# Get $10k a Month in Free Marketing Plus Other Tips

**MAKING SUSTAINABLE**

*Working Session @ NOMCON*

## Session Attendees

| First Name | Last Name | Organization | Email |
|---|---|---|---|
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| Joshua | Flail | Very Sandwich Marketing consultant | josh@verysandwich.com |

Google Adwords Awareness Slides LINK

## *Intentional Inclusion*

How can your session and this topic generally be more intentionally inclusive?
- Starting from the basics -- assuming no familiarity with the Adwords program
- Sharing tips that apply to attendees at any point in their web / program knowledge
- Providing (free) follow up resources for attendees to use after the session
- Including some low-hanging fruit optimization options for your desired webpage
  - How to use PageSpeed Insights and GT Metrix to audit your homepage / landing pages
  - Basic web accessibility and optimization tips
    - Why this matters:
      - Optimized/accessible pages make the web better experience for all visitors and Adwords page *Quality Score* is impacted by these factors

## *Session Background Research & Resources*

- Grants for Nonprofit Organizations
- Nonprofit Grants & Free Advertising

- [Enroll in Google Ad Grants](#)
- [Ad Grants Policy Changes As of January 2018](#)
- [Tips for Meeting 5% CTR](#)
- AdWords Overview and Glossary:
    - Clicks, Impressions, CTR
    - Campaigns, Ad groups, Keywords
    - Ads and extensions
    - Landing pages
    - Campaign types, Bid strategy types, CPC

## *Session Conversation & Notes*

- Introductions
    - Experience level from Total noobs all the way to all the things
    - Facebook ads, meetup, print
    - Some successes, but others not so much
    - Mostly 501c3 non-profits that are not schools or educational institutions
    - If you are a resource, make sure you let folks know in this document!!!!
- Overview
    - Themes
        - Stories are important
            - Know your story
            - Can test your story
        - Make sure website is up and other social media is good before starting, will need to work on to tune up
    - 30% of users don't realize they are looking at ads in searches
    - Some orgs pay $100/click
- Pick up on trends and use those to drive traffic: e.g. eclipse and fidget spinners
- The Google Ad Grants Playbook--process of getting is the same, but hasn't been updated with 2018 rules
    - Ads can only be shown on the search, not on sidebars
    - Usu $2 cap, can't get 3d or laser
        - Big change, can exceed $2 cap, if your conversion is good
        - Conversion is buying tickets, you are not spam--google is clever and looks for people playing games
        - Meetup doesn't do conversion, eventbrite does
        - May be signing up for a mailing list
        - Landing pages for hubs for e.g., furniture builders--improved CTR
        - Have to be geo-targeted
    - Suspensions
        - Let it go stale, won't get account back

- - - - ■ Must update every 90 days, or you will get suspended
      - ■ If you get suspended, difficult to get back
      - ■ Doesn't need to be a big change
      - ■ Look at quality score and eliminate low performing scores
      - ■ Notifications in adwords about any changes
      - ■ Forum helps with resolving suspensions
      - ■ Ads can only point to your own website, must take them to your own website, not subdomain
        - ● Can have more than one website per adwords--read book to get process
      - ■ Cannot bid on single word keywords, other than your own brand
      - ■ Google has a keyword tool that helps
      - ■ Don't violate trademarks, those are violations...they haven't enforced yet
        - ● Don't put disney keywords
        - ● Make sure there is enough other stuff, so it doesn't
      - ■ Are you bidding on quality keywords
  - ● Project exercises
  - ● Q+A
    - ○ Can list as matching funds in grants and final reports
    - ○ Pay someone to do this? May be worth it, if you don't have someone on your staff
      - ■ If you are just trying to get folks in the door, probably not worth it
  - ● Top level campaigns, and then focused campaigns for different activities/interests

## *Proposed Project Ideas*

- ● **Persona Exercise**
  - ○ Objective: Identify potential customers and audience by creating persona sketches
  - ○ Steps:
    - ■ Picture someone who interacts with your product/service/program
    - ■ Give them a name (or base it on someone you know who is already a customer/client/user
    - ■ Describe this person:
      - ● What is their job? How old are they? What's their background?
      - ● What tech do they use? What are their needs?
      - ● How does your product/service/program benefit them or relate to what they do?
    - ■ Write a short biography or introduction for this person and try to answer questions about their motivations
    - ■ Your personas can inform your keywords and campaigns
- ● **Product/Service Identification**

- ○ Which services or programs do you want to use AdWords to direct traffic to?
- ○ Identify services you want to drive traffic toward:
  - ■ Do you have a specific program, such as a paid membership program?
  - ■ Do you offer PD to a particular audience, such as educators or librarians?
  - ■ Do you want to just drive general traffic toward your site or community group?
- ○ Narrow this down to 1 or 2 core products or services that you'd like to use for your first campaign
- ○ Each product/service will be a campaign -- identify 1 and begin thinking about the goals, keywords, language that would relate to it (perhaps use a persona to inform these decisions)

## Tell us what resources you would like NOM provide?

- ● Ideas go here!!!!!!!!!!!!!!!
- ● Everyone participate!!!!!!!!!!!!!!