that's kind of the more Google for non-profits application piece. The second level down is your campaign level. And this level here is where we talk about our budgetary settings. It's our geographic settings and when we're serving the ads, those kinds of things.

Below that we have our ad groups, so the ad groups are more tightly themed pieces within the campaign. And below those items we have ads and our keywords. And it's important to think of this as kind of a siloed situation. So, although we have our overall account, we also have our campaigns. And our campaigns to give an easy example you can break out to our events campaign versus our programs campaign. For Hospice Waterloo we have our events campaign, which talks about our 5K walk for hospices, we have our wine tasting, we have all those items there within that campaign.

And then under that we have our ad groups. So, this distinct ad group that talks about the walk, we have an ad group for the wine tasting and

then we have some other ad groups for some other fundraisers throughout the year. So, we keep it very siloed. In other campaigns we talk about programs and services, those are off to the side and we'll talk a bit more about that as we go forward here.

But by having this campaign structure is to help you do a few things. It's to one, be consistent so you're using the same rules and following the same structure going forward. So, if it's yourself or someone else coming back into the account, it's easy to kind of pick up where you left off. That also goes to stay organized. I always ask my clients and when I'm building campaigns myself be pretty literal in your campaign structure. So, for your events campaign, it's okay to call it events. Or if you're breaking it out by city because you have members in different cities, you could talk about what events Toronto versus events Calgary.

It's also important to focus your targeting. So, that comes back to the relevancy part is important to have ads are serving up only in a relevant situation. So, if you're serving ads for programs or for events or for membership drives within a certain city, it's not always relevant to have it in a different city as well. So, if we're talking about being in Toronto, focus your ads on Toronto. And this also makes it easier if you need to replicate the success if you find your 2015 fund run works well, you know, you can replicate that for 2016/2017 going forward.

But before all that happens you have to talk about what you really want to accomplish. And these are some general goals and we always talk about engagement, which could be downloads or actions on your site, [unintelligible [00:33:47] services and programs obviously increase membership in donations with little asterix there.

And just to recap here, the levels that we're talking about are your account, which are your overarching rules, your campaign, which is where you kind of back up to your goals for awareness and engagement, that's where we kind of silo things out by order. Your ad group's below that so that's tightly themed pieces. So, for example if we had a youth campaign, our ad groups might be our breakfast program and after school tutoring. And their ad's sort of below that. So, youth breakfast program would have different ads than after school tutoring and they keywords below that again would be very on point and relevant for each. So, you'd have distinct keywords for a youth breakfast program from after school tutoring to help things stay very, very focused.

Jason S: Alright so we're going to give you some examples of campaign. So, we've shown you a bit of the theory and we're going to show you the practical side of it, of how you're going to apply your knowledge of these kind of hierarchies for structuring your campaign.

So, some recent news in Ontario was that our provincial government was that our provincial government had announced that they were going to provide tuition for families with low income that they would

have it covered. So, one of the things that our organization made a recommendation that was - that formed part of that announcement. And we want to make sure that anyone who is Googling for it would find out more information through our website.

So, what we did was create a campaign called News. So, keep this in mind, if you're an organization that's there's topics in the news that may be related to you, you can set up campaigns around that as well and you can be very nimble around that. And then we set up an ad group around Ontario free tuition, which people would be Googling for. And we set up, you know, a few ad groups, Ontario Free Tuition, The Ontario Budget 2016 and Youth Job Connection Program, which was one of the programs that was offered or being developed.

And then we developed variations on a few ads. So, you know, for people that were wanting to learn more about the Ontario tuition, that tuition will be free for students with family incomes under 50K. And then we also had Ontario to Offer Grants. Pathways Applaud the Government of Ontario for their support of education, New Investments and Youth. And the reason why we come up with variations of these ads is so we can see what performs the best and we'll talk more about testing and optimization later.

And so, we ran those and to show you some of the keywords that we're using, you know, these are pretty obvious ones, but, you know, just to show you anyone who is searching for Ontario Free Tuition so when you put a plus sign in front of each of these keywords in the first example there is that anyone who uses those three words would - it would come up - so, it could be in any order. So, if they search free tuition Ontario, free Tuition Ontario and added a few different words as well like free tuition Ontario superhero, you know, the ads would still pop up. The square brackets refer to exact search. So, only if people use that exact phrase would the search ads pop up. And then finally the last one is the phrase search. So, only those words within the quotation mark are used in that specific order and if any additional words are used as well, you know, that's fine. So, it could be Ontario student grant superhero training as well and that ad would pop up, as long as those three words in that order Ontario student grant are used.

So, that's a quick example of a recent campaign that we had run for our organization. And as a result it was timely, people were searching for it. We actually drove about \$5,000 clicks over to our website. So, those are 5,000 people that, you know, weren't aware of, you know, perhaps that we had a part in making that recommendation to the government but also we were able to provide resources in which people could learn more about this new program.

So, we're going to take you through some of the walk through pieces, keep in mind that this is the most basic element. And when learning about AdWords it's sort of like chess, it's easy to learn the basic rules but you can spend a lot more time, you know, learning all the advance

parts. So, if anyone has watched Shrek, it's sort of like the example when the donkey is talking about the - or sorry, Shrek is talking about the ogres are like onions, there's many layers to them. Similarly there's many layers to AdWords as well. So, we're going to show you sort of the inter most kind of core layer and then over time you can start learning about all the additional features as well. But here are the basics.

Mark H: So, this is a screenshot from your dashboard when you first pop into Google AdWords. And the reality is it can be a little bit overwhelming. You'll see we have over 20 buttons here, there's all kinds of words we're not familiar with and that can be a little bit too much to start with. So, as Jason says it's something you can kind of work into. I always say when I'm talking to my clients, you know, budget a bit of time per day. It can be five, 10, 15 minutes every few days even. But it's something as you work within it and become more familiar and you'll start to understand it better.

So, we're going to do a walkthrough of building an actual campaign kind of click by click and kind of talk through different parts. Again, just to demystify Google AdWords and so when you go back into the account yourself this afternoon or tomorrow you'll already have seen it once so it's not going to be too foreign to you. So, the first piece, they do make it easy. The first button we're going to press is that big bright red campaign button on the left hand side. And when we do that we have a couple of options that will pop up here. We have an option for search network with display select, you'll also see display network only, shopping video ads and app ads and those are ones we don't have access to. So, one of the limitations to the Google Ad grant's program is we only have search network only and really only Google search. So, that's when you got to google.ca or google.com and key words into there. So, it makes it easy for us.

So, we're going to selection the search network only and this next part comes up here. So, the very first piece is to name our campaign. For today's example I'm just going to call it superhero training. We're going to select search network only and all features, which opens a few options for us but not too many. Then down below you'll see that we have this Google search network option. We have an option to include search partners, which is the Google search box across the web. We cannot use that, again it's Google search only. So, at the top here, if we actually roll down the page, now we're not clicking through or rolling down the page The next part's going to show our devices so for typical accounts in the Google Ad's grant piece, we'll leave all devices eligible by default. If you have some very specific click to call campaigns. You might have [unintelligible [00:40:42]] but for most of the ads it works back and forth quite well.

And the next piece is our location. So, we're going to - and in this section we have Canada selected but we're going to change that setting to go back to our San Jose example. So, next screen is when we do our

advance search and work in location. So, again Google makes it easy here. If we know which area we want to target, we can simply type in the city name. We can also choose by province or state, we can choose by region, we can choose by city, we can choose globally or we can choose right down to area codes. And you'll see when you type in San Jose it's going to be a bunch of different selections here to add or exclude, which makes it quite handy. So, you can have a campaign that targets your main cities, the gaps in between or a couple of different options there. And that's what we'll show next. So, if we go into the radius targeting here. We were actually at the San Jose convention centre a few weeks ago for NTC. And this example here shows how radius targeting works. So, it has the convention centre in the middle with a five mile search around that area. You'll see the actual city limits of San Jose outlined around that.

So, it shows how you can be kind of really specific when you're targeting. And that pays off in ad words. For example at hospice we know that we can expand to roughly 25 or 35 kilometres around our buildings where people come from programming. If we advertise beyond that to other parts of Ontario or ads reach the U.S it's really irrelevant for us and it's actually doing people a disservice because we can't offer programs to the people in those areas. So, it's really important to kind of be specific. But again, if you have a national reach or a state wide reach or a province wide reach, it's okay to go a little bit broader. But just keep that in mind that you're able to kind of go broad or very specific, depending on what your needs are.

So, after we [unintelligible [00:42:33]] our targeting as far as location, we can choose our languages and this example that we're using English only. Again if you have ads specific to a different language where you're actually serving ads in different languages and have the keywords in a different language like French for example, you can choose French as a language. But it's very important to have that very much [unintelligible [00:42:56]]. If you pick French or Arabic as an example, make sure you're serving ads and have keywords in those languages as well. So, that's why we have English only here.

Before the business strategy, and again this is all in the same page and campaign setup, the business strategy you have a couple of options. And you'll see again, we have maximized clicks, we have target search page location, CPAs, ROAs, enhanced CPC. In my paid clients who are running either retail or for profit things or otherwise hyper important, we need some of those strategies. And the Google accounts grants realistically where you're typically using manual CPC and we're limited to \$2 per click. And that's what we typically use. Google only bid up to, you know, what it needs to get your ads shown, so by putting \$2 there, you're being safe.

And you're also see our default bid is \$2 and our budget's being setup \$329 per day. I know we talked about \$10,000 per month, reality is it's

\$330 per day, \$329 per day. If you spend \$329 per day, Google shuts the tap off and it resets the next morning at midnight.

Jason S: So, for those of you who are new the term cost per click or CPC, every time you do a Google search, Google is actually running an auction on the spot. So, this happens millions of times a day and essentially how you can think about it is, this is how much you're willing to bid on certain keywords. Now you're getting your in kind revenue for free after \$329 a day or \$10,000 a month.

But a way to think about it is that so for people that are paying for ad words, how much are they willing to pay in order to be put in front of, you know, certain kind of keywords. So, an example is Mark and I used to work in the credit counselling space and, you know, payday loans places are sometimes willing to pay up to \$12, \$15 per click to go to their respective websites. So, you know, when you're competing with higher bid rates, which people are willing to pay that amount for that kind of AdWords option every time a search is made, you know, you have to be quite creative with the kind of keywords that you're using and bidding on. And we'll talk more about that later but just to get some background as what CTP is, essentially what we're doing is we're bidding for words that people are searching for on a day to day basis.

Mark H: So, at the bottom here again we have the delivery method options. There's a few options here and I think our next slide has - no, we're going to go back. So, standard method just basically means Google in the server ads evenly over time. So, if you have two ads [unintelligible [00:45:31] basically say over the day we'll make sure the \$329 kind of spreads out evenly. If you have a hyper time sensitive event or something like that you can also do accelerated, which basically means Google's going to try and spend your budget as fast as possible. Of course it's search relevant, the number of people searching through your keywords but they'll spend your money quicker, they have no problem doing that.

And we'll also talk quickly about ad extensions here, we'll discuss it further later on. So, let's just [extra pieces] so if you're in the top two ad spots, Google gives you some extra real estate. We'll get to these later in more detail.

The next piece that set up and this is the last piece in the campaign settings is your scheduling. This is more for again retail or restaurants or people who are serving things live, but there is the option to have a start and end date, so if you have a 5K run that will end on, May 15th is the last day to enter, you know, you could have your end date in place there. And you'll also be able to pick day by day what your schedule is. So, it would be a 12 to 12, best possible. But if you're doing more of a service oriented one where people are expected to click on or you're expecting them to call into your office, maybe it is more relevant to have from 9 till 5, 9 AM to 5 PM, just to make sure people are there to answer the phone when they click your ads.

This next section here ad deliver and ad rotation is how Google is going to let you play with your ads. So, best practices always have two ads in each ad group for split testing and just to see what's working and what people are clicking on. Optimize for clicks, this is for most advertisers this is for people just starting out. This basically says to Google, you know, whichever ad works best and people are clicking on more, serve that more often. There are other options here if you have conversion setting setups. If you're into the pro mode and you're more familiar with things you can also do rotate evenly or rotate indefinitely and that basically says Google, you know what, I want these two ads to be tested properly, give them a fair crack for 90 days to rotate evenly or let them go indefinitely. And I know one might be lower than the other one, but I'll deal with that myself.

The next step, once we have our accounts, settings and place is to create the actual ad. And, you know, there's a couple of options up on top here again. We're on text ad only, that's our limitation within Google ad grant and we have some rules here. So, headline's 25 characters, including spaces and punctuation, the next two lines are 35 characters each, again including punctuation and spaces. And you'll see the last two lines here, we have our display URL and our final URL. Display URL is what's actually served in the ad. And the final URL could include your UTM codes, any kind of tracking codes or could just be a long URL you don't want people to see. And it's not going to be shown to people, the display URL will be shown publically. And this is what you'll see, this is as you're creating your ad Google's going to show you a little test here and you'll see how it lines up and just making sure it makes sense for you before you hit submit.

Jason S: So, here's the thing, how do you write a good ad? You know, we just showed you an example of a ad, but how do you write a good one? And for that we go back to Cosmo. This was part of the ultimate guide to AdWords and one of the tips again, they said pick up a copy of Cosmo and read it. And get an understanding of how, you know, the copy is written because Cosmo has been the best selling woman's magazine since 1972. And what applies well for print, you know, that same principle applies well for Google searches and writing effective ads. So, here's the thing, a good ad is relevant, direct and highlights the feature, advantage and benefit or FAB. And we're going to give you a few examples of ads that we've created that demonstrate this.

Mark H: So, again we talked about your ad consists of three parts, it's your headline, description, URL. A few notes on that before we jump into some ad examples is, you are allowed to use question marks, that can be in any line, the headline or description, so that could be how do I do something, question for the headline. How do I cope with stress? How do I deal with grief? That's a good headline. So, you have question marks throughout. The other piece is you cannot have exclamation marks in the headline. You are allowed one exclamation mark in description. And the other best practice which Google's kind of asks you to do is no symbols in your ads, stars and that kind of stuff and no

all capitals. They don't want you screaming at the people who are reading your ads.

This is one example we have for a good relevant ad, Ottawa Humane Society. And it's volunteers obviously. And Ottawa Human Society, do you want to volunteer with the animals, check out our current positions. It kind of speaks to exactly what that person's searching for. So, we experience a really high click through rate in that ad. For the Kitchener [unintelligible [00:50:27] Rotary Lobster Fest. Again people searching for this, all you can eat lobster, ribs and pie. Again, the most relevant ad you can have out there. This one I think upwards of 20% click through rate.

And we also want to talk about timely ads. So, there is a bit of an echo on Google. So, if you see something in real life or there's something on CBC or CNN at night time, people search on their couch to get more information. So, if there's a Nepal earthquake, you'll see that the UN and the Red Cross quickly put up ads. So, as people are searching for more information with the Nepal earthquake, people can move across their ads on their website and hopefully make a donation.

Jason S: Now here's the thing landing pages. You know, have you ever been invited to a party that had like a really good invitation but then when you arrived it wasn't so great. You don't want to replicate that kind of experience online for people. So, when you have a landing page and you spent all this time creating an ad, make the experience wonderful when people arrive as well. That's just as important. You get people to the door, give them a great experience.

So, an example would be something like this. This is one that we have for Pathways that when people are searching for volunteer opportunities, they'll be served up with an ad, you know, volunteer with youth, help tutor high school students and make a difference today. And what you would expect is that you would arrive on page that gives you more information about volunteering. So, this is a good practice, have a good, solid landing page. Now one thing is don't bait and switch. And what I mean by that is, you know, have an ad that is, you know, offering something and then when they land it's actually something completely different. It's a poor user experience and you'll actually get penalized for that kind of experience.

And so an example if someone were searching for volunteering with youth, don't dump them onto your front page. They've already indicated they're interested in volunteering. Direct them to the relevant page with information that people need and don't make people do extra work. So, this would be an example of what not to do if you had a youth volunteering ad and then drop them onto the front page and then they have to click again to indicate their intent. They've already demonstrated their intent and show people a good experience once they arrive.

And now when it comes to testing research and optimization, you know, we take the example out of guys like Ironman or Tony Stark, his first Ironman suit, you know, that wasn't the perfect one, things were exploding all over the place. And similarly with AdWords you need to keep on iterating and improving over time. So, you know, this takes testing. Now the best campaigns require preparation, you can't just jump into it and expect everything's going to be perfect. You need to learn for your organization, what works best for you. We can't just - even as experts on our end, we can't just jump into an organization and say this is going to work, you know, for sure every single time. You know, we also have to, you know, test and optimize to see what works best for that particular organization.

Now, as with any good kind of science experiment you need a hypothesis. What is it that you want to test? And the kind of things that you could test would be, you know, these kinds of ads. So, these are ads that we actually ran for an organization and we tried to encourage people to do this program called echo age where children can donate their birthday parties and have some of the proceeds go to our organization. So, you know, looking for a party idea, birthdays that make a difference, you know, create a party in under a minute. And then you can start, you know, variations of the headline to see what perform better. So, you know, need a fun kid's party idea, you know, that actually performed a bit better at 1.91% rather than 1.59. And then the one that performed the best is, you know, the easy and quick parties, birthdays that make a difference, create a party in under a minute.

Now it may not seem like a big deal, 1.59% to 2.93% but when you're talking about a few thousand visitors to your website that is a pretty significant conversion rate and, you know, don't discount the small incremental gains because those are the types of gains you'll see in AdWords. You don't see giant like 20% leaps typically, you'll increments of a percentage, a point or so or less but, you know, you'll see that gradually increasing over time.

So, the kind of variables that you can test are things like ad title, ad text, your landing page URL, the time of day the ad shows as well as geography, so targeting different cities and seeing what ad may perform best and, you know, perhaps like a rural versus an urban area or other kind of postal code geo targeting kind of things. And as I mentioned, don't ignore the small gains, they can be valuable.

Another neat tool you can use is Google [unintelligible [00:54:59] for keywords. So, if you just search Google trends, you'll come up with a tool that helps you analyze certain keywords to test some of your hypothesis. So, gifts for mom, when you look at this chart, many people assume that the big spike is mother's day, right? It seems pretty obvious when you look at it. Well, the actual spike is Christmas.

So, you have to replace sort of your antidotal evidence with, you know, the actual evidence that is available through Google, like through

Google, you know, through tools at Google trends. You see a little spike there around May that indicates the mother's day kind of bump, but the huge bump in search volume is actually towards the end of the year when people are searching for gifts for mom. So, how can you use that kind of information to inform the kind of campaigns that you might have for your organization if it is seasonal and move from antidotal evidence to the evidence, you know, evidence to strategies. So, you know, keep calm and don't assume.

Mark H: The other tool we'd like to highlight is the keyword planner. And the keyword planner is, we talked about keywords a little bit and it's a foundation of the entire system, the keywords that people type into Google in order to have our ads served up. So, we have some assumptions. Like Jason said, no assume, we have some assumptions but we also want to test. We like to use the keyword planner, which is within the Google AdWords dashboard, underneath tools at the top. But there's some great ways to find some things here.

And typically I start with a list of five to 10 keywords that I think are relevant to my ad and to my campaign and my goals. But you can also type those keywords into Google keyword planner. It will give you a full list of the keywords that Google also think are relevant. And you don't want to just care blanche 'cause Google makes some assumptions that are wrong as well. But take a look at them and you'll find some neat ways to expand your reach. You can also just put a link to your website in there and have Google crawl your webpage to see which keywords they think are relevant. So, that's a good way to kind of expand your horizons there with the ads.

And we also talk about validating ideas. And the way we do that is simply by the example would be [catcher dogs] what's more important to an organization than [catcher dogs]? Now obviously a humane society wouldn't just focus on one as an example. But, you know, we make assumptions and then we can go back and test. So, if we test for search terms for dog adoption, we test the search term cat adoption we can see in our geographic area dogs outnumber cats almost three to one. There's medium competition that shows our suggested bid. So, we're able to make some actual, define some actual results here versus making some assumptions. To take this further if we had dog adoption, we put that word in solely; you'll see returns a whole bunch of keywords that are related. Dog for sale, adopted dog, puppies for sale, rescue dogs, again all very relevant search terms, which might just help us expand our horizons a little bit.

Jason S: So, for testing copy, one of the things is that if you're thinking of going to print with certain copy, you can also test it out on Ad Words beforehand. And, you know, one of the campaigns that we ran was, you know, people donating their kind of air, kind of flight miles. So, we began on the assumption that people just want to donate, you know, some of their reward's miles, you know, for just, you know, for its own sake.

As you can see the campaign it was 0.35% click through rate. But, you know, once we started thinking about it more and thinking okay, why would people want to donate their flight reward miles for us? And it's like oh okay, well maybe they realize they didn't have enough to go on a trip, you know, they'd be more compelled to click on that link. And that's exactly how it played out for our hypothesis. You know, use your miles for good. You know, don't have enough miles to go on a trip? Donate miles to pathways to education. And that performed, you know, about three, four times better than the original assumption that people just want to randomly search and give, you know, the reward's miles.

You know similarly no one searches I have too much money, which charity should I give it to? No one searches, you know, I have too many rewards miles, what charity should I give it to? You know, they're searching for something more related to themselves, taking a trip and such.

We're going to come back to ad extensions. We talked about that in the campaign setup. But the ad extension gives you a little bit more room to basically get relevance to your ad and we're going to go through [different] ad extensions. So, the first one's your phone number. If you add your phone number, it literally shows up in your ad here, like the capacity Canada Ad. Again, it's something we want to think about. Do we actually want to have our phone number out there? Are there people live to answer it? But if you're someone who wants, like calling in for members to call in, definitely put the phone number in your ad. On mobiles, it's actually click to call and you won't see the phone number here. There's a little grey button that on your mobile phone you can just click that call button and it'll dial right into you and take away a little bit of friction.

We also have location sensitive. So, this is the canadianfeedthechildren.ca. Feed the Children obviously wants people into their office so they have a location extension, which one again [unintelligible [01:00:08] at the bottom there. Again, the one point to consider is do you want people showing up in your office? Some places don't. So, if it's valuable and people are trying to find you and do a walk in, put the location there. If you don't want people showing up and you'd rather have the contact you via email or phone, probably leave that out.

Mark H: Site links, again we'll use Capacity Canada as an example. Site links are those four little blue buttons at the bottom there. And basically this is a branded campaign, so if you search Capacity Canada, their ad pops up. But when people are searching by brand, typically they're not really looking for Capacity Canada, they're looking for the events, they're looking for about us, programs or resources. So, I populate in the source links at the bottom, you actually give that link right to the proper page on the website. Again, this goes further back to what Jason was saying about don't bring them to your home page and have them find things, take them to the most relevant place.

And last but not least we have [unintelligible [01:01:04] text. So, I know we talked about the 25 characters, 35. 35 for description and then the URL, this [colo] text here, which is [help where you need it most. Impact lives. again it's a bit more context for you. If you put this in here it's not clickable but if someone's going to add to your ad and talk about your organization with that little bit of extra space.

And here's the good stuff, reporting. This is my post popular report by far for boards, for the executive level. And this search for reports is found in your dashboard under dimensions. But basically what this shows, we've talked about keywords. What we have out there as far as us setting the context for the ad. This is what people actually key into Google, the actual key strokes. So, again for hospice, we have grief counselling, Waterloo, hospice care support groups, advance care planning, bereaved families. This helps you understand how people are searching for you versus how you think they're searching for you. So, if you pop into this report it will help you talk about new programs or just expand your advertising options. And again this is going to help you understand your options and what they're looking for and why they're trying to find you.

On slot on Google analytics they're going to keep it short and simple here, plug it in. Analytics is a whole other presentation for a whole other hour. There's a little button you click to link the two accounts together, please do it. Basically it's going to allow you to pull all your data from AdWords into your analytics dashboard so you have a more complete picture.

Jason S: If you Google how to connect Google AdWords to Google analytics, the very first link will take you there and take you to the exact page to click.

Mark H: And again, what does management need? [As] someone working on AdWords, what's it going to provide to leadership? These are the ones that I find the most helpful. We talked about search term reports but campaign reports, again it's kind of a high level thing, it's going to talk about how many impressions were served, how many times your ad was served on Google, how many times people clicked on your ad, traffic reports, your conversion reports, if you have like a newsletter sign up or a membership, you know, conversion. That will show up as well as conversion so you can see exactly how the ads are impacting your bottom line and traffic reports. So, this is back into Google analytics but it talks about how ad words is fairing versus your social media traffic versus your organic traffic, very useful to have.

Jason S: And now we also have to talk about sustainability, so once you get it up and running, how do you make sure that things, you know, continue going and that they don't just sort of fade away over time, which can happen with an AdWord's account, making sure that you have the resources to keep it going. So, of course you have to negotiate for time and resources. And from a very, very basic level you'd be looking at a

couple of hours a week to start. And, you know, we both started, you know, off the side of our desks when we were doing AdWords. This wasn't, you know, a formal part of our roles. Eventually it did become part of our kind of job descriptions but, you know, our boot strap approach is really picking up an ultimate guide to Google AdWords by Perry Marshall. So, you can pick that up for \$15 from Amazon. And also, you know, connecting with a peer group online. [N10] is also a great organization for connecting with others who are doing similar work and, you know, you can learn and grow as a community doing similar kind of, you know, adwords campaigns.

If you want to take a class you'd be looking at about \$500 for a basic class, you know, the one we hear the most often is Cardinal Path, they offer some pretty comprehensive analytics training, as well as adwords training. And if you're looking for a comprehensive everything with them, you're looking at about \$2,500 U.S for that training as well.

Now there is a question as well, do you train internally or do you go with a vender. Now I work at a non-profit so I feel like I'm sort of uniquely positioned to speak on this as I do talk about Google AdWords. So, internally the great thing is you can build in house capacity, however the knowledge is held in staff. So, if the staff member who spent a lot of time doing AdWords leaves and if they haven't cross trained other staff doing AdWords that can be a potential liability.

It also may be of limited interest. I get really excited about AdWords but not everybody feels the same way, you know. You may have, you know, a summer intern who also shares your love of AdWords but you can't always necessarily count on that. So, you also have to, you know, take that into account. And while it may not cost money, it will cost time to train your own expert so you need to take that into account.

Now when working with a vender, one of the benefits is that you can get started quickly and they're not a staff member. So you can gage strictly on performance and it would be simple to replace them if you needed, if it wasn't working out. So, that would be an easier path that way. And when you're hiring, you're hiring expert right off the bat, however the thing is it will cost money. So, that's some of the things you have to evaluate when considering internal versus external.

And don't be a super villain. It's easy to, you know, think about oh if I have AdWords I can advertise for this or that, there are strict guidelines for what you can use it for. You have to be mission aligned, it has to be something that promotes your organization, especially if you're using a non-profit program. So, don't abuse it 'cause it ends up ruining it for everyone who is using the program. And at the end of the day so long as you serve the organization, you know, you're generally in good shape.

So, how do you stay a superhero? Well, here's some of the links to the blogs that Mark is, you know, frequents and recommends.

Mark H: So, these are things that [unintelligible [01:06:43] a weekly if not daily basis the average blogspot.com., that's actually, that's Google's blog, it's all the new things coming out. And take a screen shot of this if you can, the search engine land, word stream, [unintelligible [01:06:53] all talking about AdWords and SCO and SCM in general, so, fantastic resources.

We're also going to talk about just things you're checking into on a weekly or monthly basis on as far as your AdWords management. On a weekly basis log into your account, check for your alerts, check for disapproved ads, disapproved [t] words and broken URLs. And the nice thing is those will all show up in the top right hand corner, with a little red notification saying you need to look into them.

Monthly things which you're looking at campaign budgets, [unintelligible [01:07:23] testing to see which ads are performing better. Pause our low performing ads, remove our low performing keywords and write new ads and write new AdWords as appropriate. That's more of a monthly thing. Then quarterly this is where you kind of review trends, make sure our [traffic] is on the upswing and steady, look at our impressions versus clicks, look at our search and reports and see what's happening in there.

And again review permission to account, just to make sure there's not old staff or volunteers who have moved on still having access to the account.

Jason S: Now we're going to bring back to you some of the harsh reality working in AdWords. The thing is the platform is always changing and you need to account for that. And sometimes when we log into the platform, buttons are in a different place and our superhero response to that is deal with it, you're a superhero.

And that's part of the magic in working in AdWords. That even if you're brand new to AdWords, if the platform does change, you're on the same level as everyone else who has to relearn everything. So, that's part of, you know, what keeps us on our toes when working with AdWords, that you always have to keep on constantly relearning it and refreshing your skills. So, that should be something that excites you about working with AdWords, that it's not going to change, you know, everything but just enough that you do have to relearn a little bit more and adjust accordingly. And keep on iterating again, like Ironman you just keep on building that suit until you get this really finely honed campaigns.

So, how do you take it to the next level? As you learn AdWords and you move further into it, if you're finding gaps in your account and you can't compete in the budget that we're talking about the credit counselling pieces, one move I see people do is open a second account,

a paid account with real money. And by doing so you can open a few doors, one you can bid over \$2 cost per click, you can also move into display advertising, which is banner advertising or [text edit] across the web. You can also do retargeting which is people who are currently members or visit your website, you serve them very timely, very effective ads and it also opens the door for YouTube ads.

And grant's Pro, this is the next level again, if you hit certain benchmarks we're basically allowing you to go from \$10,000 a month to \$40,000 per month or roughly \$1,300 per day. A few items to hit as far as being allowed to do so, one you have to have conversion tracking in place, you also have to spend \$9,900 of the U.S, sorry \$9,900 of the \$10,000 for two of the [trail] in six months, maintain an average of 1% click to rate or higher, you have to be in the [camp] more often, you have to be in there more often, minimum bi-weekly and updating things. And you also have to submit an application. The one trick is you might hit all those benchmarks but there's no guarantee Google's going to approve it. If for someone reason they don't, that's okay, you know, keep the \$10,000 and be happy to have that.

Mark H: In terms of managing expectations, you know, going back to the Batman and Robin example, you know, this isn't going to necessarily happen overnight. So, again Google AdWords, we're presenting this in layers, we've shown you today all about the basic elements of it but, you know, it took us seven years to really get to the level of where we are now and really, you know, it's about how much time you're willing to put in and how much you're willing to invest in terms of practicing and honing those campaigns. But again, you're not alone. You know, we are part of a kind of greater superhero AdWords community.

So, our challenge to you is, you know, we challenge you to use your new found powers for good, to respond to calls for help wherever people search, where people want, where people are in need and to take up the call to unite people with the resources they need to help themselves. You know, we, in all the organizations that we work at, we are the digital frontline; we have that opportunity to create great ad campaigns, to help people find the help that they need.

So, again I just want to end off on this, you know, what to do if a friend is, you know, being bullied, is suicidal, in an abusive relationship, I don't want to end this on a sad note, but here's the thing, we all have the opportunity with our organizations to help respond to these challenges. So, our challenge to you is to take up, you know, the challenge and configure some campaigns that will help the organizations connect with some of these very pressing needs that are out there. So, thank you very much.

Lori: Alright, great presentation, we got some good - these guys have great comments. So, that was excellent. You guys covered a lot and there were a lot of questions that came in. We only have a couple of minutes so I'm going to try and highlight, a couple, one or two from each section

very quickly. So, the first one is if you're a small non-profit with an even smaller advertising budget, what's the best way to utilize your Google ad? So, not sure, \$329 a day will fly, yeah.

Jason S: Great question and I actually I didn't mention in the presentation but the hospice in the Waterloo region example I used, we're a small regional non-profit. We're very specific on who we're trying to reach and we know they're not going to be spending \$10,000 a month. And in fact there's some months we spend in the range of \$300 to \$400 per month because that's all the relevant traffic we have. Our region is roughly just over 700,000 people, that's as far as we go. And there's only so many people per month who need, you know, grief counselling or hospice services. So, to turn that around a bit, that's okay. We make sure we're as relevant as possible, we make sure that the people that are looking for us, find us. But really don't focus on the \$10,000, focus on having the most relevant stuff for your people.

Lori: Great, great. And on the part where you said creating the ad, so you're saying there's a lot of testing and reiteration. So, when you run, when you're having to test, you run two different ads simultaneously or do you run one ad for a certain amount of time and then run the other for another time?

Jason S: You can run multiple ads simultaneously and it doesn't just have to be two, you can actually run three or four. But the key is just making sure that you're testing one variable. So, that could be like the URL on the headline or the description. But, you know, sometimes we may run three or four ads in parallel to see what performs the best out of all of them. So, it doesn't have to be a simple AB test, it could be a ABC or ABCD kind of test as well.

Lori: Great and that can go on forever. So, on keywords, someone mentioned their keywords often compete with themselves so how to you prevent that? I don't know if you know what that means.

Jason S: Yeah, I know exactly what you mean and that's a main challenge for a lot of people and their accounts. How do we split out grief counselling versus family counselling versus marital counselling? And my advice to that is just really make sure we have that siloed approach. You don't want to have your 5K run ads in an events and also a fundraising side of it. You know, keep it over on the event's side.

And really if you keep it as focused as possible, if you break it down into silos of your campaigns and then really further theme it down into your AdWord level, it shouldn't compete too much. And if you're finding competition, maybe break some off into a more specific group and start a new ad group. But yeah, really try not to compete with yourself or with possible try and keep things under a very, very [granular] level inside your ad groups.

Lori: Okay, great. And I'm going to end it off on this one last question. I don't know if you have an answer for it but is there an average conversion rate that people can aim for?

Jason S: Not really. Again, I'd say most accounts don't even really have conversions set up. Average click through rate, my kind of line is 2% as somebody who manages accounts every day. Most non profits if you're at the 1% click through rate. But conversions, we're talking about donations or membership sign ups or email sign ups, that's really charity by charity.

Mark H: I would add to that as well, like for conversion rates it really depends what the conversion is. Like if you're giving away like, you know, free stuff like conversion rate might be through the roof versus if it's an e news sign up or something like that. So, it really depends on the organization and the combination of, you know, what's being offered.

Interviewer: Right. That brings us back to the goals, which people shared, which I won't have time to read out. But I want to thank our presenters for joining us today. That was a great presentation. And thanks everyone for tweeting and putting your questions.

I'm just going to grab presenter control back and just quickly let you guys know about what's coming up. So again we are going to be sending the recording of this, everyone was asking that. If you are earning CA credits, you can earn a credit by having just attended this just now, so that's good.

And tomorrow we have Amy Sample Ward, who's the CEO of the non-profit technology network joining us to talk about social media, so, how you can use all these different tools to create your unique engagement strategy. And that's it.

So, thanks everyone for joining. Again, this is brought to you by Wild Apricot. We provide membership, management software. You can visit our website and try us out for 30 days. And if you have any more questions about our software you can always email coaches at wildapricot.com. So, thanks Jason and thanks Mark, that was fantastic. Bye.

[End of recorded material] [01:23:15]