

"Leoshit Yad"

Pre-Campaign Report

This documentation is designed to take a brief overview of the organization's activity, main goals and marketing efforts so far. It will also include the team's strategy for building an AdWords Campaign.

5/14/2013

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Client Overview

"Leoshit Yad" (in English – Reach out) foundation is a non-profitable organization which aims to support children that have Cancer of all kinds or Cerebral Palsy disease. The foundation helps in financing treatments and medications that are not being subsidized by the government, blood donations, searching for suitable brain marrow, transportation for families, food supply, etc. Another important goal is arranging birthdays to the children, different social activities and more. The foundation's primary location is "Tel Ha'shomer" hospital, in the department for kids' oncology.

Foundation's marketing actions so far were national coverage by few media channels – TV programs, online articles in major Israeli portal websites, Facebook page (<https://www.facebook.com/profile.php?id=100000424452062&fref=ts>) and fundraising events with Israeli celebrities. There's no online marketing that's being conducted of any kind, except for the foundation's website which is not promoted by any means.

Other similar foundations are "Latet", "fighting cancer association", "Hayim" and few others. To get a proper perspective on the foundation's placement, we can take a look at the search in Hebrew "Cancer foundation". We will see that "Leoshit Yad" is 3rd in the list right after two other foundations. Generally, there's not a high competition on words from that area in Google AdWords, though there is a significant amount of monthly searches (in most popular words there are 100,000+ monthly searches) which makes the campaign more worthwhile.

The website (<http://www.leoshityad.com/>) for this organization is managed by temporary volunteers and thus, there isn't a stable web management with concurrent data on performance, site entries and on the amount of donators. Another weakness is that the site is written only in Hebrew. We are planning to translate at least one or two main web pages from the site in order to allow global access from around the world. The website used for exposing the foundation's activity, and a place for registering donations. Current Google's PageRank is 3/10. Major keywords that we find this organization dominant (first page) are (in Hebrew) – "cancer foundation", "kids cancer", "kids cancer foundation" and other similarities.

Conclusion – as there's no online marketing of any kind, we believe that an AdWords campaign will be a significant help to expose the foundation's activities & goals to a larger crowd. There is some organic promotion for the website for people who specifically looking for words similar to "cancer foundations" (in Hebrew). We would like to expand the amount of words so that it will be available to other groups looking to help in general and not specifically to cancer patients.

Proposed AdWords Strategy

We will focus on three main goals with several AdGroups for each. The main goals are donations increase, volunteers recruiting and public awareness increase.

The first campaign will be about **Donations**, and will focus on bringing people that did not necessarily look for donation activity but searched for luxury items (such as new iPad or a car), to donate part of their intending money for greater cause.

The second campaign will focus on attract potential **volunteers** for special and regular activities with the children, such as help with hospital activities, organize birthday parties, fun days, camps and more.

This will be achieved by advertise in searches of known **Israeli celebrities** that are volunteers of "Lehoshit-Yad", such as Bar Refaeli (model), Shahar Hason (comedian) and Harel Ska'at (singer). In addition, we will try to analyze and find words that people search when they have free time that they want to make use of, and maybe some of them will want to use it by helping the society with volunteering in the organization.

The third campaign will aim for public exposure. We will bid for important words that related with non-profitable organizations, donations, volunteers, cancer and helping others.

The Volunteers campaign will be taken in center of Israel (if It's possible to focus on cities inside Google Ads system), because most of the activities are taking place in "Tel Ha'shomer" hospital. All other campaigns will be taken place only in Israel in the beginning, but will be expanded in the 3rd week to English speakers countries if we'll have progress with site translation as mentioned earlier.

This is some proposed words that satisfy our goals and adGroups:

Objective:	AdGroups:	Starting keywords examples:
<u>Donations</u>	Luxuries products	אפל (apple), אייפד (iPad), אייפון (iPhone)
	general donations	תרומה (donation), עמותות (Associations), לתת (Latet/give), סרטן ילדים (children cancer)
<u>Volunteers</u>	Celebrities	אגם+רודברג (Agam Rodberg), יובל המבולבל (Confused Yuval), הפיג'מות+הפיגמות (Bar Refaeli), הראל סקעת (Harel Ska'at)
	Free-time	חופש (vacation), משחקים (games), ים (sea), קניון (mall)
<u>General Exposure</u>	Cancer and C.P.	
	Helping others	עזרה+לזולת (helping other)

The above campaigns will be brought to public partly by the Google Search Network, where "regular" ads can show up next to the text people are searching for (for example in the general words searches), and partly in Google Display Network, where we'll be able to place pictures or movies in the Ad and make some emotional feeling towards the children and

their struggle. Through the second week of the campaign we'll analyze which ads are being clicked more and make an effect on the public.

To prevent untargeted customers we'll measure the most inefficient words, i.e. the words that give us no new calls, donations nor contact of any kind, probably mostly will be relate to other topics but with same syntactic words, such as: "horoscope", "cancer research", "breast", etc.

The general strategy for managing the campaign will be as follows - At the beginning we aim to use broad match modifier, concentrating on adding new and negative keywords thanks to the data from daily analysis of keyword and searched query reports. We will use tools such as [Display Planner](#) and [Placement Tool](#) to find best places in the network for our Ads and for new keywords. Each AdGroup will have 2- 3 rotating Ads, and will have equal preference of showing them to the public. We will use known techniques to improve effectiveness and interest of our Ads by the public, for example: questions in ads, short ads, capital letters at the start of each word and more. After some feedback, CTR optimization will take place and preferences of Ads will be changed according to higher CTR.

After the first week we will start to use CPC cost simulators from the net.

Thereafter exact and phrase keywords matching will be used in order to increase its CTR. We will use data from advanced tools, like [Keyword Tool](#), [Traffic Estimator](#) and the [Contextual Targeting tool](#), in addition to general method such as [related searches](#).

We will pay special attention to the data from three additional columns concerning impression share metrics -budget, rank, and exact match.

Our challenge will be to enhance quality score while not lifting the bids. In addition, we will try to use mostly of manual bidding, in order to gain greater control over our campaign.

Our budget will be allocated in a way proposed below:

Campaign Period	donation campaign		volunteers campaign		general exposure campaign		total per week	
	Luxuries products	general donations	Celebrities	Free-time	Cancer and C.P.	Helping others	in USD	in percentage
week 1 (\$):	10.00	16.00	11.00	3.00	5.00	7.00	52.00	0.21
per day (\$):	1.43	2.29	1.57	0.43	0.71	1.00	7.43	
week 2 (\$):	20.00	35.00	15.00	4.00	7.00	9.00	90.00	0.36
per day (\$):	2.86	5.00	2.14	0.57	1.00	1.29	12.86	
week 3 (\$):	20.00	36.00	25.00	7.00	9.00	11.00	108.00	0.43
per day (\$):	2.86	5.14	3.57	1.00	1.29	1.57	15.43	
Total per campaign (\$):	50.00	87.00	51.00	14.00	21.00	27.00	250.00	
Total per campaign (%):	0.20	0.35	0.20	0.06	0.08	0.11		

As one can see, funding will increase throughout weeks of the campaign as we will know more about the account's performance. Moreover, we most likely will change the campaign's funding distribution once we'll know more about each AdWord performance.

Our success metrics will be based on the comparison between the data given to us by the organization of how many "contacts" they get from the site per month in the last year (average), and the number we set as a Google AdWords campaign goal. We will ask from volunteers in the organization to ask new contacts how they found out about them so we can try & measure what campaign worked and what didn't.

These are the full list of parameters for the comparison:

Parameter / time	<u>Current</u>	<u>Campaign Goal</u>
# of phone calls	150	200
# of donations	80	110

The non-profit organization stated that every donation and volunteer above the "regular scores" will be a great achievement and success to this campaign.

Measurable goals for the campaign will be to achieve a CTR of 1.5% and to have an average CPC of \$1.00 which would lead to approximately 150 clicks out of 10,000 impressions. An additional goal is to maintain an average Pos. of 1.5, which is feasible due to minimal competition for the above keywords.

We all hope that this campaign will be able to get in its way some more activities, fun and comfort for the children that are under care in "Leoshit Yad" organization.