



OPEN MEDIA
FOUNDATION

Basic Google AdWords



- 501(c)(3) organization
- 700 Kalamath Street
- Dedicated to putting the power of media and technology in the hands of the people
- Services, Education and Tools
- Tours every first and third Wednesday, 5:30 - 6:30 pm
- openmediafoundation.org

Open Media Foundation \$500 Film School

Unlimited class pass for an entire year

- Video and TV studio production
- Editing (Premiere Pro, Final Cut Pro, iMovie)
- Graphic design (Photoshop, Illustrator)
- Animation (After Effects, Motion, Blender)
- Social Media
- Web



OPEN MEDIA
FOUNDATION

What are Google AdWords?

- Paid ads that appear above or below the user's natural (organic) search results
- Targeted by location, language, interests, keywords
- Measurable and cost-efficient

Google For Nonprofits

- Google for Nonprofits offers organizations access to highly discounted or free products.
- These tools can help you find new donors and volunteers, work efficiently, and get supporters to take action.
- google.com/nonprofits

Google for Nonprofits

Products for Nonprofits

As a member of Google for Nonprofits, you'll have access to premium Google products that are free for organizations like yours.



Google Apps for Nonprofits



Google Ad Grants



YouTube Nonprofit Program



Google Earth Outreach

What is Google Ad Grants?

- Nonprofits are given \$10,000 a month (\$329 per day) to use on the Google AdWords Search Network.
- Nonprofits are limited to \$2 maximum Cost-Per-Click (CPC) bid.

Google Ad Grants Eligibility

- 501(c)(3) status with an EIN number.
- You may NOT be a government entity, hospital, healthcare organization, school, child care center, or academic institution.
- Philanthropic arms of education organizations are eligible.

Google Ad Grants Rules

- Actively manage the account by **logging in at least once a month** and making at least **one change every 90 days**.
- Organization's website cannot host *other* organization's ads on its own website.
- Ads cannot offer financial products (such as mortgages or credit cards) or request car, boat or property donations.

Google Ad Grants Rules

- Organization must **only use the Google Search Network**; the organization must only run text ads (i.e., no video/YouTube ads) and cannot use the Google Display Network.
- All Ads must link to the basic URL website listed in the initial application process.

How to Apply

- Visit google.com/nonprofits
- Submit your EIN number (tax proof of charity status).
- Select U.S. Dollar as the currency option
- ****Do NOT submit credit card information -- skip the billing process!****
- Your campaign must only direct to the ONE non-profit website
- Write an essay and submit sample ad

Structure of Google AdWords



Campaigns

- One account may have multiple campaigns.
- Each campaign should have a single business goal, or focus on one unique service provided.
- Example: OMF could have three Campaigns: one on Services, one on Education, and one on Tools.

Ad Groups

- One campaign may have several Ad Groups, each related to an individual theme or aspect of a campaign.
- Each Ad Group has two components: specific Keywords that trigger Ads and unique Ad Copy that comprise the Ad.
- *Example:* Our Education campaign is about the classes we offer, so we could have Ad Groups for the individual classes.

Keywords

- Words and phrases in a user's search query that you want to trigger your Ad.
- Example: When someone searches for “sony camera rent” into the search bar, our Ad competes to appear with others Ads that chose those same Keywords.

Keywords Best Practices

- Focus all of the ads and keywords in an Ad Group on one product or service
- Find the landing page that is most relevant to the group
- Use negative keywords to filter out irrelevant traffic (Example: “-camera phone” in our Camera Rental Ad Group)
- Each Ad Group should contain between 15-20 specific keywords.
- Use quotes around the keywords

Anatomy of an Ad

- Headline
- URL of landing page
- Two lines of description

Google animal shelter

Web Images Maps Shopping News More Search tools

About 47,600,000 results (0.24 seconds)

Ads related to animal shelter ⓘ

Animal Shelter - Adopt an Animal-Save a Life Today
www.petsmartcharities.org/Adoptions
Adoptions Sponsored by Purina®.
Find An Adoption Event Near You - Other Ways To Help Save Pets' Lives

Your Nonprofit
www.YourNonprofit.org
Imagine your ad here right when a user is
searching for your cause.

Furry Friends Rescue - Rescuing Dogs & Cats Since 1998.
www.furryfriendsrescue.org/
Adopt, Foster or Donate Today!

Ad Copy Best Practices

- **Headline**
 - 30 characters maximum
 - Use keywords
 - Use a call to action
- **Description**
 - 80 characters per line
 - Cannot use “click here”
 - Cannot use ALL CAPS
 - Cannot use too many !!!

Improve Quality Score

Quality Score determined by:

- Relevancy
- Click-through-rate
- Landing page experience

To improve Quality Score:

- Make ad more relevant
- Increase CTR (2% is good)
- Rewrite landing page

Make Better Ads

- Write new ads
- Use new keywords
- Use ad extensions
- Use dynamic search ads
- Use mobile ads

Next Steps

- Register for the program - google.com/nonprofits
- Create account, campaign, ad groups and ads
- Set up regular times to build on your campaigns
- Curriculum at denveropenmedia.org
(Classes-Resources)
- Attend more classes at OMF -
openmediafoundation.org



OPEN MEDIA
F O U N D A T I O N