Grow your audience with Google Ad Grants
Challenge
Tim Brack: DM Lead @ Leafcutter

Technology partner to non-profits and purpose-driven organisations in Australia.

Helping you to succeed online and run smarter.

www.leafcutter.com.au

DIGITAL MARKETING LEAD

- 14+ years digital marketing experience
- Search, analytics, tag management, data viz
- In-house, freelance, agency

Questions?

events@leafcutter.com.au
Donate Today | The Smith Family Charity | Tax Deductible Donations

What is the sign-up process?

- Check eligibility
  - Register with Connecting Up
  - Register with TechSoup
- Apply to Google Ad Grants
- Set up your Google Ads account
- Apply to Google for Nonprofits

Here's how to qualify for Google Ad Grants.

To qualify for Google Ad Grants, your organisation must:

- Begin by applying to Google for Nonprofits. Your organisation must hold valid charity status. Please see the Google for Nonprofits site for definitions of charity status in your country.
- Governmental entities and organisations, hospitals and medical groups, schools, academic institutions and universities are not eligible for Google for Nonprofits, but philanthropic arms of educational institutions are eligible.
- Acknowledge and agree to Google’s required certifications regarding nondiscrimination and donation receipt and use.
- Have a high-quality website that meets the Ad Grants website policy.
- Get approved through the Ad Grants pre-qualification process after your organisation is verified in Google for Nonprofits.
What is the sign-up process?

1. **Register with Connecting Up**
   - Check eligibility

2. **Register with TechSoup**
   - Apply to Google Ad Grants
   - Set up your Google Ads account
   - Apply to Google for Nonprofits

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Connecting Up is an Australian NGO that has been operating since 1981. Initially delivering community service and events information on a state level, Connecting Up expanded to also provide technology-related resources, events, and training to
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![Google for Nonprofits sign-up process](image)
What is the sign-up process?

- Check eligibility
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- Apply to Google Ad Grants
- Apply to Google for Nonprofits
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- Apply to Google Ad Grants
- What's your main advertising goal?
  - Get more calls
  - Get more visits to your physical location
  - Get more website sales or sign-ups
What is the sign-up process?

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# Google Ad Account ID
Donate Today | The Smith Family Charity | Tax Deductible Donations


Sponsor A Child · Become A Volunteer · Programs Offered · Shop Products · Make A Donation
Who is eligible for Google Ad Grants?

- Valid charity / charity status / income-tax exempt organisation
- Agree to Google’s conditions
- Google Ad account (properly set up and with conversion tracking)
Who is eligible for Google Ad Grants?

- Not a government entity or org.
- Not a school, university or academic institution
- Not a hospital or “health care organisation”
What do you get?

Up to $10,000 USD of in-kind advertising every month on the Google Search network.

~$170,000 AUD / year
Cancer comes in many shapes and sizes, help us treat each type by donating today.

Get Involved
There Are So Many Ways You Can
Get Involved & Show Your Support.

Donate
Your Donations Help to Build a
Cancer Free Future. Donate Now.

Financial Assistance | Cancer Support | redkite.org.au
www.redkite.org.au/  1800 733 548
Our Redkite support team can connect you with financial assistance options. Contact our support team today to find out more. Music Therapy, Information & Counselling, Services: Counselling, Financial Assistance, Education Support, Career Support, Bereavement Support.
Bereavement Support · Club Red · Get Involved

Practical and financial assistance - Cancer Council Australia
https://www.cancer.org.au › About cancer › Support
Feb 7, 2018 - Learn more about how Cancer Council can help lighten the financial burden and logistical worries that cancer can bring.

Financial assistance - Cancer Council Australia
https://www.cancer.org.au › Advocacy › Supportive care policy
Sep 4, 2012 - Financial support is critical to the wellbeing of people with cancer and their families. Find

"ORGANIC"
Different to awareness campaigns

PROSPECT QUALITY

CONVERSION PROBABILITY

Social media
Retargeting
Email
Affiliate marketing

Display
Search Intent
What is Google trying to do every single time we do a search?
The best answer (relevancy)
The best source (authority)
Relevancy

Google financial help if you have cancer?

Financial Assistance - Pancare Foundation - pancare.org.au


Resource Center · About Us · Support Center · Make An Enquiry · News & Media

Financial Assistance

The Pancare Foundation supports patients, carers and families who have been affected by the diagnosis of an Upper GI cancer and who are experiencing financial difficulties. Our website provides direct information and links to finding financial support and assistance within Australia.

Pancare can provide financial assistance to patients and their carers so they can access specialist medical services for treatment of pancreatic, liver, biliary, oesophageal and stomach cancer. A reimbursement or allocation of funds is provided to approved patients and carers (exempts) to assist with the cost of travel and accommodation in order to access specialist medical services that are located more than 50km from their home.

Any queries, please email info@pancare.org.au or call 1300 881 698

To find out what assistance is available in your state, please click one of the following options below.
Intersection

Problems people have

Website content

What you do
Paid search normally focusses on a profitable return on the ad spend (and other costs)
Information

Signs And Symptoms Lymphoma | Cancer Council Australia


Causes of Hodgkin Lymphoma
What causes hodgkin lymphoma?
Find out here.

Hodkin Lymphoma Support
Support for patients & carer.
Contact Cancer Council helpline.
Other calls to action

Help Greenpeace Save the Reef | Reef petition | greenpeace.org

Your support makes our vital campaign work possible. Raise your voice today! Greenpeace will never stop Fighting for a Greener, Healthier World. Support Us Today. Unique Natural Beauty. Take Action. Fight for our Planet. Help Save the Reef. Types: Save Great Barrier Reef, Non-Violent Confrontation. Make A Donation · Blog Center · Contact Us · What We Do · How It Works
Keyword & Messaging Research

Help Greenpeace Save the Reef | Reef petition | greenpeace.org


Preserving the Great Barrier Reef | Greenpeace Australia Pacific


The Reef has been a natural wonder for thousands of years, home to Aboriginal first peoples and tens of thousands of tourism jobs. ... Climate modelling shows us that to keep reefs around the world in tact, we have to limit ... Sign the petition ...
The key is the intent...

Will the audience be receptive to your ad / content?
Intent?

Google domestic violence support
Intent?

Google

domestic violence support

About 387,000,000 results (0.63 seconds)

Winter Appeal 2019 | Support Mission Australia


Intent?

ReachOut Australia | Domestic Abuse Support Info | ReachOut.com


Domestic violence support | Family Relationship Centre

What is ‘success’?
The most critical question you have to answer is “What does success look like?”
Tempting to say...

Success = spend the full grant
Max the ad spend...

• Focussed on traffic volume
• $329 / day in spend
• Not necessarily quality / conversion focussed
• Getting more difficult
Tempting to say ‘more donations’

Google

who can I donate my money to?
Tempting to say ‘more donations’

Google

who can I donate my money to?

About 426,000,000 results (0.65 seconds)

Donate Money | Redcross.org.au

Ad www.redcross.org.au/

Your tax deductible donation will help us improve the lives of the most vulnerable people. Make a single or recurring donation to the Australian Red Cross today.

Myanmar Crisis Appeal · Single Donations · Real Good Gifts · Disaster Relief · Where it's Needed
We need “meaningful” conversions

• Going back to objectives and mission, what are some ‘conversions’ that we can include.

• Engagement conversions best based on ‘smart goals’ (Google Analytics).
Three levers
Levers of paid search

There are three levers we can pull for better results in Google Ads:

1. How to target people
2. What people see
3. How much we pay

Leafcutter
Levers of paid search - TARGETING

1. How we target people with ads

Things like keywords, negative keywords, locations, demographics, device type, etc.
Levers of paid search - ADS

2. What people see

The creative / the messaging / the content mapped to user needs – ads and ad extensions.
3. How much we can pay

Bid strategy – how are bids determined, what is the max bid, and bid adjustments.
Don’t forget your content!

4. Content / Landing Pages

Where are we sending the traffic... is it any good?
Keywords
Remember the people...

• Search is all about personas and the problems they’re trying to solve (search intent)

• Knowledge of your target audience & their behaviour is critical
Keywords are how we match our ad to the search intent (search term)
Different ways that we can match keywords and searches in Google

- **BROAD MATCH**
- **PHRASE MATCH**
- **EXACT MATCH**
<table>
<thead>
<tr>
<th>KEYWORD</th>
</tr>
</thead>
<tbody>
<tr>
<td>cycling in Vietnam</td>
</tr>
<tr>
<td>bicycle tours Vietnam</td>
</tr>
<tr>
<td>vietnam bicycle tours</td>
</tr>
<tr>
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<td>---------------------------------</td>
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</tr>
</tbody>
</table>
Search Terms Report (super important)

What was my keyword vs. What did people actually search for?
## In Keywords -> Search Terms

<table>
<thead>
<tr>
<th>Search term</th>
<th>Keyword</th>
</tr>
</thead>
<tbody>
<tr>
<td>music therapy</td>
<td>[music therapist]</td>
</tr>
<tr>
<td>music therapist jobs australia</td>
<td>music therapy for</td>
</tr>
<tr>
<td>music therapy brisbane</td>
<td>music therapy for</td>
</tr>
<tr>
<td>what is music therapy</td>
<td>therapy through music</td>
</tr>
<tr>
<td>music therapist</td>
<td>[music therapist]</td>
</tr>
<tr>
<td>musi therapist</td>
<td>[music therapist]</td>
</tr>
<tr>
<td>disability music program</td>
<td>music therapy music</td>
</tr>
<tr>
<td>music for autism brisbane</td>
<td>music therapy music</td>
</tr>
</tbody>
</table>
Ads & Ad Extensions
Ads – up to three headlines

1. Cancer Charity | Invest in Saving Lives | Cancer Council NSW

   Cancer doesn't rest and neither do we. Donate today to help us build a cancer free future.

30 characters each
Ads - up to two display URL paths

Fight For Our Reef | Great Barrier Reef Charity
www.marineconservation.org.au/GreatBarrier/Reef

Fight for Our Reef is part of the Australian Marine Conservation Society (AMCS). Stop industrialisation. Save our Reef. Fighting climate change. We secured a dumping ban. Highlights: Over 50 Years Of Experience, Dedicated To Protecting Ocean Wildlife, An Independent Charity, A... 

15 characters each
Ads - up to two descriptions

Fight For Our Reef | Great Barrier Reef Charity

Fight for Our Reef is part of the Australian Marine Conservation Society (AMCS). Stop industrialisation. Save our Reef. Fighting climate change. We secured a dumping ban. Highlights: Over 50 Years Of Experience, Dedicated To Protecting Ocean Wildlife, An Independent Charity, A...

90 characters each
Ads - is all that content necessary?

- At the least you can **test different messages** in different ads
- Helps **improve the rank** of your ads (relevancy signal to Google)
- Increase **click-through rate (CTR)**
Ad Extensions - Callouts

Emergency Financial Assistance | Salvos Support Services

Ad Extensions – Phone

Emergency Financial Assistance | Salvos Support Services


Phone number
Ad Extensions – Site Links

Financial Assistance | Cancer Support

Our Redkite support team can connect you with financial assistance options. Contact our support team today to find out more. Information & Counselling. Music Therapy. Services: Counselling, Financial Assistance, Education Support, Career Support, Bereavement Support.

Peter Mac Cancer Foundation | Fund Vital Cancer Research Now

Together, We Can Find New and Better Ways to Prevent, Detect and Treat Cancers.

Get involved
Want to Fight Back Against Cancer?
Take Action and Support Our Work.

Donate now
When Cancer Hits Your Family, There Are Simply No Words.
Ad Extensions – Address

Financial Assistance | Cancer Support

www.redkite.org.au/

Our Redkite support team can connect you with financial assistance options. Contact our support team today to find out more. Information & Counselling. Music Therapy. Services: Counselling, Financial Assistance, Education Support, Career Support, Bereavement Support.

Club Red · Bereavement Support · Get Involved

3/418a Elizabeth Street, Surry Hills NSW - Open today · 8:30 am – 7:00 pm

Location(s)
Ad Extensions – Structured Snippet

Financial Assistance | Cancer Support

Our Redkite support team can connect you with financial assistance options. Contact our support team today to find out more. Information & Counselling. Music Therapy. Services: Counselling, Financial Assistance, Education Support, Career Support, Bereavement Support.

Services (or other ‘structured’ information)
Bid Strategy
Bid Strategy

- **Manual** – probably what you’re thinking about

- **Automated** – Google decides...

  (new Ad Grants accounts are more limited in what you can use)
Bid Strategy

- Maximise Clicks
- Target CPA
- Maximise Conversions
Landing Pages & Content
Your website = important
Your content = important
Content & Landing Pages

• Relevant to the search intent
• Good (great?) content experiences
• Can people do the things you want them to do?
• Fast / mobile / well designed...
Reporting & Measurement
If you’ve already figured out what ‘success’ looks like for you...
Now you know what to goal the performance of your account on.
So many metrics...
So many metrics...

- Clicks
- Impressions
- Click-Through Rate (CTR)
- Cost
- Cost Per Click (CPC)
- Conversions
- Conv. Rate
- Cost / Conv.
Metrics at granular detail

- Account
- Campaign(s)
- Ad Group(s)
- Ads
- Keywords
Search Terms Report

• What people actually searched for (not just your keyword)
Compliance
Compliance...
Compliance...

- 5% Click-Through Rate
- No single-word / generic / low quality score keywords
- Track conversions
- Fill in the annual survey
- Purpose / mission
- Remain active
- Meaningful conversions
Compliance emails from Google

Dear Ad Grants grantee,

We’re writing to inform you that your Ad Grants account requires action to comply with programme policies. To help you stay active in the programme, we’re providing a report to show you specific issues to address. We urge you to use this Ad Grants Policy Guide, to take action in your account within the next two weeks, to prevent deactivation.

VIEW YOUR NON-COMPLIANCE REPORT

Note: If your account is non-compliant with a keywords policy, please find a list of disallowed keywords attached.

This short video offers an overview of the programme policies, which we hope will help, alongside the Ad Grants Policy Guide. If something remains unanswered, please contact our team on the Ad Grants forum. To receive invitations to our educational live streams or hands-on local workshops, and
Ad Grants Services

Leafcutter
Better results from your Ad Grants

- Setup and configuration (including Google Analytics & Tag Manager)
- Auditing
- Ongoing management (compliance!)
- Coaching
A Little About Leafcutter
Your technology partner

Leafcutter is Australia’s leading technology partner to nonprofit and purpose-driven organisations.

Our agency was founded in 2011 by three passionate and ambitious founders who believed they could make a big impact to the world if they combined their passion and skills - today we are a diverse team of experts with a common belief that through technology, we can change our world for good.

People often ask us about the origin of our name.

Leafcutter is named after one of the smallest creatures in the Amazon jungle - the Leafcutter ant. These ants function as a network in which every ant serves a necessary purpose within the colony contributing to its overall success. The organisation of an ant society is based on teamwork and cooperation - underpinned by a clear vision to direct individual effort.

These are the guiding principles have enabled us to grow and continue to deliver ever more interesting and exciting work for our clients who see digital technology as one of the ways to advance their cause.
Our unique value add

We pride ourselves on delivering effective and impactful digital solutions for our for-purpose clients.

We pride ourselves on:

- **Our for-purpose expertise** - we understand the challenges of the NFP, health and education sectors. We have unique solutions and experience to bring to bear within these sectors and understand that the requirements and challenges are very different to other industries.

- **Our effective and practical approach to user experience** - we focus on what features are going to give you the best return, and only them. We always understand the strategy and users first before building anything.

- **Our track record** - we have never failed to deliver a project in 8 years. Building anything new is a complex process - we are experts in assisting you in making the right decisions and working with your stakeholder groups to achieve the outcome.

- **Our use and contribution to open source technology** - you own your system, no vendor lock in or platform fees. If you’re ultimately unhappy (which we hope you won’t be), you can work with anyone you choose. We contribute back to open source projects wherever possible.

- **Our approach to working with you** - we spend budget wisely to maximise your outcome. We will tell you if we think there is a better way, and we use our full expertise and network to solve your challenges.
What we do

We help you do two things exceptionally well:

Giving your teams more time to focus on achieving their organisation’s vision for a better world by streamlining the work they do.

Bringing to life your voices of care through great storytelling to forge powerful emotional connections online with people that drive behavioural outcomes.
Our services

From start to finish, we will help you design, build and optimise your digital platform.

<table>
<thead>
<tr>
<th>Service area</th>
<th>Problem space</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting &amp; Strategy</td>
<td>Understanding the business challenges and devising a prioritised plan</td>
<td>- Strategic Scoping</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Discovery &amp; Strategy</td>
</tr>
<tr>
<td>Custom Web Sites &amp; Web Apps</td>
<td>Using a unique website or web app to drive innovation in your sector</td>
<td>- Fixed scopes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Sprints</td>
</tr>
<tr>
<td>Marketing &amp; Fundraising Websites</td>
<td>Creating effective online experiences for supporters</td>
<td>- Marketing Website</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Fundraising Website</td>
</tr>
<tr>
<td>Support &amp; Maintenance</td>
<td>Proactively ensuring your website is always secure and up to date</td>
<td>- 20 hours</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- 40 hours</td>
</tr>
<tr>
<td>Analytics &amp; Ad Grants</td>
<td>Optimizing for your user behaviour and driving additional traffic to your site</td>
<td>- Website Audit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Ad Grants Management</td>
</tr>
</tbody>
</table>
Who we work with
Questions?

www.leafcutter.com.au

Questions or checklist? Email events@leafcutter.com.au