Digital Marketing for Non-Profits

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?

tim@leafcutter.com.au
Google donation
Donate Today | The Smith Family Charity | Tax Deductible Donations

About 956,000,000 results (0.55 seconds)

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 Google Ad Grants.
What is the sign-up process?

1. **Check eligibility**
2. **Register with Connecting Up**
3. **Register with TechSoup**
4. **Apply to Google Ad Grants**
5. **Set up your Google Ads account**
6. **Apply to Google for Nonprofits**
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Up to ~3 days
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

What's your main advertising goal?

Ads that focus on a specific goal help you get the results that you want

- Get more calls
- Get more visits to your physical location
- Get more website sales or sign-ups
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

Google Ad Account ID
Donate Today | The Smith Family Charity | Tax Deductible Donations
Make a difference in a child's life with a tax deductible donation today. Help a child like Abby. Give
critical, out-of-school learning support with a donation. AU National Charity. Everyone's Family,
Sponsor A Child · Become A Volunteer · Programs Offered · Shop Products · Make A Donation
What do you get?

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

~$170,000 AUD / year
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”
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
Digital Marketing Certificate - ADMA
In this digital marketing course, you’ll explore every facet of digital marketing and learn the skills to apply it with confidence. Whether you’re client-side or agency, ...

Diploma of Digital Marketing: Courses Online - Open Colleges
https://www.opencolleges.edu.au/courses/business/marketing-and.../diploma-marketing...
The Diploma of Digital Marketing Pathway program gives you a powerful combination of digital marketing expertise and a nationally recognised qualification.

Digital Marketing Courses - TAFE & University Courses - SEEK Learning
Find the ideal TAFE or University course for you with 3 Digital Marketing courses from leading education providers. Study online, at a campus near you or both.

Free Short Course: Digital Marketing | IT Masters
Digital marketing is a powerful tool that can realise a return on investment (ROI) considered unthinkable only a few years ago. In this short course you will learn ...

5 must-do digital marketing courses that won't bust your budget
https://www.brandchemistry.com.au/.../5-must-do-digital-marketing-courses-that-wont...
Sep 2, 2016 - Get your team up to scratch with an affordable digital marketing course. There’s plenty to choose from!

Digital Marketing Courses | Online Courses in Digital Marketing
www.theleftbank.edu.au/digital-marketing-courses/
Aug 30, 2018 - The Left Bank is an Australian online education provider that specialises in delivering a range of unique online digital marketing courses.
Digital Marketing Courses & Training in Australia & New Zealand...
https://digitalmarketinginstitute.com/en-au
The Digital Marketing Institute offers courses in Digital Marketing, Digital & Social Selling, Strategy and Planning, Social Media, Mobile Marketing, and Search...

Learn Online Marketing - Free Training Course From Google...
https://learn.digital.withgoogle.com/digitalgarage-au/certification
Kickstart your career with an impressive digital certification. Our free online courses will guide you through everything from search engines, to social media and...

Digital Marketing Courses | The Skills You Need to Succeed

Melbourne Business School | Digital Marketing & Analytics
www.mbs.edu/DigitalMarketing

Digital Marketing Course | Learn To Grow Fast At Low Cost
www.zambesi.com/Marketing/Sydney-Workshop
Digital Marketing Workshop With One Of Australia's Most Successful Marketers. Experienced Experts. Face-To-Face. Personalized Support. Small Groups. Workshops · About · All Marketing Courses · Contact

Searches related to digital marketing course
Different to awareness campaigns

PROSPECT QUALITY

CONVERSION PROBABILITY

Display

Social media

Retargeting

Email

SEARCH

Affiliate marketing
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 Hodkin 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

[Ad] act.greenpeace.org/Reef/Petition ▼


Make A Donation · Blog Center · Contact Us · What We Do · How It Works
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 they be receptive to your ad / content?
Intent?

Google domestic violence support
Intent?

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…
Tempting...

Google

who can I donate my money to?
Tempting...

Google

who can I donate my money to?

All Maps News Images Shopping More

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
Max the ad spend...

- Focussed on traffic volume
- $329 / day in spend
- Not necessarily quality / conversion focussed
- Getting more difficult
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).
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...
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
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 peoples

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

• Knowledge of your target audience behaviour is critical
Keywords are how we match a search query

• Different types of matches are available – how specific do you mean the keyword

• Negative keywords stop your ad from showing
# Broad Match

<table>
<thead>
<tr>
<th>Item</th>
<th>Match Pattern</th>
</tr>
</thead>
<tbody>
<tr>
<td>biking thailand</td>
<td>thailand bike taxi</td>
</tr>
<tr>
<td>bicycle in thailand</td>
<td>bike for data 2015 thailand</td>
</tr>
<tr>
<td>cycling in Vietnam</td>
<td>biking in belize</td>
</tr>
<tr>
<td>bicycle tours Vietnam</td>
<td>vietnam motorcycle for sale</td>
</tr>
<tr>
<td>vietnam bicycle tours</td>
<td>motorbike hire canada</td>
</tr>
</tbody>
</table>
Keyword match types

1. Broad match
2. Broad match modified
3. Phrase match
4. Exactish match
Search Terms - Most important report

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.

2. 30 characters each
Ads – up to two display URL paths

Fight For Our Reef | Great Barrier Reef 1 - 2
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

1. 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

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

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

- Account
- Campaign(s)
- Ad Group(s)
- Ads
- Keywords
Heaps of metrics

• Metrics available through the interface
• Predefined reports
Search Terms Report

• What people actually searched for (not just your keyword)
Conversions from Google Analytics

- You can import conversions from Google Analytics (e.g. goals and transaction data)
Ad Grants Services
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>
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<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
hello@leafcutter.com.au