

**YOUR
MESSAGE
HERE**



A is for Advertising



Montfort



Hello!



I'm Ben

Digital content marketer, trainer and strategist at Montfort

You can find Montfort at [@Montfortio](https://twitter.com/Montfortio)

A is for Agenda



A-Z of Advertising

Analytics

- Measuring what matters
- Working out what works

Audience

- Discovering who they are
- Finding out more about them

Facebook Ads

- Facebook Advertising Introduction
- Facebook Ad Audiences and formats
- Facebook Pixel Set up and use

Google Ads

- Google Ads intro
- Google Grants
- How to set up a campaign
- Measurement and Optimisation

B is for Background



Cost

Cheap

Pros

Wide reach, wide range of formats, analytics

Cons

Increasingly competitive, IG bad for conversions



Medium

Target events, lookalikes of followers

Limited creative formats



Expensive

Target by job title, employer, industry

Limited creative formats



Cheap

Amazing for video engagement

Quality of viewer is low



Free (Grants)
Or Medium

Free spend, matches search intent

Increasingly hostile, needs resource

C is for Competitors

- ✓ Facebook just released a new transparency tool called Ads Library (which is intended to expose shady political ads), which just so happens to let you see all of the ads that your competitors are running: www.facebook.com/ads/library/
- ✓ As an example, here's all the ads that Oxfam is currently running: https://www.facebook.com/ads/library/?active_status=all&ad_type=political_and_issue_ads&q=oxfam

 **Oxfam Great Britain**
Sponsored • Paid for by Oxfam GB

We've never seen a crisis like this in Yemen – and every day more lives are at risk.



WHAT IS OXFAM DOING IN YEMEN?

Demand a ceasefire across Yemen
ACTIONS.OXFAM.ORG

[Sign Up](#)

 **Oxfam Great Britain**
Sponsored • Paid for by Oxfam GB

Ordinary people like Salah are caught in a brutal war in Yemen. Millions of people are on the brink of a devastating famine.



"I dropped out of school because I am working to pay for food for my family."

Demand an immediate ceasefire across Yemen
ACTIONS.OXFAM.ORG

[Sign Up](#)

 **Oxfam Great Britain**
Sponsored • Paid for by Oxfam GB

Families like Ibrahim's face disease and hunger. Up to 280,000 people contracted cholera in 2018. Yemen urgently needs help.



"My son's name was Muhammed. He was eight years old."

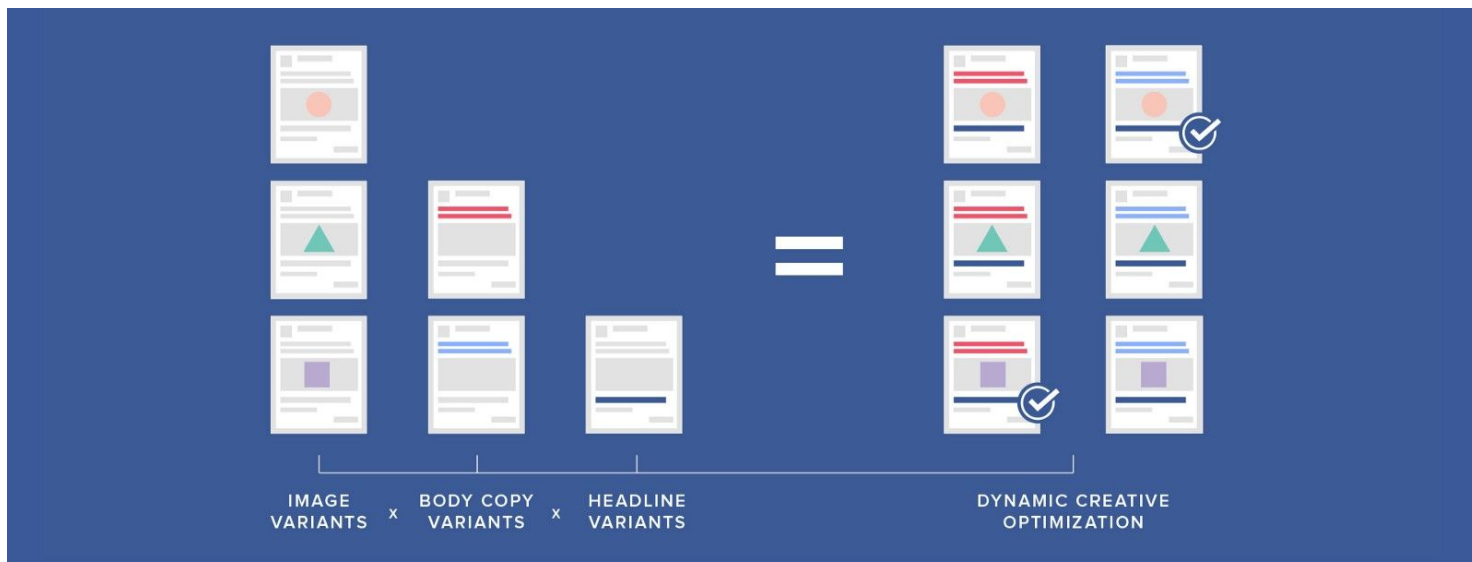
Demand an immediate ceasefire across Yemen
ACTIONS.OXFAM.ORG

[Sign Up](#)



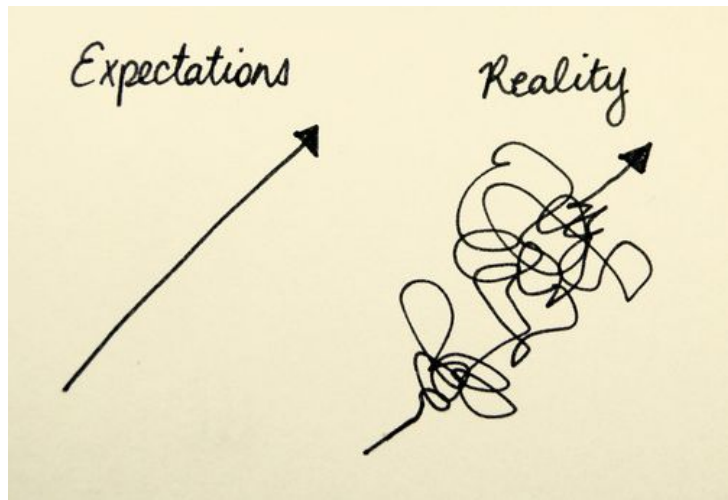
D is for Dynamic

- ✓ Dynamic creative finds optimized ad creative combinations by taking multiple ad components (such as images, videos, titles, descriptions and CTAs) and automatically generating combinations of these assets across audiences.
- ✓ The delivery system then optimizes for creative components that deliver efficient results for each impression served.
- ✓ Dynamic creative ads will work to serve your audience the most high-performing creative combinations.



E is for Expectations

- ✓ Very difficult to get donations directly from ads
- ✓ Ads are not a magic bullet - need strong brand, creative, website, user experience
- ✓ If in doubt, start small, see what works, and increase once you know what works





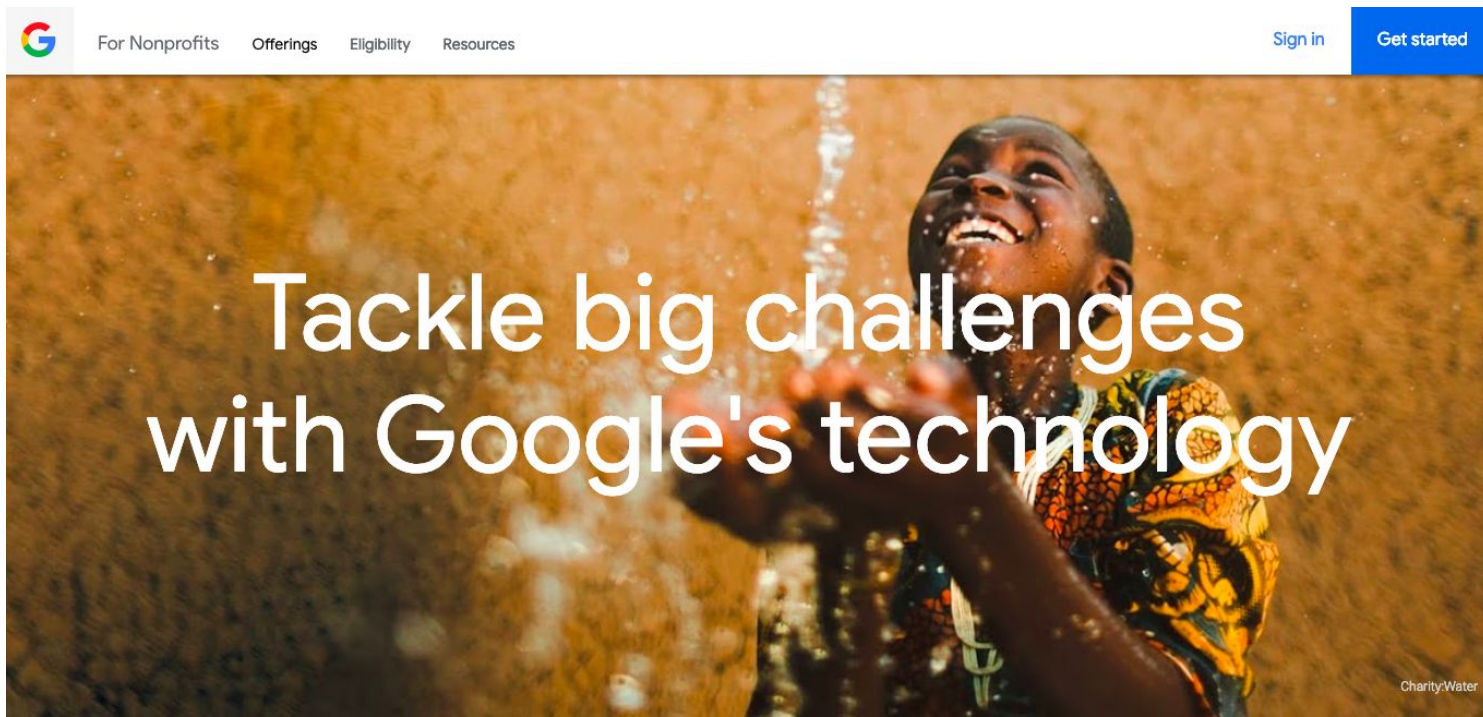
F is for First

- ✓ Know what you're trying to achieve
- ✓ Have one objective
- ✓ Know how to measure success
- ✓ Have conversion tracking in place
- ✓ Keep the message very simple
- ✓ Spend time getting the creative right
- ✓ Start small, then increase spend

G is for Google Grants



- ✓ \$10,000 in monthly adwords spend for eligible nonprofits
- ✓ Equivalent to \$329 per day in free advertising
- ✓ Sign up at www.google.com/nonprofits





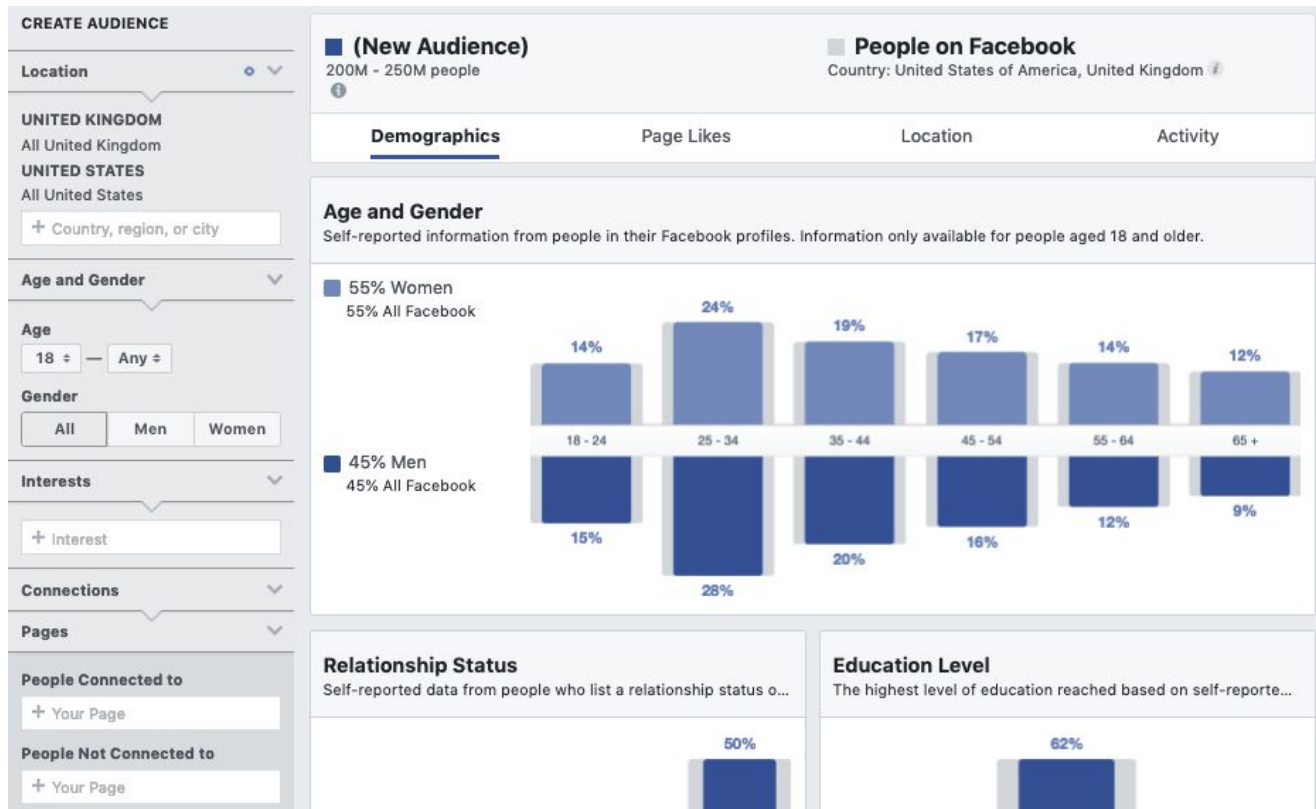
H is for Help

- ✓ Google Digital Garage: <https://learndigital.withgoogle.com/digitalgarage/>
- ✓ Facebook Blueprint: <https://www.facebook.com/business/learn>
- ✓ Digital Charities Slack: <https://digitalcharities.org/>
- ✓ Jon Loomer: <https://www.jonloomer.com/quick-video-tutorials/>
- ✓ Hubspot: <https://academy.hubspot.com/courses/facebook-advertising-training>

I is for Insight



<https://www.facebook.com/ads/audience-insights>



J is for Justify



Campaign Name	Amount Spent	Cost per Result	Website Purchases	Website Purchases Conversion	Website Purchase ROAS
Rohingya June 2019	£561.62	£18.72 Per Purchase	30	£315,400.00	561.59
Father's Day 2019	£2,000.00	£5.51 Per Purchase	363	£2,451,200.00	1,225.60
Mother's Day 2019	£2,000.00	£21.51 Per Purchase	93	£688,500.00	344.25
▶ Results from 3 campaigns	£4,561.62 Total Spent	£9.39 Per Purchase	486 Total	£3,455,100.... Total	757.43 Average

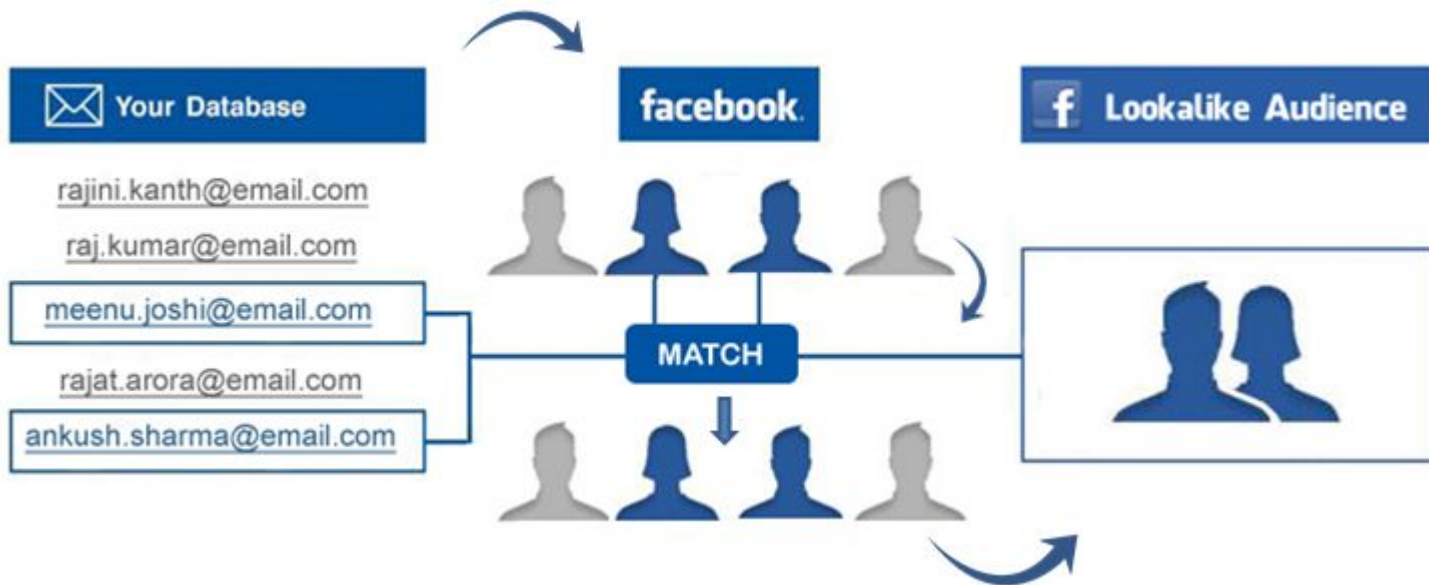


K is for KPIs

- ✓ **Measuring website traffic:** If your main advertising goal is to drive traffic to your website, try focusing on increasing your clicks & click through rate (CTR).
- ✓ **Measuring conversions:** To measure your results, you'll need to make sure that you're measuring conversions.
- ✓ **Measuring return on investment;** If you're using AdWords to increase conversions such as sales, you'll want to measure your ROI - the ratio of your profit to your costs.
- ✓ **Measuring return on ad spend:** How much revenue you're generating for each pound spent on your campaigns.

L is for Lookalikes

- ✓ A Lookalike Audience is a way to reach new people who are likely to be interested in your business because they're similar to your best existing customers.
- ✓ Can be email addresses, phone numbers, visitors to your websites, donors, video viewers, page engagements - the list goes on...
- ✓ Try the broader the better: 1% (closest), 5% (medium), 10% (broadest)





M is for Measurement

To calculate the returns generated from a Facebook lead generation campaign, you need to be able to answer the following questions:

1. How much did you spend on the campaign?
2. What was the Cost Per Lead through Facebook Ads?
3. What is the conversion rate from lead to donor?
4. What is the average lifetime value of a donor?

From there, you'll be able to calculate the returns generated by the campaign:

1. \$1000 spend on the campaign
2. \$1 Cost Per Lead (1,000 leads generated)
3. 50% conversion from lead to donor (500 donors converted)
4. \$100 average lifetime value of a donor
5. $500 \times \$100 = \$50,000$ generated
6. Return on Ad Spend = x50

N is for NetSquared



Mobilising Communities and Technology for Social Change



[Groups and Events](#) ▾ [Blog + Event Reports](#) [About NetSquared](#)

[Login](#)

NetSquared is TechSoup's global network of #Tech4Good meetups.

Our volunteer leaders host free in-person events every month in 120 cities. Find your closest group by searching below or apply to [start a new group](#).

Show me groups and events within kilometers of

Refresh page

Net2Local Groups

[Start a new group](#)

NetSquared Vancouver	0 km
NetSquared Toronto	0 km
NetSquared Houston	0 km
NetSquared Adelaide	0 km
NetSquared Warszawa	0 km

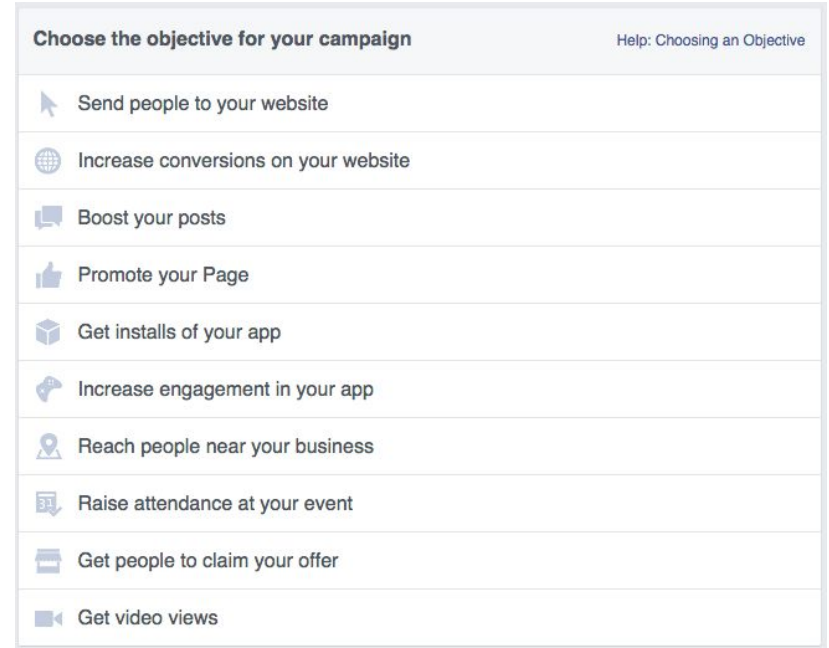
Net2Local Events

Social Media Surgery - hands on help with social media	April 5 10:00
Cambridgeshire	
Social Media Surgery - hands on help with social media	April 5 10:00
Cambridgeshire	
Social Media Surgery - hands on help with social media	April 5 10:00
Cambridgeshire	
Seedstars Summit 2019:	April 5 13:30
Ecublens VD	



O is for Objectives

- ✓ Make sure you only have one objective for each ad campaign.
- ✓ This make it easier for the algorithms to optimise towards that objective
- ✓ Also makes it easier to calculate ROI





P is for Pixel

- ✓ A small piece of code that you add to your website to access some of Facebook's advanced advertising features.
- ✓ Enables you to understand the actions people take on your site, and build custom audiences, optimize the delivery of your ads and understand the impact of your campaigns in more depth.
- ✓ By building retargetable audiences who have already shown intent, so you can reach them on Facebook and Instagram across their devices, and deliver more relevant and effective campaigns.





Q is for Quality Score

Quality Score is Google's rating of the quality and relevance of both your keywords and ads.

Your Quality Score depends on multiple factors, including:

- ✓ Your click-through rate (CTR).
- ✓ The relevance of each keyword to its ad group.
- ✓ Landing page quality and relevance.
- ✓ The relevance of your ad text.
- ✓ Your historical AdWords account performance.

For example, when more people who see your ad click it, that's a strong indication to Google that your ads are relevant and helpful to users.

Google rewards you with:

- ✓ *Higher* ad rankings
- ✓ *Lower* costs

R is for Reach



BUY FOR REACH, NOT FOR CLICKS

91% of people who buy your product won't click on your ad.



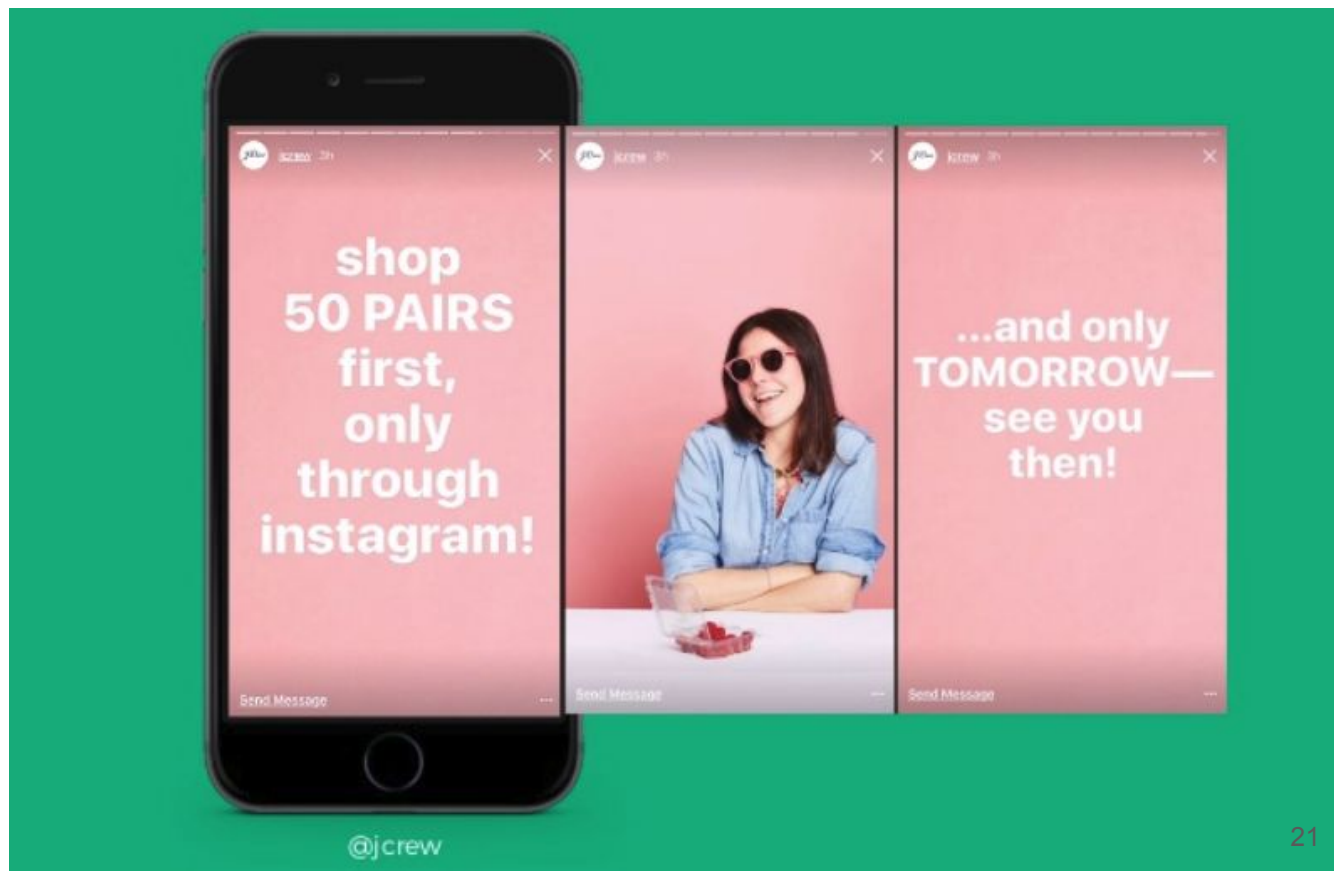
TARGET BROADLY

The more people you target, the greater impact you'll have.

S is for Stories



- ★ Newer formats tend to do better as less competition
- ★ Create ads just for Stories - don't use the "Automatic placement" feature



T is for Test



- ✓ Test different platforms: Facebook vs Twitter vs Google
- ✓ Test different target audiences: Men vs Women, Old vs Young, London vs rest of UK, lookalikes vs interest targeting
- ✓ Test different creatives: 6 different images using dynamic creative of Facebook
- ✓ Test different copy: short vs long, different Calls To Action
- ✓ Test different landing pages: short copy, long copy



U is for UTM

UTM is a tool that allows you to easily add campaign parameters to URLs so you can track in Google Analytics.

By adding campaign parameters to the destination URLs you use in your ad campaigns, you can collect information about the overall efficacy of those campaigns, and also understand where the campaigns are more effective.

For example, your Summer Sale campaign might be generating lots of revenue, but if you're running the campaign in several different social apps, you want to know which of them is sending you the customers who generate the most revenue.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL
The full website URL (e.g. `https://www.example.com`)

* Campaign Source
The referrer: (e.g. `google`, `newsletter`)

Use this URL in any promotional channels you want to be associated with this custom campaign

`https://www.wemeanbusinesscoalition.org/blog/zero-carbon-power-ceraweek/?utm_source=climate_home&utm_medium=email&utm_campaign=15_mar_newsletter`

Set the campaign parameters in the fragment portion of the URL (not recommended).

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

V is for Video



SHORT AND POWERFUL

Incorporate brand early & consolidate your message to 15 seconds or less.



FRAME FOR MOBILE

Square & vertical ads work better on mobile and make more visual impact.



THE SOUND OF SILENCE

Use text & captions to make your message clear even with the sound off.



LESS IS MORE

Get more impact from fewer assets with better production values.

W is for Wordstream



Direct link: www.wordstream.com

 WordStream Presents

THE **FREE** ADWORDS PERFORMANCE GRADER

40 Hours of PPC Analysis in less than 60 seconds.
Benchmark your performance against similar advertisers.



YES Grade My Account for FREE

NO I don't need to improve my PPC

X is for Excellence



- ✓ Is your marketing objective or business goal clear? If not, why?
- ✓ Is your creative relevant to the audience used in the campaign?
- ✓ Is there a call to action?
- ✓ Does your call to action align with your marketing goals?
- ✓ Does your brand present in the creative?
- ✓ Does your creative make you Think, Feel or Act on anything?
- ✓ Is your creative well-crafted and visually appealing?

Y is for YMMV

- ✓ Your Mileage May Vary (YMMV)
- ✓ Learn what works for you
- ✓ Start small and grow as you learn what works
- ✓ Let the algorithms do the hard work for you



Z is for Gen Z



Kantar Millward Brown, an ad agency, conducted a rather [deep study into the advertising preferences of three generations](#) – Gen X (1960-79), Millennials (1980-94), and Gen Z (1995-2010).

The study included Germany, China, and the U.S, tested the impact of 31 ads in 10 countries, and interviewed about 24 thousand consumers in 39 countries.

1. Gen Z is the generation least willing to tolerate any form of online advertising.
2. Gen Z prefers video ads on their phones
3. Gen Z wants the option to skip ads and uses that option as much as possible
4. Gen Z “forgives” native advertising & endorsements from their “influencers.”
5. Marketing strategies for Gen Z consumers should avoid invasive ads and instead opt for organic alternatives that seem natural.

Organic searches that result in native ads, with engaging descriptions that use their “language” are important.





Google Ads

Understand
the value of
online
advertising



Benefits of advertising



AdWords allow you to make the most of online advertising by showing your ads to the **right people, in the right place, and at the right time.**

1. **Target your ads:** Targeting gives you the ability to show your ads to reach people with specific interests and show them relevant ads. by using keywords, ad location, age, location, language, days, times, frequency, and devices.
2. **Control your costs:** With AdWords you'll only pay when someone clicks your ad.
3. **Measure your success:** With AdWords, if someone clicked your ad, you'll know. If they clicked your ad and then did something valuable to your business - purchased a ticket or phoned the box office - you can track that, too.

What charities think of Google Ads



84% of charities with an Ad Grant would recommend it to other charities.

56% of charities have a strategy in place for their Google Ad Grant.

53% with an Ad Grant saw it as an important part of their charity's digital marketing efforts.

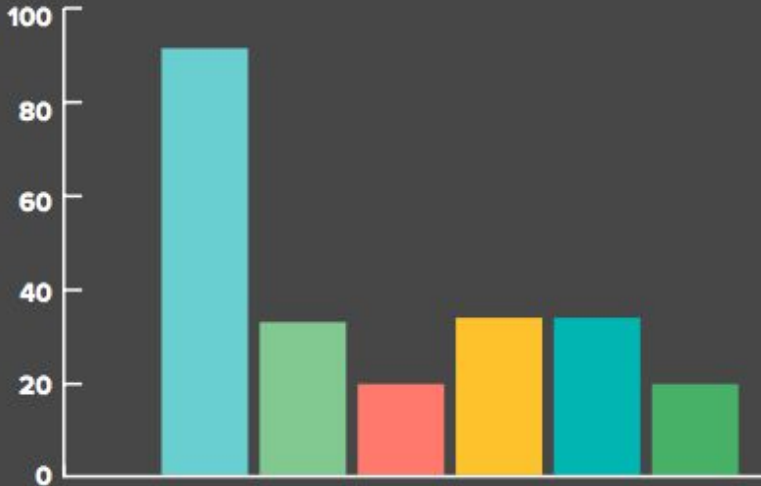
46% of respondents said their Google Ad Grant was one of their top three sources for website traffic.

62% get more traffic from their Ad Grant than from their email programmes.

What charities use Google Ads for



Charities use their Ad Grant for a range of actions.



Awareness 97%

Subscriptions 35%

Sales 21%

Donations 36%

Downloads 36%

Other 21%

Google's Advertising Networks



Your ads can show on one of Google's advertising networks: **Google Search** and **Google Display**.

Search includes Google Search, other Google sites such as Maps and Shopping, and hundreds of non-Google search partner websites (like AOL) that show AdWords ads matched to search results.

It can help advertisers **show text ads next to Google search results**, and reach customers actively searching for their specific product or service.

Google Display includes a collection of Google websites (like Gmail, Blogger, and YouTube), partner sites, and apps that show AdWords ads matched to the content on a given page.

It can help advertisers **use appealing ad formats** to reach a wide range of customers with broad interests. It allows for specific choices on where their ads can appear, and to what type of audience.

Google for Nonprofits



- \$10,000 in monthly adwords spend for eligible nonprofits
- Equivalent to \$329 per day in free advertising
- Sign up at www.google.com/nonprofits

Where your ads can appear



Showing your ads alongside search results

You'll use keywords — words or phrases that describe your show - to target your ads.

When someone searches for terms that are similar to your keywords, your ads can appear alongside or above search results on sites that are part of the Search Network.

Keywords also help determine how much you pay.

Each of your keywords has a maximum cost-per-click bid amount (or "max. CPC")

charity comms

All News Shopping Images Maps More Settings Tools

About 869,000 results (0.62 seconds)

Charitycomms.org.uk - CharityComms
(Ad) www.charitycomms.org.uk/
Inspiring communications at the heart of charities
[About Us](#) [Become A Member](#)
[Upcoming Events](#) [Supplier Details](#)

CharityComms - Inspiring Communications at the Heart of Charities
<https://www.charitycomms.org.uk/>
Membership · Events · Knowledge Hub · AskCharity · My Career · Suppliers · About Us · Latest knowledge · Hack to the future: inspiring digital innovation at Macmillan. By Aderonke Olutunmugun, Macmillan Cancer Support. 9 January 2018. How to deal with a comms hippo. By Matt Chittock, freelance. 4 January 2018 ...

Events
Events, Conference, Seminar, Special interest, UK-wide ...

Conference
Conference events. Full-day events with a mixture of ...

Sector jobs
Check out the top jobs being offered by CharityComms ...

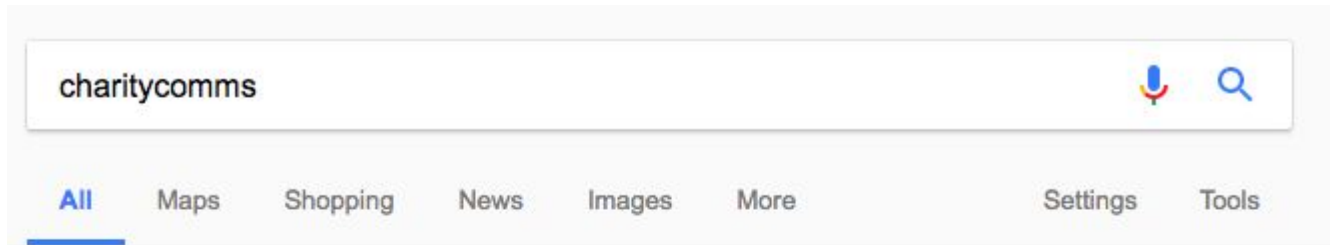
Knowledge Hub
We're never going to improve trust in charities by burying our ...

About us
CharityComms is the membership network for communications ...

Awards
CharityComms' Inspiring Communicators Awards ...

[More results from charitycomms.org.uk »](#)

Where others ads can appear



About 68 results (0.43 seconds)

Charitycomms - Film Making For Charities - thisisgoodwork.org

Ad www.thisisgoodwork.org/ ▼

Experts In Film Making, Journalism, Marketing & Charity Communications

Here to help · Let's celebrate good work · Years of experience

Services: Video, PR, Media training, Press Releases, Social Media

[Clients](#) · [Our Work](#) · [Testimonials](#) · [What We Do](#)

Charitycomms.org.uk - CharityComms

Ad www.charitycomms.org.uk/ ▼

Inspiring communications at the heart of charities

[About Us](#) · [Upcoming Events](#) · [Become A Member](#) · [Supplier Details](#)

Where you ads can appear



Search ad formats

It's also important to think about text ads and ads with extensions, which are the different types of ads that can appear on Google Search.

Text ads are made up of a headline, a display URL that shows the address of your website and a description.

Ad extensions are visual enhancements to search ads that more prominently display information, such as a phone number, location, or links to other pieces of content.

Charitycomms.org.uk - CharityComms

 www.charitycomms.org.uk/ ▼

Inspiring **communications** at the heart of **charities**

Charitycomms.org.uk - CharityComms

 www.charitycomms.org.uk/ ▼

Inspiring **communications** at the heart of **charities**

[About Us](#)

[Upcoming Events](#)

[Become A Member](#)

[Supplier Details](#)

Where your ads can appear



Showing your ads to specific audiences

If you have text ads, you can choose to show them to customers in an entire country, a certain geographic location, and even to customers who use names of locations in their searches.

You can also target your campaigns to the languages that your potential customers speak.

Choose your locations

Search: Radius targeting | Location extension targeting | Bulk locations

Dublin 20 mi Search

Click the blue map marker above and select a point on the map.

20.0 mi around Dublin, IE - custom

Add Remove

Locations within this target	Show All	Reach	add all
Dublin City, Ireland - county		2,300,000	Add Exclude Nearby
Dun Laoghaire-Rathdown, Ireland - county		228,000	Add Exclude Nearby
South Dublin, Ireland - county		169,000	Add Exclude Nearby
Fingal, Ireland - county		112,000	Add Exclude Nearby
Kildare, Ireland - county		46,000	Add Exclude Nearby
Moath, Ireland - county		14,000	Add Exclude Nearby
Wicklow, Ireland - county		12,000	Add Exclude Nearby

Show locations on map

Selected locations

Targeted (2) Show locations

Done Cancel

The quality of your ads



Higher quality ads can lead to lower prices and better ad positions.

- **The Quality Score** reported in your account is an estimate of the quality of your ads and landing pages triggered by that keyword in auctions throughout the day.
- **Ad Rank** determines the order in which your ad shows up on the page (also known as ad position).

The components of Quality Score are **expected clickthrough rate (CTR), ad relevance, and landing page experience.**

Each keyword gets a Quality Score on a scale from 1 to 10, where 1 is the lowest score and 10 is the highest.

The more relevant your ads and landing pages are to the user, the more likely it is that you'll have a higher Quality Score and benefit from having higher quality components of your Ad Rank, such as a higher ad position or lower cost-per-click (CPC).

What you pay



AdWords gives you control over your advertising costs, and there's no minimum amount that you have to spend. Instead, you set a daily budget and choose how you'll spend your money.



Choosing a bidding strategy

Choosing how you'll spend your money means choosing how you'd like to bid. Try choosing a bidding strategy based on your goals, such as whether you want to focus on getting clicks or conversions. Bidding strategies include cost-per-click (CPC) and cost-per-acquisition (CPA).

Setting a daily budget

Your daily budget is the amount you're willing to spend each day for each ad campaign. Your daily budget limits the costs you can accrue over a month.

Adwords examples

All News Images Maps Shopping More ▾ Search tools

About 24,900,000 results (0.77 seconds)

Join The RSPB Today - Help Save Our Wildlife For Future Generations

Ad www.rspb.org.uk/Join ▾

Join The RSPB Today!

Free Joining Gift · Over A Million Members · Over 200 Nature Reserves · Free Entry To Reserves

📍 [New Tank Hill Road](#) - 01708 899840 - Open today · 9:30 am – 5:00 pm ▾

[Give The Gift Of Nature](#)

[Wild Families Membership](#)

[Sign Up Now](#)

[Nature Club For Kids](#)

WWF Adopt a Animal £3pm - WWF-Adopt-a-Animal.co.uk

Ad www.wwf-adopt-a-animal.co.uk/ ▾

WWF Animal Adoption is a Great Gift & Helps **Wildlife**. Adopt Online Now!

Free Cuddly Toy · Official Certificate · Fact Book Included

Types: Penguin Adoptions, Tiger Adoptions, Polar Bear Adoptions, Orangutan Adoptions, Lion Adopti...

[Adopt an Elephant](#) · [Adopt a Turtle](#) · [Adopt a Panda](#) · [Adopt a Penguin](#) · [Adopt a Polar Bear](#)

United for Wildlife - Help Us Protect Endangered Animals

Ad www.unitedforwildlife.org/Endangered ▾



Please Sign Up & Get Involved!

London Wildlife Trust - wildlondon.org.uk

Ad www.wildlondon.org.uk/ ▾

Discover how we are protecting London's nature for the future!

Adwords examples



[All](#) [News](#) [Images](#) [Shopping](#) [Maps](#) [More ▾](#) [Search tools](#)

About 75,300,000 results (0.62 seconds)

[Donate Monthly to - Cancer Research UK - cancerresearchuk.org](#)

Ad www.cancerresearchuk.org/Donate-Now ▾

Cancer Is Happening Right Now. Your Donations Can Help Us Beat **Cancer** Sooner.

[Leave A Gift In Your Will](#) · [Stand Up To Cancer™](#) · [Donate by Mobile](#) · [Bowel Cancer Screening](#)

[Macmillan Cancer Support - macmillan.org.uk](#)

Ad www.macmillan.org.uk/WeAreMacmillan ▾

We provide free support and advice to people going through **cancer**.

[Financial support](#) · [Support Macmillan Nurses](#) · [Online community](#) · [Get involved](#)

[Donate to Macmillan](#) · [Ways to get involved](#) · [Talk to us](#) · [Join our Online Community](#)

[Cancer Charity - Help Our Cancer Control Research](#)

Ad www.cancerpreventionresearch.co.uk/ ▾

Call To Donate & Help Save Lives!

[Get In Touch](#) · [The Treatment Of Cancer](#) · [Donate Now](#)

[Contact Us](#) · [Tributes](#) · [Cancer Control Techniques](#) · [Legacies](#)



[Cancer Charity - Make Their Wishes Come True - make-a-wish.org.uk](#)

Ad www.make-a-wish.org.uk/Cancer-Charity ▾

Make A Wish Come True For A Child With **Cancer**. Donate Online Today!

[Treks](#) · [Fundraise For Us](#) · [Runs](#) · [Cycles](#) · [Events](#) · [Ultra Challenges](#)

Adwords examples

All Images News Shopping Videos More ▾ Search tools

About 142,000,000 results (0.68 seconds)

Join The RSPB Today - Help Save Our Wildlife For Future Generations

Ad www.rspb.org.uk/Join ▾

Join The RSPB Today!

Free Joining Gift · Over 200 Nature Reserves · Over A Million Members · Free Entry To Reserves

📍 **New Tank Hill Road** · 01708 899840 · Open today · 9:30 am – 5:00 pm ▾

Nature Club For Kids

Sign Up Now

Individual Memberships

Wild Families Membership

Cool Earth Charity - coolearth.org

Ad www.coolearth.org/Get_Involved_Donate ▾

Local people are the Forest's best possible Custodians, donate to help

Save One Acre for £60 · Save Half an Acre for £30 · Protect a Tree for £4

[Cool Earth Shop](#) · [Protect a Tree Only £5](#) · [Our Approach](#) · [Our Projects](#) · [Donate](#) · [Get Involved](#)

The Cookie Jar Foundation - Who Are We?

Ad www.thecookiejarfoundation.co.uk/ ▾

Come and see the amazing work we are doing to help!

[The Cookie Jar Foundation](#) · [Contact Us](#) · [Services](#)

Conservation Trust UK - wwct.org.uk

Ad www.wwct.org.uk/ ▾

[Whitley Wildlife Conservation Trust](#) An Education & Conservation Charity

Applying for a Google Ad Grant



Applying for a Google Ad grant



To apply for one, first sign up for the Google for Non-pro fits programme. It's free to sign up at <http://goo.gl/a7l8cT> (you can check your eligibility here too).

You'll have access to Google Ad Grants along with other products such as the YouTube Non-Profit programme.

You'll then need to enrol in the Google Ad Grants programme. We recommend following Google's Account Creation Guide, which can be found at <https://goo.gl/odQ4Eo>.

You're required to apply via this page by clicking the "Apply to Google Non-Profits" button.

Key things to remember



- 1.** Set your account's default currency to US dollars. It's a quirk of the Ad Grant that you're required to use US dollars, despite your location.
- 2.** Ignore alerts to add billing/payment details. Google Ad Grants accounts are created through the same interface as paying advertisers, so you may see billing alerts until your account has been activated. Once your account is activated, these alerts will disappear.
- 3.** Set your time zone correctly! If you get this wrong, don't panic—you're allowed to apply to change the time zone once during the account's lifetime. But it's better to get it right early on.

Finishing the application process



You now need to create an ad campaign before you can submit your account for review.

You'll need to have at least one enabled ad group in this campaign, containing one word or phrase (called a keyword) as well as one enabled (e.g. not paused) ad.

Lastly, head to <https://goo.gl/hOuUWo> and follow the application process.

You'll need your AdWords customer ID. This is a unique 10-digit number that's assigned to each AdWords account, and it can be found at the top of every page in your account.

Staying eligible

Google outlines a few simple requirements that you must continue to meet in order to maintain your eligibility for Google Ad Grants. These are:

1. Link your ads to one (and only one) website domain
2. Your ads and keywords should match your organization's programmes and services.
3. Your ads may not offer financial products (like mortgages or credit cards), nor can you request donations of cars, boats or other property.
4. Log in once a month and making at least one change to your account every 90 days. You should be doing this anyway to keep your account in good shape.
5. Your ads must not link to pages that are primarily composed of links to other websites.
6. Commercial advertising is prohibited. If you're promoting products or services, 100% of the proceeds must go directly to your charity or its programmes.

New 2018 Changes



Google has announced [a new restriction to its Google Grants policy](#) as part of an attempt to increase the quality of Google Ad Grants throughout the charity sector.

1. No bid cap for maximize conversions bidding

The first major change is that they are lifting the program's \$2.00 USD bid cap when using [Maximize conversions](#) bidding, as it automatically sets bids based on performance.

This is great news for charities looking to maximise their email signups or donations, as they can now bid against more competitive keywords or bigger charities.

2. Minimum Click Through Rate (CTR) of 5%

The second major change is that all Google Grant accounts need to maintain a minimum CTR of 5%. The required CTR was previously 1%, so this is a huge jump.

If you do not hit this 5% CTR minimum for 2 months in a row, they risk losing their Google Grant status.

New 2018 Changes



3. No use of single keywords

Single word keywords are now not allowed unless under specific circumstances. There are some exceptions to this, including:

- branded words
- recognized medical conditions
- basic keywords relating directly to supporting a charity.
- a small number of specific exception keywords, published [here](#).

4. Other Google Ad Grant Changes

There are a few other changes that are less impactful than the above changes:

- Keywords with a Quality Score of 2 or less are no longer permitted.
- Names of places and names of historical events/people aren't permitted.

All accounts must now also include:

- specific geo-targeting to show ads in locations relevant to your nonprofit
- at least 2 active ad groups per campaign each containing 2 active text ads
- at least 2 sitelink ad extensions

2018 Changes Checklist



1. Accept the new T&Cs that Google requires
2. Make sure you have 2 active ad groups
3. Make sure you have 2 active ads in each ad group
4. Ensure you are above the CTR account minimum of 5%
5. Remove low CTR keywords (below 3%) so that the average comes above 5%
6. Remove single word keywords (banned by the new policy)
7. Remove keywords with a Quality Score of 2 or less
8. Add dynamic text ads (useful to increase CTR)
9. Add new recommended keywords from Google
10. Check CTR for sitelink extensions
11. Add new sitelink extensions where needed
12. Add conversion tracking if not in place already
13. Switch to [Maximize Conversion Bidding](#)

Setting up an adwords campaign



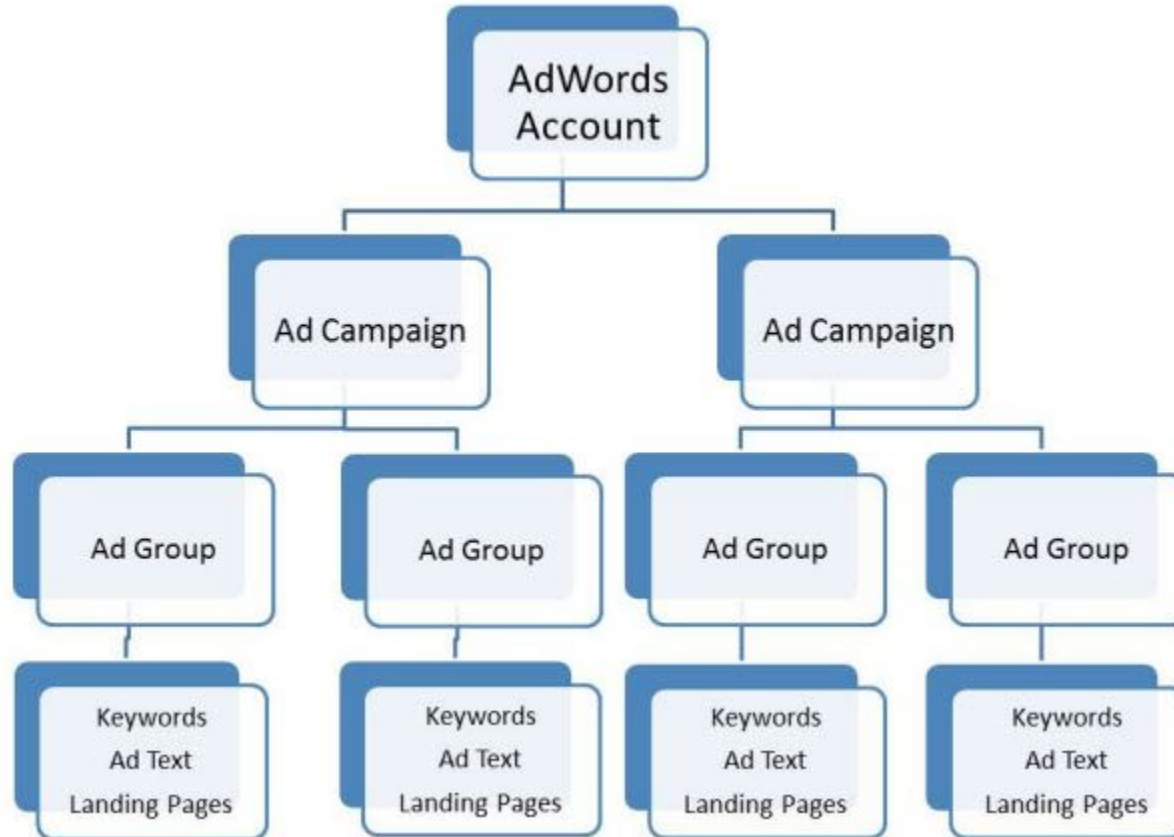
Structuring your campaigns



AdWords is organized into these layers: account, campaigns, ad groups and ads.

- 1. Account:** Your account is associated with a unique email address, password and billing information.
- 2. Campaigns:** Each campaign in your account has its own budget and settings that determine where your ads will appear.
- 3. Ad groups:** Each ad group within a campaign contains a set of similar ads and keywords that you want to trigger your ads to show.
- 4. Ads:** The text and video ads that your target audiences will actually see.

Structuring your campaigns



Organising your campaigns



With AdWords, you'll organize your account into separate campaigns, with each campaign focusing on a single business goal.

One effective approach is to organize your campaigns around specific shows.

You control the following at the campaign level:

- How much you're willing to spend on clicks, impressions or conversions from your ads
- Networks and geographical locations where you want your ads to show
- Other top-level settings that affect your ad groups

Setting up a campaign



When you start setting up your AdWords campaign, you'll need to choose a campaign type.

1. Search Network only

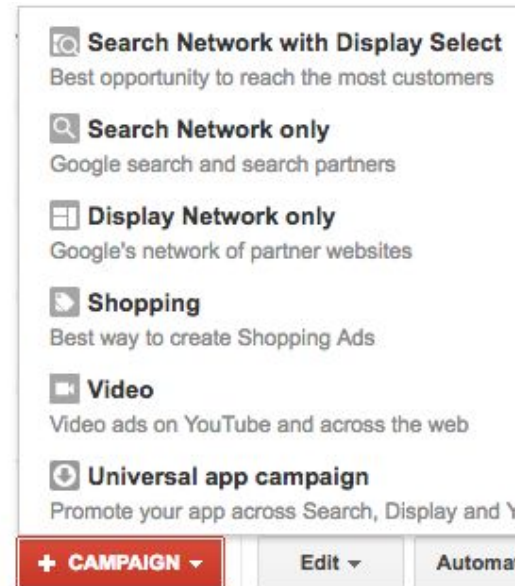
Your AdWords keywords are linked to the words or phrases that someone uses to search on Google, then relevant text ads are shown on search results pages. *Choose this option for Google Grants.*

2. Display Network only

Works by matching your ads – including text, image, rich media, and video ads – to websites and other placements, such as YouTube and mobile apps, with content related to your targeting.

3. Search Network with Display Select

Allows you to show your ads – including text, image, rich media and video ads – with search results on the Google Search Network and relevant placements within the Display Network.



Setting up a campaign



- 1 Select campaign settings ————— 2 Create an ad group

🔍 Type: **Search Network only - All features**

Campaign name

Type

- Standard** - Keyword-targeted text ads showing on Google search results [?](#)
- All features** - All the features and options available for the Search Network [?](#)

- Mobile app installs** - Ads encouraging people to download your app [?](#)
- Mobile app engagement** - Ads that encourage actions within your app [?](#)
- Dynamic Search Ads** - Ads targeted based on your website content [?](#)
- Call-only** - Ads that encourage people to call your business [?](#)

[Learn more about campaign types](#)

or load settings from

Networks [?](#) To choose different networks, edit the campaign type above or create a new campaign.

- Google Search Network** [?](#)
 - Include search partners

Setting up a campaign



For Google Grants, choose \$2.00 as the default bid.

- 1 Select campaign settings ————— 2 Create an ad group

Bid strategy ? Choose how you'd like to set bids for your ads.

Manual: Manual CPC

Automated bid strategies

Target search page location

Target CPA

Target ROAS

Target outranking share

Maximise clicks

Enhanced CPC

Manual bidding

Manual CPC

Enable Enhanced CPC ?

Unavailable because conversion tracking isn't set up. [Learn more.](#)

Default bid ?

This bid applies to the

Budget ?

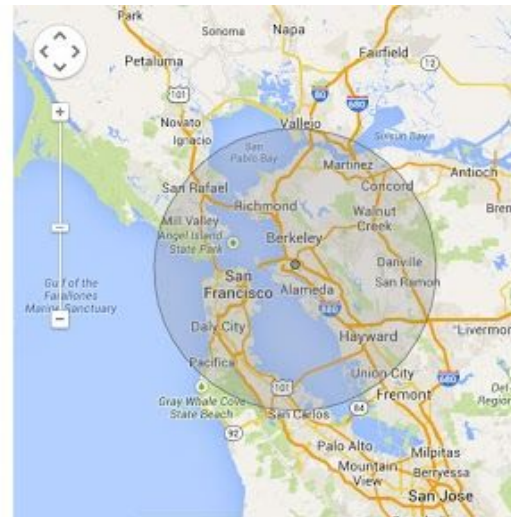
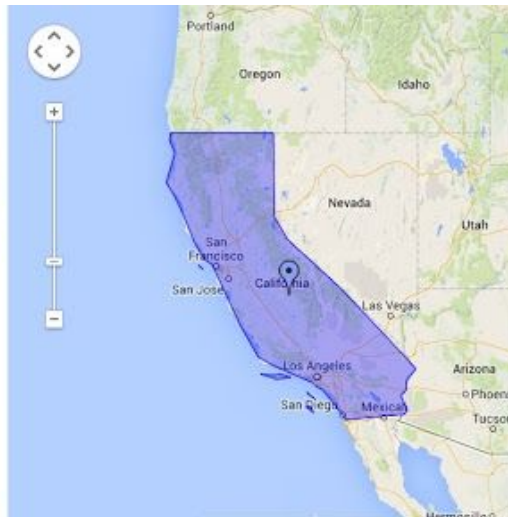
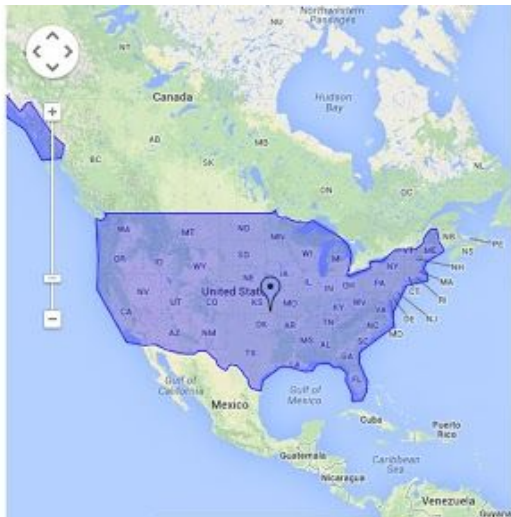
in the next step.

[Delivery method \(advanced\)](#)

Location and Language Targeting



With **location** settings, you can target the geographic areas in which you'd like your ads to appear. You can select entire countries (such as the UK), individual regions or cities within a country (such as the county of Derbyshire), or certain distances around your location (such as within 20 miles of Manchester).



Setting up a campaign



Matches	Reach [?]	
BN1, England, United Kingdom - postcode	406,000	Added Nearby
BN14, England, United Kingdom - postcode	87,000	Add Exclude Nearby
BN15, England, United Kingdom - postcode	46,000	Add Exclude Nearby
BN18, England, United Kingdom - postcode	51,000	Add Exclude Nearby
BN11, England, United Kingdom - postcode	37,000	Add Exclude Nearby
BN17, England, United Kingdom - postcode	34,000	Add Exclude Nearby
BN12, England, United Kingdom - postcode	29,000	Add Exclude Nearby
BN13, England, United Kingdom - postcode	48,000	Add Exclude Nearby
BN16, England, United Kingdom - postcode	34,000	Add Exclude Nearby
Locations that enclose:BN1, England, United Kingdom		
Meridian (exc. Channel Islands), England, United Kingdom - TV region	3,850,000	Add Exclude Nearby
England, United Kingdom - province	29,200,000	Add Exclude Nearby
United Kingdom - country	33,300,000	Add Exclude Nearby
<input type="text" value="Bn1"/>	Advanced search	

or example, a country, city, region or postcode.

Setting up a campaign



- 1 Select campaign settings ————— 2 Create an ad group

Devices ? Ads will show on all eligible devices by default.

Locations ? Which locations do you want to target (or exclude) in your campaign?

- All countries and territories
- United Kingdom
- Let me choose...

Targeted locations	Reach ?	Remove all
BN1, England, United Kingdom - postcode	406,000	Remove Nearby

Enter a location to target or exclude.

[Advanced search](#)

For example, a country, city, region or postcode.

[⊕ Location options \(advanced\)](#)

Languages ? **English** [Edit](#)

Setting bids and budgets



Once you have decided which networks you want to display your ads on and who you want to show them to, you're ready to think about your budget.

There are two things that you'll want to consider:

- 1. Your budget:** Your daily budget is the amount that you set for each campaign to indicate how much, on average, you're willing to spend per day. *For Google Grants, choose \$329 per day.*
- 2. Your bidding strategy:** Depending on which networks your campaign is targeting, and your advertising goals, you can determine which strategy is best. *For Google Grants, choose \$2.00 as the default bid*

Here are the bid strategies that you can choose from:

- 1. Cost-per-click (CPC):** Drive customers to your website.
- 2. Cost-per-acquisition (CPA):** Maximize conversions on your website.

Setting up a campaign



For Google Grants, choose \$2.00 as the default bid, \$329 per day as the maximum budget.

- 1 Select campaign settings ————— 2 Create an ad group

Bid strategy [?] Choose how you'd like to set bids for your ads.

Manual: Manual CPC ▾

You set your own maximum cost per click (CPC) for your ads.

Enable Enhanced CPC [?]

Unavailable because conversion tracking isn't set up. [Learn more.](#)

Default bid [?] £ 1.00

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget [?] £ 20 per day

Actual daily spend may vary. [?]

☰ Delivery method (advanced)

Delivery method [?] Standard: Optimise delivery of ads, spending budget evenly over time (Recommended)

Accelerated: Do not optimise delivery of ads, spending budget more quickly. This may cause your budget to run out early.

Ad extensions



- 1 Select campaign settings
 - 2 Create an ad group
-

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour](#)

- Location ? Extend my ads with location information
- Sitelinks ? Extend my ads with links to sections on my site
- Call ? Extend my ads with a phone number
- App ? Extend my ads with a link to a mobile/tablet app.
- Reviews ? Extend my ads with reviews
- Callouts ? Extend my ads with additional descriptive text
- Structured snippets ? Extend my ads with structured snippets

Ad extensions



Call extensions

Let people click on a button to give you a phone call.



Sitelinks extensions

Add links to help people to find what they're looking for.

nationaltrust.org.uk - National Trust Sussex

Ad www.nationaltrust.org.uk/visit ▾

Autumn's a great time to get out and explore our places and spaces

Over 500 Special Places · Under 5's Go Free

Houses & Buildings

Discover some of the 300 houses, castles and buildings in our care

What's On

There are lots of great events to choose from all summer long

Coast & Countryside

Find the perfect place to visit no matter where you are today

Outdoor Activities

Get outside this summer & try all of our great family activities

Callout extensions

Add descriptive text to your ad to help people learn more about what you have to offer.

Sitelink extensions



New sitelink

Link text

Final URL

Device preference Mobile

Description

Recommended

West End Theatre Tickets - LOVEtheatre.com

Ad www.lovetheatre.com/

70% Off Top Price London Theatre. Free Delivery Or Venue Collection.

Great offers & promotions · Book great seats online · Best tickets available.

Shows: Wicked, Disney's The Lion King, Matilda The Musical, The Book Of Mormon,

Best Theatre Ticket Deals

Free, Fast Delivery

Free Dinner & VIP Offers

Collect Avios

Call extension



New phone number ×

Phone number
Phone number example: 0121 234 5678

Show my ad with **A Google forwarding phone number and use call reporting**
All forwarding numbers are owned by Google and its subsidiaries, and may not be ported or used for other purposes.

We'll add a new call conversion action called "Calls from ads" once we record at least 1 conversion. Click "Advanced" to manage your call conversion actions. [Learn more](#)

My own phone number (don't use call reporting)

Device preference Mobile

Advanced

Start/end dates -

Scheduling **Show this phone number all days and hours**
[+ Create custom schedule](#)

Report phone call conversions **Count calls as phone call conversions**
Conversion action [Manage conversion actions](#)



Callouts extensions



New callout ×

Callout text ?

Device preference ? Mobile

+ [Start/end dates, scheduling](#)

West End Theatre Tickets - LOVEtheatre.com

Ad www.lovetheatre.com/ ▼

70% Off Top Price London Theatre. Free Delivery Or Venue Collection.

Great offers & promotions · Book great seats online · Best tickets available.

Shows: Wicked, Disney's The Lion King, Matilda The Musical, The Book Of Mormon,

Best Theatre Ticket Deals

Free Dinner & VIP Offers

Free, Fast Delivery

Collect Avios

Structured snippets extensions



Header ? English ▾ Shows ▾

Examples: The Voyage, Knights, American Dancer

Values ?

The Voyage	
Knights	
American Dancer	10

+ Add

Device preference ? Mobile

⊕ [Start/end dates, scheduling](#)

West End Theatre Tickets - LOVEtheatre.com

Ad www.lovetheatre.com/ ▼

70% Off Top Price London Theatre. Free Delivery Or Venue Collection.

Great offers & promotions · Book great seats online · Best tickets available.

Shows: Wicked, Disney's The Lion King, Matilda The Musical, The Book Of Mormon,

Best Theatre Ticket Deals

Free Dinner & VIP Offers

Free, Fast Delivery

Collect Avios

Google url builder

Direct link to form:

https://support.google.com/analytics/answer/1033867?hl=en#url_builder_form

Step 1: Enter the URL of your website.

Website URL *

http://brightontheatre.co.uk/

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *

google

(referrer: google, citysearch, newsletter4)

Campaign Medium *

cpc

(marketing medium: cpc, banner, email)

Campaign Name *

newshowapril2016

(product, promo code, or slogan)

GENERATE URL

* Required field



Creating Ad Groups



Now that you've organised your campaign and decided on your campaign settings, let's focus on setting up your ad groups.

As general best practice, you should create a separate ad group for each show that you are running.

Each ad group contains a set of keywords, ads and bids that you manage.

✓ Select campaign settings ————— 2 Create an ad group

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results,

Ad Group name:

Creating an ad



Create an ad

Text ad Dynamic search ad Mobile app engagement Call-only ad

To get started, write your first ad below. Remember, you can always create more ads later. [Learn how to write a great text ad](#)

Headline

Description line 1

Description line 2

Display URL

Final URL

[⊕ URLs for mobile](#)

[⊕ Ad URL options \(advanced\)](#)

Ad preview: The following ad preview may be formatted slightly differently from what is shown to users.
[Learn more](#)

Show At Brighton Theatre - New From Crying Out Loud.
brightontheatre.co.uk/new-show
Family Fun, Group Offers, Book Now!

Ad extensions expand your ad with additional information, like a business address or phone number.
[Take a tour](#)

Best practice for creating ads



- 1. Connect your ads and keywords:** Include at least one of your keywords in your ad text to show potential customers that it's relevant to what they're looking for. You want to make sure that your ad text is readable, however, so don't include too many keywords in your ad.
- 2. Highlight what makes you unique:** Include the services or offers that make you competitive, such as discounts, promotions or exclusives. For example, if you offer discounts for certain members of the public, tell your customers that. You should also consider including your Trust name so that your customers see a name that they recognise.
- 3. Include a call-to-action:** Tell people how they can get involved. Prompt people for actions such as "become a member" to make it clear what the next steps are.
- 4. Match your ad to your landing page:** Look at the page that you're linking to from your ad (the landing page) and make sure that the words in your ad are included on both so they match. You can also look for call-to-action phrases on your landing page that you could use in your ads.

Best practice for creating ads



- 1. Tailor your ads for mobile:** People looking at mobile ads are more likely to want to know where you're located or to call you. Create mobile-preferred ads with mobile call-to-actions like "Call us now" and send people to mobile-optimised landing pages.
- 2. Use ad extensions:** Show extra information about your venue with ad extensions, like sitelinks, location and call extensions. Ad extensions, which "extend" from your text ads, tend to improve your ad's visibility and can help improve the click-through rate (CTR) of your ads. Bear in mind that the expected CTR from ad extensions is one factor that AdWords uses to calculate your Ad Rank.
- 3. Experiment:** Create three to four ads for each ad group, using different messages for each to see which performs the best. AdWords rotates ads automatically to show the best-performing ads more often.

Ad group targeting



Showing your ads to the right customer is a key part of a successful advertising campaign that helps you reach your goals.

Here are the different ways in which you can use AdWords to display your ads:

1. Keyword Targeting
2. Display Network Targeting
3. Location and Language Targeting
4. Device Targeting

Keyword targeting



Building a good keyword list can help you to show your ads to the customers you want.

There are three ways to go about creating and managing your keyword list:

1. Follow best practice
2. Research new keywords
3. Optimise your keywords

☐ [Select keywords](#)

Your ad can show on Google when people search for things related to your keywords.

Tips

- Start with 10-20 keywords.
- Be specific: avoid one-word keywords. Choose phrases that customers would use to search for your products and services.
- By default, keywords are broad-matched to searches to help you capture a wider range of relevant traffic. Use [match types](#) to control this.
- Learn more about [choosing effective keywords](#).

Enter one keyword per line.

☐ [Category: Brighton Shows](#)

- « [Add all from this category](#)
- « [Add](#) shows on in brighton
- « [Add](#) theatre shows in brighton
- « [Add](#) shows in brighton
- « [Add](#) brighton theatre shows
- « [Add](#) shows in brighton 2016
- « [Add](#) brighton theatre shows 2015
- « [Add](#) shows in brighton 2015
- « [Add](#) shows brighton
- « [Add](#) theatre shows brighton
- « [Add](#) brighton shows 2016
- « [Add](#) brighton shows
- « [Add](#) brighton theatre royal shows

⊕ [Category: Theatre Brighton](#)

⊕ [Category: Brighton Centre](#)

⊕ [Category: Brighton](#)

Keyword targeting



Use keyword match types to control which searches trigger your ad. You can also add negative keywords or keyword exclusions for campaigns.

Match Type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	wildlife trusts	include misspellings, synonyms, related searches and other relevant variations	<i>The wildlife trusts</i>
Broad match modifier	+keyword	+wildlife +trusts	contain the modified term (or close variations, but not synonyms), in any order	<i>Wildlife trusts sussex</i>
Phrase match	"keyword"	"wildlife trusts"	are a phrase, and close variations of that phrase	<i>Wildlife trusts sussex</i>
Exact match	[keyword]	[wildlife trusts]	are an exact term and close variations of that exact term	<i>Wildlife trusts</i>
Negative Match	-keyword	-wildlife	are searches without the term	<i>national trust</i>

Keywords best practice



- 1. Think like a customer:** Think about the main categories of your show and the terms or phrases that would fit into each of those categories. Include terms or phrases that your customers would use to describe you.
- 2. Align your keywords with your goals:** If you want to target a more specific audience, you might want to select specific keywords that directly relate to your ad's theme. But if you'd prefer to reach as many people as possible, choose more general keywords.
- 3. Keep it relevant:** No matter how general or specific your keywords are, they should always be as relevant to your ads and website as possible.
- 4. Focus on phrases:** Keywords of two or three words (a phrase) tend to work most effectively.
- 5. Group similar keywords into themes:** Follow the structure of your ad groups, and bundle similar keywords together in one ad group based on your Trust.

Keyword traffic



Enter one keyword per line.

```
shows on in brighton  
theatre shows in brighton  
shows in brighton  
brighton theatre shows  
shows in brighton 2016  
brighton theatre shows 2015  
shows in brighton 2015  
shows brighton  
theatre shows brighton  
brighton shows 2016  
brighton shows  
brighton theatre royal shows  
theatre tickets brighton  
brighton theatre tickets  
theatres in brighton uk  
theatres in brighton  
theatre brighton  
brighton theatres 2016  
theatre brighton uk  
theatre royal in brighton  
brighton theatre  
royal brighton theatre  
brighton theatre royal tickets  
brighton theatre listings  
the theatre royal brighton
```

Re-estimate search traffic

Estimated traffic summary ?

The following are approximations for the keywords above.
Based on max CPC: **£1.00** and budget: **£20.00/day**.

Avg. CPC: £0.42 - £0.51

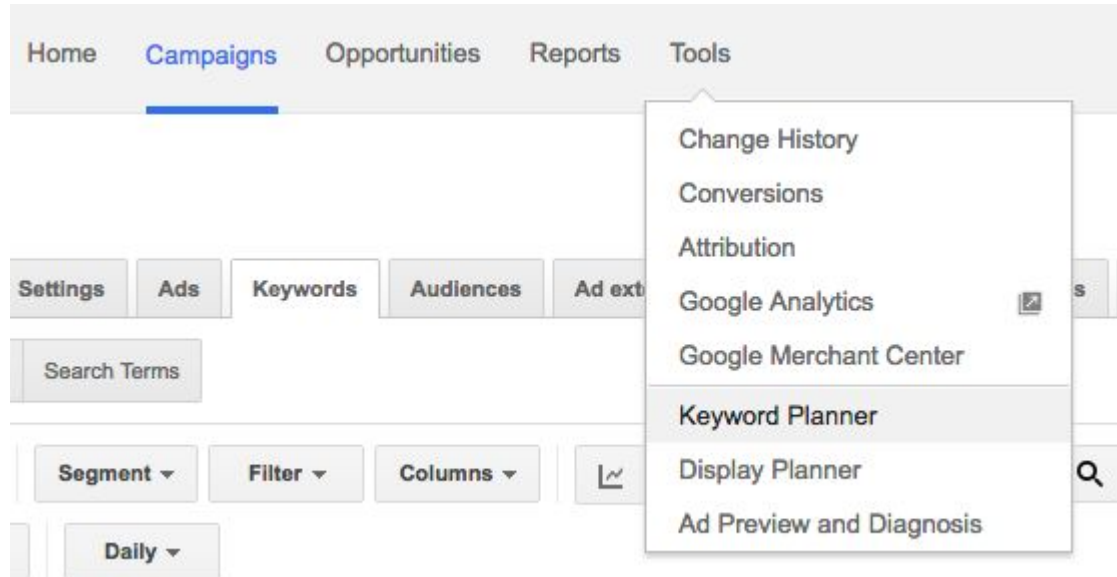
Clicks/day: 8 - 10

Cost/day: ? £3.95 - £4.83

Researching new keywords



- 1. Use the Keyword Planner:** For your Search Network campaigns, you can use the Keyword Planner to get keyword ideas and related data, such as the average number of times that people searched for certain terms.



Keyword planner

Direct link:



<https://adwords.google.com/ko/KeywordPlanner/>

 Find new keywords and get search volume data


▼ Search for new keywords using a phrase, website or category


Enter one or more of the following:


Your product or service


Your landing page


Your product category


Targeting 


All locations 


English 

Google 

Negative keywords 

Customise your search 

Keyword filters 

Keyword options 

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keyword planner



[Find keywords](#)

[Review plan](#)

Ad group ideas		Keyword ideas		Columns ▾		Download	Add all (701)
Search Terms	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]	Add to plan		
wildlife trust	5,400	Low	£0.61	-	»		
Show rows <input type="text" value="30"/> 1 - 1 of 1 keywords < < > >							
Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]	Add to plan		
wildlife	110,000	Low	£1.62	-	»		
wild animals	135,000	Low	£1.63	-	»		
wildlife conservation	14,800	Low	£1.65	-	»		
wildlife conservation society	9,900	Low	£1.99	-	»		
animal conservation	3,600	Low	£2.23	-	»		

Keyword Tool



Direct link: www.keywordtool.io



Keyword Tool

Get 750+ Google Keyword Suggestions For Free

Google

YouTube

Bing

Amazon

App Store

type a keyword and press enter

google.com (United Sta... ▼

English ▼



Wordstream's free keyword tool



Direct link: www.wordstream.com/keywords



[What We Offer](#)

[Pricing](#)

[Home](#) : [Free Keyword Tool](#)

Free Keyword Tool

Keyword Suggestion Tool

You have 30 of 30 free searches remaining.

GET KEYWORD IDEAS

Adult keyword filter on

Nichefy keyword results

Wordtracker



Direct link: www.wordtracker.com

The screenshot shows the Wordtracker website interface. At the top left is the 'Wordtracker' logo. To its right is a navigation menu with links for 'HOW IT WORKS', 'PRICING', 'BLOG', 'ACADEMY', 'REPORTS', and 'LOGIN'. A blue 'TRY FREE' button is positioned on the far right of the navigation bar. The main content area features a dark background with the text 'Reveal high-performing keywords in minutes.' in large white font. Below this is a search bar with the placeholder text 'Start your research' and a magnifying glass icon. Above the search bar, the text 'Enter a keyword to start exploring your market' is displayed. A green starburst graphic on the right side of the search bar contains the text 'New data sources now available!'.

Negative keywords



Negative keywords prevent your ad from showing for terms that aren't relevant. Adding negative keywords can help reduce costs and make ads appear only for search terms that you want.

Campaigns Ad Groups Settings Ads **Keywords** Audiences Ad extensions Dimensions Display Network ▼

Keywords Negative keywords Search Terms

Segment ▼ Filter ▼ Columns ▼ [View Change History](#)

Search Terms

Learn how customers are finding your ad. With the Search terms report, you can see the actual searches people entered on Google Search and other Search Network sites that triggered your ad and led to a click. Depending on your keyword match types, this list might include terms other than exact matches to your keywords. [Learn more](#)

Add as keyword Add as negative keyword

<input type="checkbox"/>	Search term	Match Type [?]	Added / Excluded [?]	Campaign	Ad group	Clicks [?] ↓	Impr. [?]
	Total					2,017	142,953
<input type="checkbox"/>	oxford playhouse	Broad match	None	Dick Whittington	Dick Whittington #1	237	1,868
<input checked="" type="checkbox"/>	oxford pantomime 2012	Phrase match	None	Dick Whittington	Dick Whittington #1	133	502
<input type="checkbox"/>	dick whittington oxford	Broad match	None	Dick Whittington	Dick Whittington #1	89	463
<input type="checkbox"/>	oxford theatre	Exact match	Added	Dick Whittington	Dick Whittington #1	77	1,965

Campaign setup: key things to remember



1. Start with Search Network to get used to running campaigns
2. Start with a small budget, then increase as you learn what works
3. Create different campaigns and groups for different shows and audiences
4. Start with a small number of keywords, then increase as you learn what works
5. Use location targeting to focus your ads to particular areas, or exclude other locations
6. Use ad extensions to insert extra information into your ads - for free
7. Use Google's URL Builder to track data in Google Analytics
8. Find new keywords using Keyword Planner, Wordstream, KeywordTool.io
9. Keep on top of the Search Terms report to identify new keywords & negative keywords

Measuring & optimising performance



Measure your campaigns

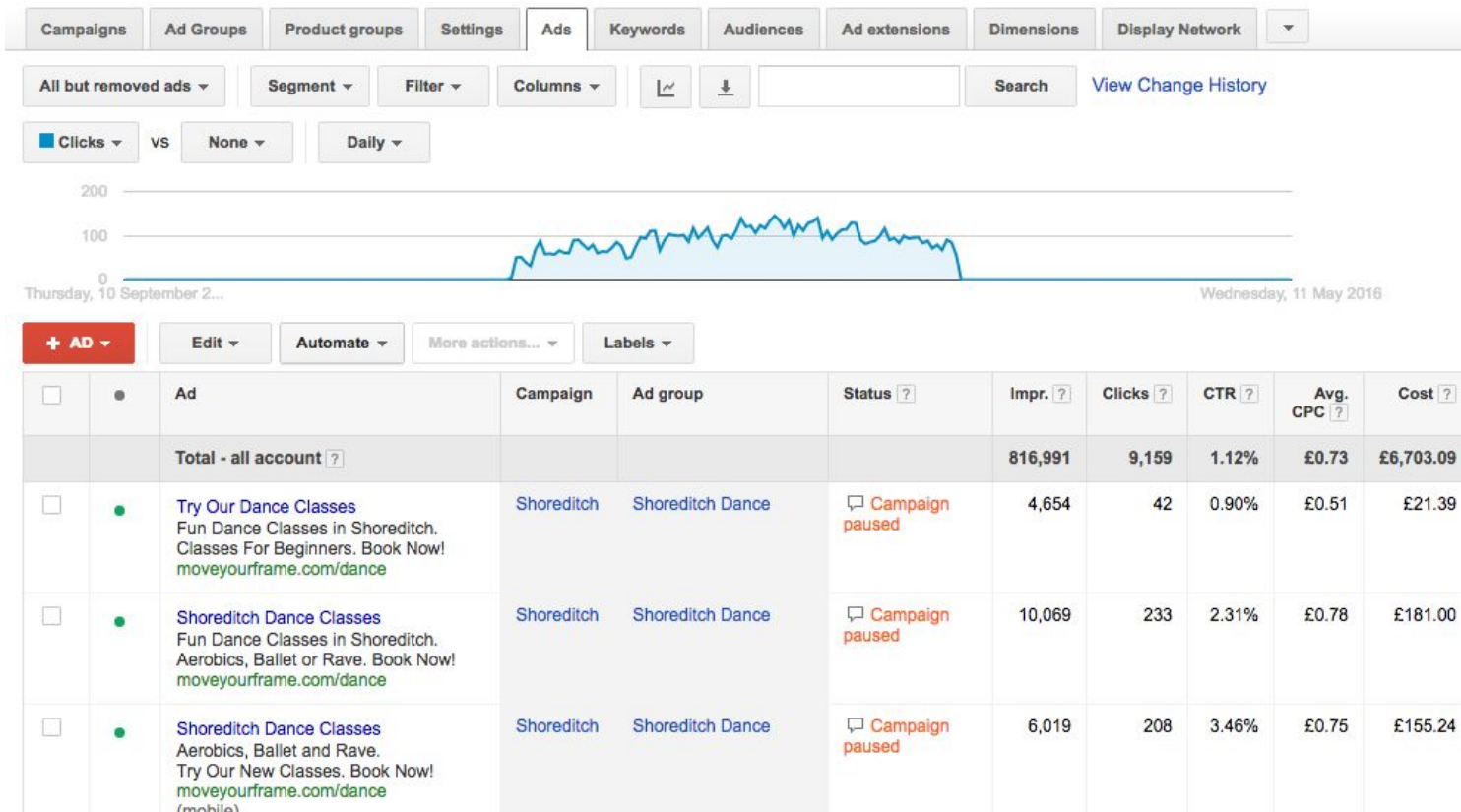


You can analyze basic account, campaign and ad group information using different data and reports available in AdWords.

There are also advanced reports that go beyond the number of clicks or impressions that you're getting, allowing you to see the impact AdWords has.

Campaign	Budget ?	Status ?	Impr. ?	Clicks ?	CTR ?	Avg. CPC ?	Cost ?
Shoreditch	£10.00/day <input type="checkbox"/>	Paused	48,302	782	1.62%	£0.74	£576.54
Queen's Park	£15.00/day <input type="checkbox"/>	Paused	71,433	1,411	1.98%	£0.78	£1,107.25
King's Cross	£25.00/day <input type="checkbox"/>	Paused	341,011	2,373	0.70%	£0.72	£1,713.70
Frame Shop	£25.00/day <input type="checkbox"/>	Paused	306,652	4,218	1.38%	£0.72	£3,022.73
Victoria	£10.00/day <input type="checkbox"/>	Paused	49,593	375	0.76%	£0.75	£282.87
Total – all but removed campaigns			816,991	9,159	1.12%	£0.73	£6,703.09

Ads report



Search terms report



The Search terms report allows you to see the terms that people were searching for when your ad was shown. You can also see the performance metrics for those searches.

Campaigns Ad Groups Product groups Settings Ads **Keywords** Audiences Ad extensions Dimensions Display Network

Keywords Negative keywords Search Terms

Segment Filter Columns [View Change History](#)

Search Terms

Learn how customers are finding your ad. With the Search terms report, you can see the actual searches people entered on Google Search and other Search Network sites that triggered your ad and led to a click. Depending on your keyword match types, this list might include terms other than exact matches to your keywords. [Learn more](#)

[Add as keyword](#) [Add as negative keyword](#)

<input type="checkbox"/>	Search term	Match Type [?]	Added / Excluded [?]	Campaign	Ad group	Clicks [?] ↓	Impr. [?]
	Total					3,285	215,026
<input type="checkbox"/>	ankle weights	Exact match	None	Frame Shop	December 2015	471	19,619
<input type="checkbox"/>	teeth whitening	Exact match	Excluded	Frame Shop	December 2015	435	53,085
<input type="checkbox"/>	foam roller	Exact match	None	Frame Shop	December 2015	171	18,885
<input type="checkbox"/>	yoga mat	Exact match	None	Frame Shop	December 2015	115	8,834

Search terms report



[Campaigns](#)
[Ad Groups](#)
[Product groups](#)
[Settings](#)
[Ads](#)
[Keywords](#)
[Audiences](#)
[Ad extensions](#)
[Dimensions](#)
[Display Network](#)

[View: Sitelinks extensions](#)
[All but removed](#)
[Segment](#)
[Filter](#)
[Columns](#)
[View Change History](#)

Sitelink	Status	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]
<input type="checkbox"/> Queen's Park Yoga Classes Check Out Our Yoga Classes Including Power, Flow & Restorative	Approved	793	22,510	3.52%	£0.87	£689.12	1.9	2.00	£344.18	0.25%	2.00
<input type="checkbox"/> Queen's Park Dance Class Check Out Our Queen's Park Dance Classes Inc Aerobics, Rave & Ballet	Approved	779	19,813	3.93%	£0.85	£661.53	1.8	2.00	£330.39	0.26%	2.00
<input type="checkbox"/> Queen's Park Pilates Check Out Our Pilates Classes, Inc Dynamic & Advanced Reformer Pilates	Approved	707	18,716	3.78%	£0.85	£598.02	1.8	2.00	£298.64	0.28%	2.00
<input type="checkbox"/> Queen's Park Studio Check Out Our Queen's Park Classes Inc Yoga, Pilates, Dance & More!	Approved	678	18,144	3.74%	£0.84	£571.34	1.8	2.00	£285.30	0.30%	2.00
Total - all sitelinks		949	26,020	3.65%	£0.87	£825.46	1.9	4.00	£206.18	0.42%	4.00

Tools to measure your performance



As you get your campaigns up and running, you'll want to consider several different tools that can help you measure and optimize your ad performance. These tools include the following:

Conversion tracking: a free tool that can measure what happens after a customer clicks on your ads - for example, whether they bought a ticket, signed up for your newsletter or filled in a contact form.

Google Analytics: shows you how people found your site and how they explored it, giving you ideas for how to optimize your website. You can also link Google Analytics and your AdWords account to get an entire view of your customers' behaviour.

Campaign experiments: AdWords Campaign Experiments allow you to test changes to your account - such as your keywords, bids, ad groups or placements - on a portion of the auctions that your ads participate in.

Conversion tracking



Direct link: <https://adwords.google.com/ct/ConversionTracking/>

Conversion actions

All time: 10 Sep 2015 - 11 May 2016

+ CONVERSION

Change status...

All but removed

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Name ?	Source ?	Category ?	Tracking status ?	Conversion window ?	Count ?	Include in "Conversions" ?	Repeat rate ?	All conversions ?	All conv. value ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Basket (All Web Site Data)	Analytics	Other	<input type="checkbox"/> No recent conversions	30 days	Every	Yes	1.20	12.00	0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Calls from ads	Calls from ads	Lead	<input type="checkbox"/> No recent conversions	30 days	Every	Yes	1.00	3.00	3.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Shop Sales	Website	Purchase/Sal	<input type="checkbox"/> Unverified	30 days	Every	Yes	0.00	0.00	0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Sign me up button (All Web Site Data)	Analytics	Other	<input type="checkbox"/> No recent conversions	30 days	Every	Yes	1.00	6.00	0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Sign up membership (All Web Site Data)	Analytics	Other	<input type="checkbox"/> No recent conversions	30 days	Every	Yes	0.00	0.00	0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Sign up membership drop (All Web Site Data)	Analytics	Other	<input type="checkbox"/> No recent conversions	30 days	Every	Yes	0.00	0.00	0.00
Totals – all but removed conversion actions											21.00	3.00

Linking Google Analytics to Adwords



Go to Tools > Conversion > Google Analytics

Help guide: <https://support.google.com/adwords/answer/1704341>

A screenshot of the Google AdWords interface. The top navigation bar includes the Google AdWords logo, the account name 'Montfort' with client ID '557-279-7340', and navigation links for 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. The 'Tools' link is highlighted with a blue underline. On the left side, there is a sidebar menu with options: 'Conversion actions', 'Settings', 'Google Analytics' (which is highlighted), and 'Attribution'. The main content area displays the title 'Google Analytics' and a message: 'There are no Google Analytics goals to import. This could be because:'. Below this message is a bulleted list with two items: 'You need to link Google Analytics and AdWords. Learn more' and 'You need to create goals in Google Analytics. Learn more'. At the bottom of the main content area, there is a link: 'Learn more about importing Google Analytics goals and transactions.' The footer of the page contains the text '© 2016 Google | Editorial Guidelines | Privacy Policy'.

Evaluate metrics relevant to your goals



To use AdWords more effectively, it's important to understand the business goals that you're trying to achieve and the data that's most relevant to those goals.

Measuring website traffic: If your main advertising goal is to drive traffic to your website, try focusing on increasing your clicks and clickthrough rate (CTR). You'll want to start by creating great ad text and choosing strong keywords so that your ads are relevant to your customers.

Measuring conversions: To measure your results, you'll need to make sure that you're measuring conversions.

Measuring return on investment; If you're using AdWords to increase conversions such as sales,, you'll want to measure your ROI - the ratio of your profit to your costs.

Measuring return on ad spend: How much revenue you're generating for each pound spent on your campaigns. Measuring your return on ad spend can give you insight into how your campaigns are performing and optimize them based on your revenue.

Ways to improve your ROI



If you find that a large amount of visitors have clicked your ad but haven't made a purchase, the following steps may help you to increase your conversions and ROI:

Use a landing page that's most relevant to your ad: When customers click your ad, they expect to see a web page highlighting the exact show described in your ad. If they don't find what's promised as soon as they arrive, they're more likely to leave your site.. Make sure that any promotions mentioned in your ad text are visible on your landing page.

Use highly relevant keywords and ad text: If you use general keywords and ad text, a customer may arrive at your site expecting to find something that you don't offer. Highly targeted keywords and ad text help to ensure that your ads show only on searches relevant to your product or service.

Ways to improve your ROI



Adjust your bids: The bottom line for any keyword is how much value it generates compared to its cost. For keywords that show a profit, increase the bid to increase exposure and generate more traffic. For keywords that aren't profitable, decrease the bids to lower your costs or even consider removing those keywords.

Add successful sites as placements: For campaigns running on the Display Network, you can use the Placements tab to see all of the web pages, apps and videos where your ads appeared. If you find that your ad performs particularly well on a given website, try adding that website as a managed placement.

Try Wordstream's free report



Direct link: www.wordstream.com

 WordStream Presents

THE **FREE** ADWORDS PERFORMANCE GRADER

40 Hours of PPC Analysis in less than 60 seconds.
Benchmark your performance against similar advertisers.



YES Grade My Account for FREE

NO I don't need to improve my PPC

Measurement: key things to remember



1. Add conversion tracking if you can
2. Link Google Adwords to Google Analytics
3. Log in at least once a week to check performance
4. Aim for a CTR of 5%
5. Aim for an ROI of 1 at first, then increase to 1.2 and beyond
6. Remove low performing keywords
7. Increase bid on high performing keywords
8. Add new keywords & negative words
9. Try Wordstream's free grading report

Next Steps for Google Ads



1. Apply for Google for nonprofits
2. Try setting up your own campaign
3. Book an hour a week at a regular time to review performance
4. Set aside time to review at the end of a campaign
5. Use that campaign as a benchmark
6. Speak to your web team to add conversion tracking
7. Start with small experiments, then increase as you get more confident



Facebook Ads



Benefits overview

With more than 2 billion people on Facebook checking their News Feed monthly, and an average of more than 1.56 billion people using Facebook every day, Facebook provides a unique opportunity for businesses and charities alike.

Instagram is also an essential advertising platform. As the world has gone mobile, 1 in 5 minutes spent on mobile devices is spent in Facebook and Instagram apps.

Both platforms enable you to connect with their most valuable audiences across multiple devices, and drive them to convert online, in mobile app, and in-store.



What can you do?

Targeting & Optimization

You can reach more of the right people with Facebook and Instagram's sophisticated suite of targeting products.

Creative Formats

Facebook and Instagram offer a variety of different ad types to meet your business objectives.

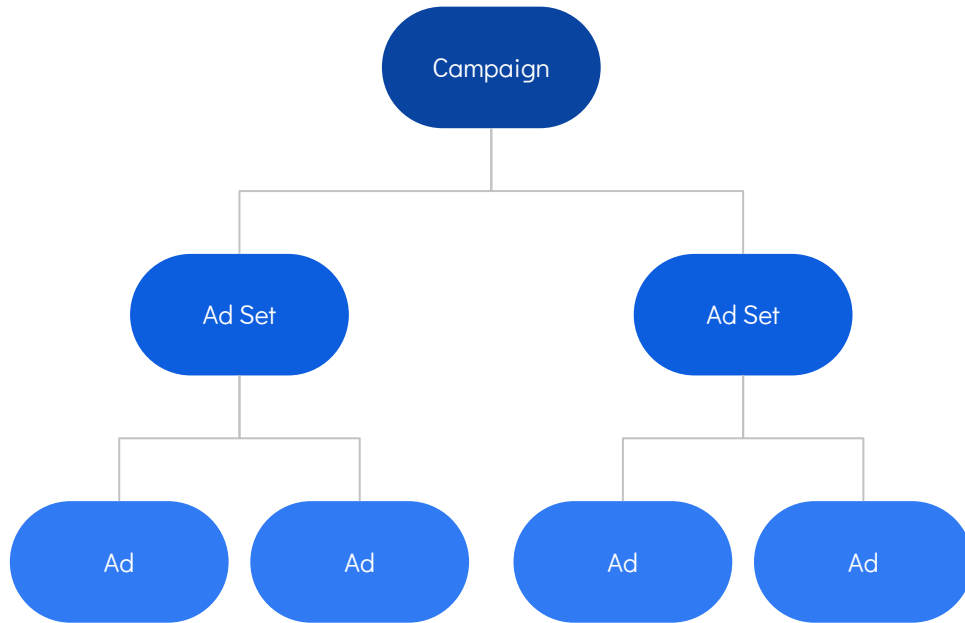
Track Conversions

Use the Facebook Pixel measure, optimize, and build audiences for your advertising campaigns.





Campaign structure



Each **Campaign** corresponds to a single advertising objective, such as website traffic

Each **Ad Set** relates to an audience segment you wish to reach. You can set budget and schedules for each












Each Ad Set can feature multiple **Ads** with different images, headlines, text etc



Let's create a campaign



Choose your objective

Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalogue Sales
	 App Installs	 Store Traffic
	 Video Views	
	 Lead Generation	
	 Messages	



Select your audience

Create new Use a saved audience ▼

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience
Exclude | Create new ▼

Locations ⓘ Everyone in this location ▼
United Kingdom
United Kingdom
Include ▼ | Type to add more locations Browse
Add locations in bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ
Add demographics, interests or behaviours | Suggestions | Browse
Exclude people

Connections ⓘ Add a connection type ▼

Save this Audience

Core (or saved) Audiences

Connect with people with specific interests and demographics, including those who like other pages.

Custom Audiences

Built from customer data that you have on hand, making it easy to reconnect with the people who have already shown interest in your business.

Lookalike Audiences

Connect to people on Facebook who are similar to your customers.



Choose placements

Automatic placements (recommended)

Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

Edit placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn more.](#)

Devices

All devices (recommended) ▼

Platforms

- Facebook
- Audience Network
- Instagram
- Messenger

▼ Feeds	<input checked="" type="checkbox"/>
Show highly visible ads to people scrolling through feeds	
Facebook feed	<input checked="" type="checkbox"/>
Instagram feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input checked="" type="checkbox"/>
Facebook suggested videos	<input checked="" type="checkbox"/>
Facebook right column	<input checked="" type="checkbox"/>
▼ Stories	<input checked="" type="checkbox"/>
Tell a rich, visual story with immersive, full-screen vertical ads	
Facebook Stories	<input checked="" type="checkbox"/>
Instagram Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input checked="" type="checkbox"/>
▼ In-stream	<input checked="" type="checkbox"/>
Quickly capture people's attention with ads before or during videos	
Facebook in-stream videos	<input checked="" type="checkbox"/>
▼ Inboxes and messages	<input checked="" type="checkbox"/>
Connect with people through ads in inboxes and sponsored messages	
Messenger inbox	<input checked="" type="checkbox"/>
Messenger sponsored messages	<input checked="" type="checkbox"/>

▼ Contextual spaces	<input checked="" type="checkbox"/>
Present native-looking ads embedded in contextual settings such as articles	
Facebook Instant Articles	<input checked="" type="checkbox"/>
▼ More apps and sites	<input checked="" type="checkbox"/>
Expand your reach with ads in external apps and websites	
Audience Network native, banner and interstitial	<input checked="" type="checkbox"/>
Audience Network rewarded videos	<input checked="" type="checkbox"/>
Audience Network in-stream videos	<input checked="" type="checkbox"/>

Specific mobile devices & operating systems

All mobile devices ▼

- Only when connected to Wi-Fi



Set your budget

Budget & schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Optimisation for ad delivery ⓘ **Ad recall lift** - We'll serve your ads to maximise the total number of people who will remember seeing your ads. To help us improve delivery optimisation, we may survey a small section of your audience.

Cost controls ⓘ Facebook will aim to get the most ad recall lift and spend your entire budget.

Budget and schedule ⓘ **Daily budget** ▼
£5.00 GBP

Actual amount spent per day may vary. ⓘ

Run my ad set continuously starting today

Set a start and end date

You'll spend no more than **£35.00** per week.

When you are charged ⓘ Impression

Ad scheduling ⓘ Run ads all the time
 Run ads on a schedule

Delivery type ⓘ **Standard** – Get results throughout your selected schedule
[More options](#)


[Hide advanced options](#) ▶

The ad auction determines which ads should be shown to which people. Using information that you provide in the ad creation process, the auction shows your ad to the people who are most likely to be interested in it – for the price that you bid or less, and never higher.




Pick an ad format

Choose from six versatile ad formats – they're designed to work on every device and connection speed. You can choose to show a single image or video in your ad, or use a roomier, multi-image format.



Carousel

Two or more scrollable images or videos



Single image or video

One image or video, or a slideshow with multiple images




Add an Instant Experience

Include a mobile landing page that opens instantly when someone interacts with your ad. Use an Instant Experience to get new customers, introduce your product or brand, drive product sales or encourage people to visit your website or app and track activity with a Facebook pixel. [Learn more.](#)


Photo ad

Photo ads offer a clean, simple format to feature engaging imagery and copy. Convey who you are and what you do through high-quality images or illustrations.



**The Wildlife Trusts**
Sponsored · 🌐 👍 Like Page

This June, can you do something wild every day for a month?



30 Days Wild - Sign Up Now!
Feel happier, healthier and more connected to nature by doing something wild every day for thirty days this June.

WILDLIFETRUSTS.ORG/30DAYSWILD Sign Up

2.8K Reactions 208 Comments 1.4K Shares

👍 Like 💬 Comment ➦ Share

Video ad

Tell your story with sight, sound and motion. Video ads come in a range of lengths and styles – from short, feed-based ads that you watch on the go, to longer videos that you watch on the sofa.



 **The Children's Society**
Sponsored · 

For 50 years, Christingle services have helped us work with more than a million vulnerable children and young people.



Stories ad

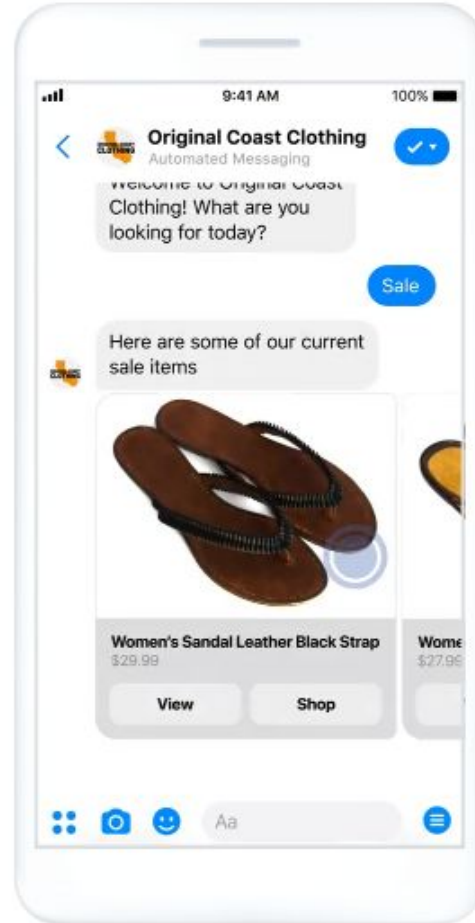
Stories are a customisable, edge-to-edge experience that lets you immerse people in your content. Tap into their passions and inspire them to take action on mobile.





Messenger ad

Messenger ads help people start conversations with your business. Get personal with current or potential customers and add interactive or automated features.





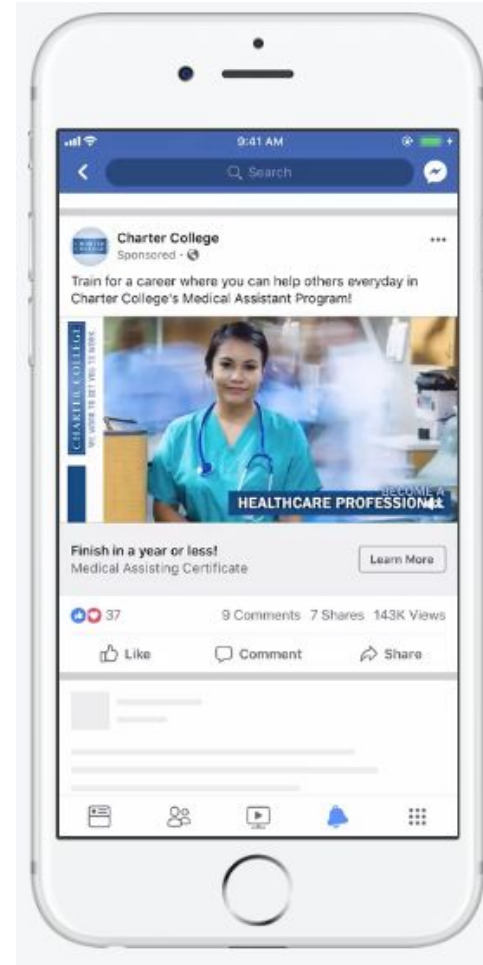
Carousel ad

Carousel ads let you showcase up to ten images or videos in a single ad, each with its own link. Highlight different products or tell a brand story that develops across each card.



Slideshow ad

Slideshow ads are video-like ads made of motion, sound and text. These lightweight clips help you tell your story beautifully across devices and connection speeds.





Place your order (publish)

To ensure that the winning ad maximises value for both people and businesses, the winner of the auction is the ad with the highest total value. The total value is a combination of three major factors:

- **Bid:** The bid placed by an advertiser for that ad (in other words, what the advertiser is willing to pay to achieve their desired outcome). There are multiple ways to manage your bid in the ad auction. To learn more, see [About bid strategies](#).
- **Estimated action rates:** An estimate of whether a particular person engages with or converts from a particular ad (in other words, the probability that showing an ad to a person leads to that desired outcome of the advertiser). Note: Engaging in clickbait and engagement bait does not improve ad performance.
- **Ad quality:** A measure of the quality of an ad as determined from many sources, including feedback from people viewing or hiding the ad and assessments of clickbait, engagement bait and other poor user experiences. For more information on how Facebook measures ad quality, see [Avoid creating negative experiences for people who see your ads](#).



Measure and Optimise



Setup for measurement

Before launching your campaign, figure out what metrics will be measured so you and your partners can work toward the same goal.

Align Facebook and Instagram with your other efforts on digital media

From account planning to the key performance indicator (KPI) metrics you want to measure, use the same processes and best practices for an apples-to-apples comparison between channels.

Consider long-term success metrics

It's never too early to set long-term goals for your program. Consider metrics such as lifetime value (LTV), downstream value, average order value (AOV) and share of new customers.



Setup for measurement

To measure the success of your program, take a moment to look at what measurement solutions you'll need to set.

Establish KPIs: Know which KPIs (e.g. ROAS, average order value and conversion rate) you want to measure and what metrics you would consider a success. Make sure your partners are informed of these success metrics.

Bring your conversion data onto Facebook. Use the Facebook pixel to track online conversions.

Setup measurement for lifetime value (LTV). It's not too early to set long-term goals for your program. Consider metrics such as:

- Lifetime value (LTV)
- Share of new customers

Tracking conversions



Facebook (Jasper's Market) Search Business

Manage Ads Account Settings Billing Power Editor Tools + Create Ad Help

Account: Jasper's Ad Account > Facebook Pixels Pixel: Jasper's Markets Pixel Last 7 days: 10/04 - 10/12

Create Ad Create Audience Create Custom Conversion Actions

Total Traffic 178,583 Total Traffic

Domain	Count
www.jasper-market.com	178,562
stg.jasper-market.com	17
www.jasper-market.com	0

Pixel: Jasper's Market's Pixel
ID: 1234

DETAILS
Created: 09/19/2015
Owner: Jasper's Market (1234)
Status: Active
Last Received: In the last hour

CUSTOM CONVERSIONS
If Statements and Loops
Purchase page

CUSTOM AUDIENCES
Jasper's Market's Premium Signups
Jasper's Market

SHARED BY
Jasper's Market (1234)



Facebook Pixel

The Facebook pixel is pieces of code for your website that enable you to measure and optimize, as well as build audiences for your ad campaign.

Using the Facebook pixel, you can leverage the actions that people take on your website to build more effective advertising campaigns across Facebook and Instagram.

Measure

See how your customers are moving between devices before they convert. The Facebook pixel can help you measure these conversions across devices.

Optimise

You can optimize your ads to show to people who are most likely to take action, whether it be making a purchase or filling out a form.

Build Audiences

The Facebook pixel can help you automatically build audiences for website visitors to retarget. Create Custom Audiences for people who take specific actions on your website, like visited a product page, added to cart or purchased a product.

Facebook Ad Reports



Columns: Performance ▾

Breakdown ▾

Export ▾

Ad Set Name	Delivery ⓘ ▲	Results ⓘ	Reach ⓘ	Cost ⓘ
Interests Bromance Spring 2015	● Completed	884 Website Clicks	72,593	£0.85 Per Websi...
National Bromance Spring 2015	● Completed	488 Website Clicks	27,649	£1.54 Per Websi...
Somewhat Engaged Bromance Spring 2015	● Completed	434 Website Clicks	66,213	£1.15 Per Websi...
Engaged Bromance Spring 2015	● Completed	956 Website Clicks	91,807	£0.52 Per Websi...
Poole Custom Audience Bromance Spring 2015	● Completed	483 Website Clicks	31,759	£0.83 Per Websi...
Huddersfield Interests Bromance Spring 2015	● Completed	181 Website Clicks	39,810	£1.38 Per Websi...
Huddersfield Custom Audience Bromance Spring 2015	● Completed	218 Website Clicks	21,820	£1.15 Per Websi...
Results from 10 Ad Sets		4,309 Website Clicks	368,433 People	£0.96 Per Websi...



Facebook Ad Reports

Columns: Performance ▾ Breakdown ▾ Export ▾

- ✓ Performance (Default)
- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross-Device

- Customize Columns...
- Set as Default
- Reset Column Widths

Facebook Ad Reports



Ad Sets in this Campaign ▾

+ Create Ad Set

<input type="checkbox"/>		Ad Set Name	Delivery ⓘ ▲	Results ⓘ	Reach ⓘ	Fre... ⓘ	Cost ⓘ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Interests Bromance Spring 2...	● Completed	884 Website Clicks	72,593	1.99	£0.85 Per Websi...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	National Bromance Spring 2015	● Completed	488 Website Clicks	27,649	3.37	£1.54 Per Websi...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Somewhat Engaged Bromance Spring 2015	● Completed	434 Website Clicks	66,213	1.40	£1.15 Per Websi...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Engaged Bromance Spring 2015	● Completed	956 Website Clicks	91,807	1.35	£0.52 Per Websi...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Poole Custom Au... Bromance Spring 2...	● Completed	483 Website Clicks	31,759	1.87	£0.83 Per Websi...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Huddersfield Interests Bromance Spring 2015	● Completed	181 Website Clicks	39,810	1.01	£1.38 Per Websi...
		Results from 10 Ad ...		4,309 Website Clicks	368,433 People	1.92 Per Per...	£0.96 Per Websi...

Customise Reports



Customize Columns

Performance

Engagement

Videos

Websites

Apps

Events

Canvas

Clicks

Settings

Clear Search

PERFORMANCE [Select All Columns](#)

- Cost
- Cost per 1,000 People Reached
- CPM (Cost per 1,000 Impressions)
- Cost per All Actions
- Amount Spent
- Amount Spent Today
- Cost per Estimated Ad Recall Lift (People)

ENGAGEMENT [Select All Columns](#)

ENGAGEMENT: ACTIONS

- Page Likes
- Page Engagement
- Post Engagement
- Post Likes
- Post Comments
- Post Shares
- Photo Views
- Link Clicks

19 COLUMNS SELECTED

- Ad Set Name
- Delivery
- Results
- Reach
- Frequency
- Cost
- Budget
- Amount Spent
- Ends
- Schedule
- Relevance Score

DEFINITION
The number of likes on your Page's posts as a result of your ad.









after clicking on ad

[Change Attribution Window](#)

Save as preset Cancel Apply

Facebook Ad Reports



	Ad Name	Delivery ⓘ	Results ⓘ ▾	Reach ⓘ	Cost ⓘ
<input checked="" type="checkbox"/>	 Interests Copy 2 Image 1 Bromance Spring 2015 > Interests	<ul style="list-style-type: none"> ● Not Delivering Ad Set Completed 	853 Website Clicks	71,178	£0.82 Per Websi...
<input checked="" type="checkbox"/>	 Engaged Copy 2 Image 1  Bromance Spring 2015 > Engaged	<ul style="list-style-type: none"> ● Not Delivering Ad Set Completed 	821 Website Clicks	74,081	£0.49 Per Websi...
<input checked="" type="checkbox"/>	 Poole Custom Audiences Copy 2 Image 2 Bromance Spring 2015 > Poole Custom A...	<ul style="list-style-type: none"> ● Not Delivering Ad Set Completed 	296 Website Clicks	24,645	£0.77 Per Websi...
<input checked="" type="checkbox"/>	 National Copy 1 Image 1 Bromance Spring 2015 > National	<ul style="list-style-type: none"> ● Not Delivering Ad Set Completed 	290 Website Clicks	23,837	£1.47 Per Websi...
<input checked="" type="checkbox"/>	 Somewhat Engaged Copy 1 Image 1 Bromance Spring 2015 > Somewhat Enga...	<ul style="list-style-type: none"> ● Not Delivering Ad Set Completed 	248 Website Clicks	37,197	£1.05 Per Websi...
<input checked="" type="checkbox"/>	 Barnsley Interests Copy 2 Image 1 Bromance Spring 2015 > Barnsley Interests	<ul style="list-style-type: none"> ● Not Delivering Ad Set Completed 	209 Website Clicks	28,593	£0.99 Per Websi...
<input checked="" type="checkbox"/>	 Poole Interests Copy 2 Image 2 Bromance Spring 2015 > Poole Interests	<ul style="list-style-type: none"> ● Not Delivering Ad Set Completed 	141 Website Clicks	28,428	£1.14 Per Websi...

Performance



Performance Demographics Placement

884
Results: Website Clicks

72,593
People Reached

£750.00
Amount Spent

Custom

884 Results: Website Clicks **£0.85 Cost per Result** **0.61% Result Rate**

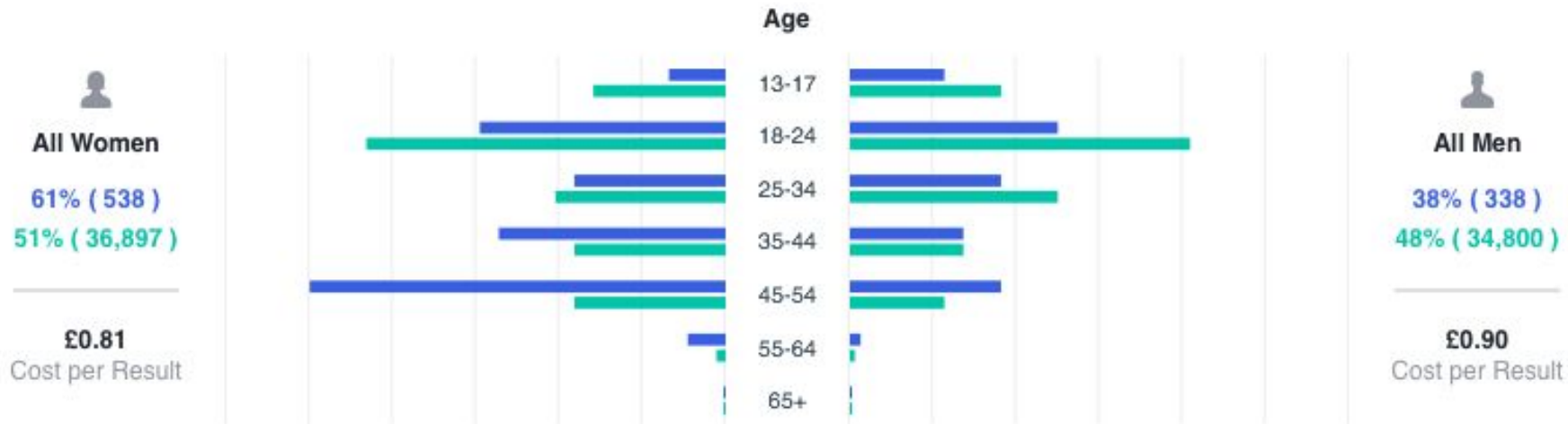


Demographics



Performance Demographics Placement

884 Results: Website Clicks 72,593 Reach



Placement



 Performance  Demographics  Placement

All Placements ▾ 884 Results: Website Clicks ▾ 72,593 Reach ▾

				Amount Spent	Cost per Result
Desktop News Feed		100% 100%	884 72,537	£750.00	£0.85
Desktop Right Column		0% 0%	0 0	£0.00	—
Mobile News Feed		0% 0%	0 0	£0.00	—
Instagram		0% 0%	0 0	£0.00	—



Optimisation Best Practices

Order columns by your key priorities

This makes it easy to see which ads are performing well and which aren't

Look for patterns

Is a certain ad set not performing well compared to the others? A certain audience? Young / old? Location?

Turn off ads that are underperforming

If the cost per click is too high, consider turning ads off above a certain level, e.g. above £0.70. Continue to reduce this amount to squeeze further performance from the campaign.

Consider adding new ads

If a particular creative is performing well, consider creating more variations of that ad.

Consider duplicating the campaign

Duplicating a campaign gives Facebook a fresh start to look for new audiences. This might help lower cost and increase performance.



Facebook Pixel



Facebook Pixel

The Facebook pixel is pieces of code for your website that enable you to measure and optimize, as well as build audiences for your ad campaign.

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You can optimize your ads to show to people who are most likely to take action, whether it be making a purchase or filling out a form.

Build Audiences

The Facebook pixel can help you automatically build audiences for website visitors to retarget. Create Custom Audiences for people who take specific actions on your website, like visited a product page, added to cart or purchased a product.



Create and Install the Facebook pixel

▶ ⏪ 🔊 0:03 / 1:34





Analytics and Insights



Measuring success

1. Be clear about your objectives - Followers and reach mean nothing if there's no action
2. Think about developing channel specific objectives linked to wider marketing and organisational objectives
3. Regularly review your Insights and Analytics to learn about your audience and what is resonating with them



Setting social media goals

1. Who are you trying to reach? Your own community, a wider audience, decision makers?
2. Where are they on social? Are they professional or personal? How / do they interact with you (or others like you) already?
3. Which actions do you care most about – campaign actions, visits, signups, donations, social shares, followers, or brand awareness?
4. What resources do you have? (To create and schedule content, respond to messages)

Pay attention to what content your audience is sharing and where.

Then decide which platforms and content is a best fit.



Vanity metrics

	Facebook	Instagram	Twitter
Reach	Total no. of unique people who were shown your page and posts	Total no. of unique accounts who viewed your posts and stories	N/A
Impressions	No. of times your posts entered a person's screen	No. of times your posts and stories were on screen	No. of times users saw your tweet on their screens
Followers/page likes	Total and new likes for your page	No. of accounts following you	No. of users following you



Metrics that matter

Comments and replies

People commenting on your post and replying to your tweets

Shares and RTs

People sharing your posts

Clicks

Including link clicks, clicks to play video, hashtag clicks, clicks to expand image

Engagement rate

No of engagements (comments/replies, shares, clicks, reactions) divided by impressions

Likes/Reactions

No of people liking posts.
NB: More broken down in Facebook with reactions

Actions/Visits

Actions such as clicking to get directions, visiting your profile or mentioning you



Objectives exercise

1. Pick a channel specific KPI from your digital strategy
2. Discuss - realistically what does it help you achieve?
3. Is there another metric you could include?

Analytics exploration



Let's take a look at your analytics...





Audience Insights



Find out who they are...



- [Page Insights](#) (demographics, reached, engaged, locations)
- [Audience Insights](#) (lifestyles, demographics of page vs Facebook overall)



- [Instagram Insights](#) (demographics, locations, when they're online)
- [IG Audit](#) (find out how many of your followers are real)



- [Twitter Analytics](#) (interests, demographics, locations etc)
- [Followerwonk](#) (mapped locations and other data about followers)
- [Twitter Audit](#) (find out how many of your followers are real)



Analytics exploration

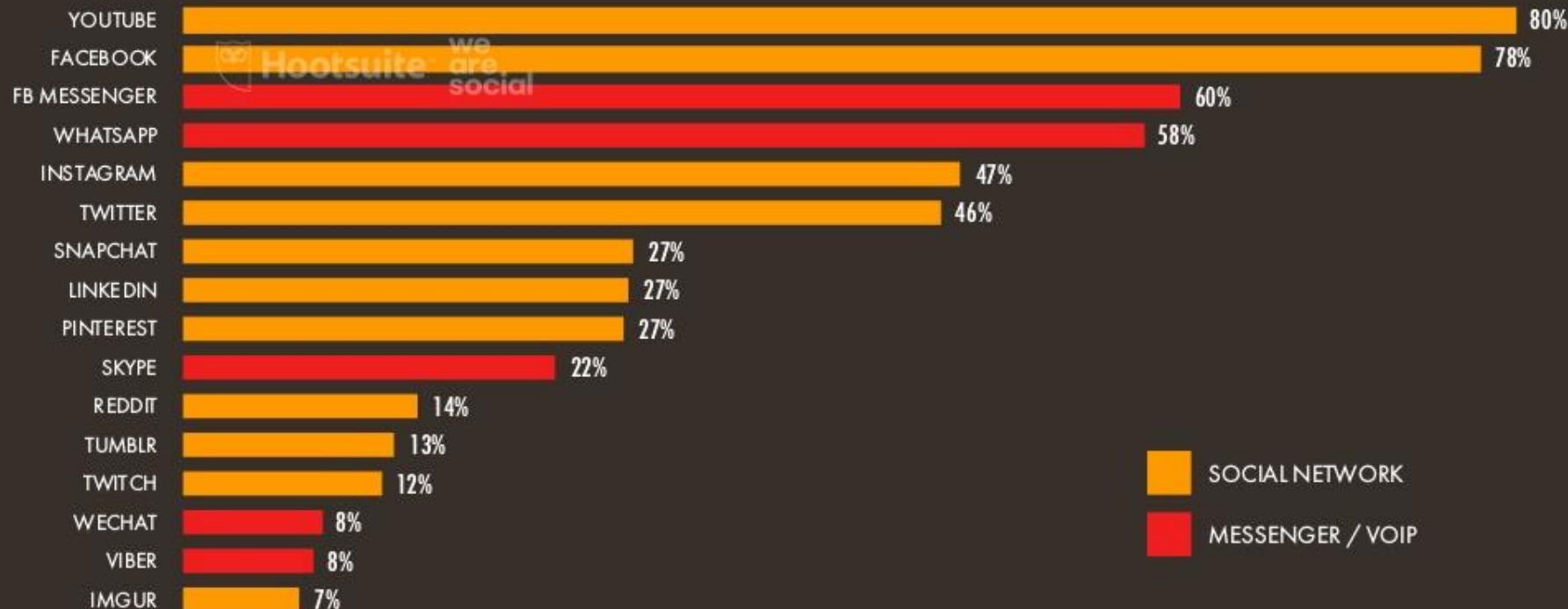
Let's go back to your analytics to find out what they're responding to...



JAN
2019

MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



JAN
2019

SOCIAL MEDIA AUDIENCES: QUARTERLY GROWTH



THE QUARTERLY CHANGE IN THE TOTAL ADDRESSABLE ADVERTISING AUDIENCES* OF SELECTED SOCIAL MEDIA PLATFORMS

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



we
are
social

0%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



+4.3%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



we
are
social

-0.7%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



-14%

QUARTERLY CHANGE IN
THE TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)



+8.0%



NONPROFITS OVERVIEW



FACEBOOK
POSTS PER DAY

1.13

FACEBOOK
ENG RATE / POST

0.13%



INSTAGRAM
POSTS PER DAY

0.46

INSTAGRAM
ENG RATE / POST

2.40%



TWEETS
PER DAY

1.99

TWITTER
ENG RATE / TWEET

0.062%

Source: RivalIQ 2019



Facebook overview



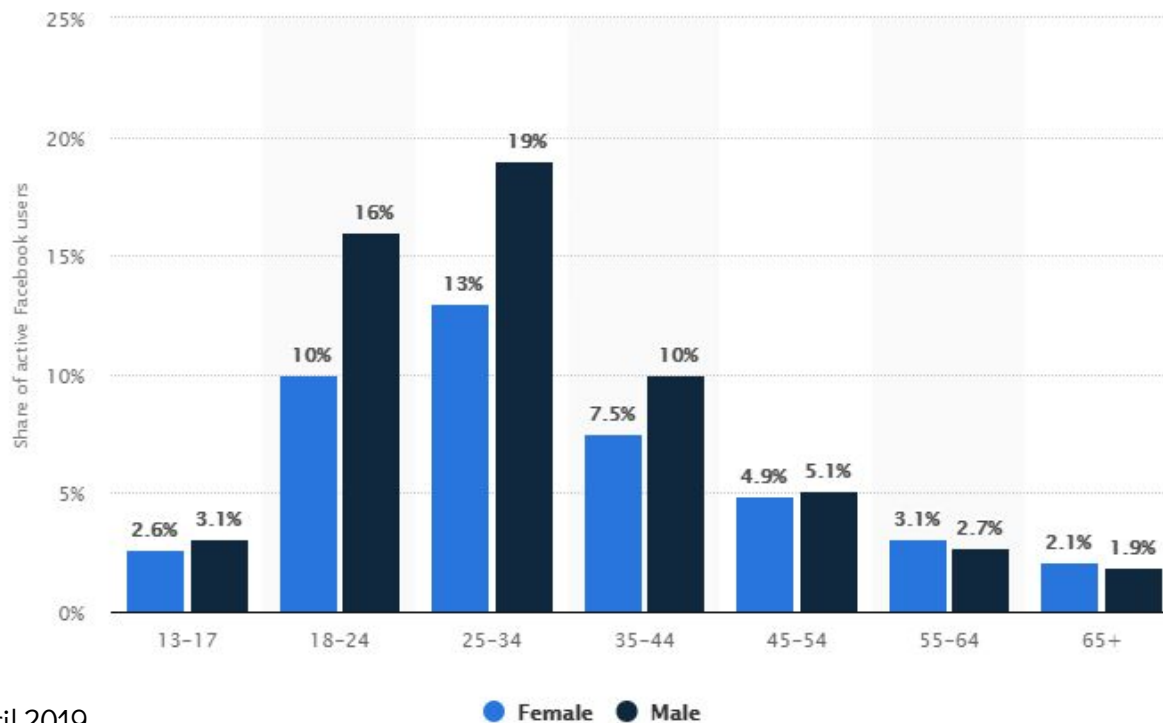
- Over **2 billion** people on the planet actively use it each month
- **40 million** people, or **71%** of UK adults, can be reached with ads on the platform
- **88%** of Facebook users are accessing via mobile device
- **1.56 billion** people use it daily

Use it for...

- Growing community through active engagement and Groups
- Customer / supporter service (Messenger)
- Video virality (Facebook loves video, create something engaging and see it fly)
- Highly targeted ads and retargeting using Facebook Pixel
- Fundraising - Facebook donate button and fundraising tools



Global demographics



Source: Statista April 2019



Instagram overview



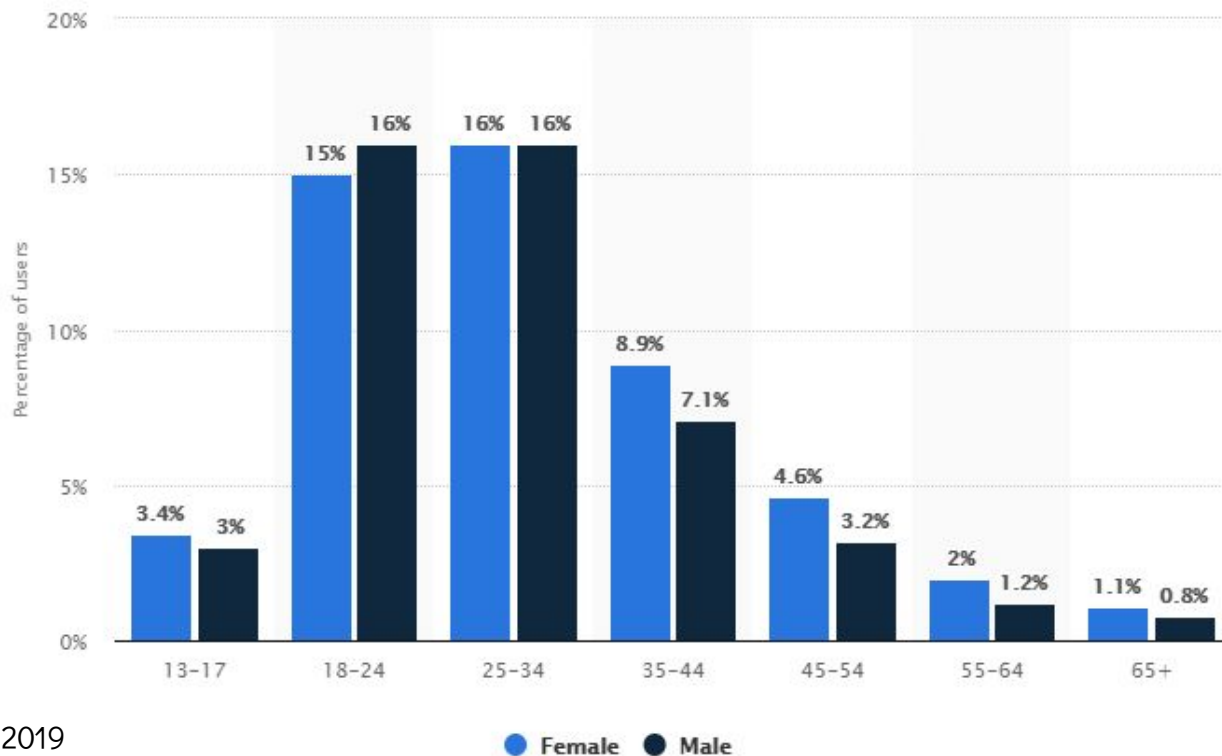
- Over **1 billion** people on the planet actively use it each month
- **6.7 million** of those monthly users are in the UK
- It has **58 times more engagement** per follower than Facebook
- **500 million** people use it daily

Use it for...

- Behind the scenes images and Stories (vertical videos which last 24 hours)
- User generated content (share posts and Stories from others with their permission)
- Quotes, tips, infographics and memes
- Report on what you are doing and successes
- Discoverability with thought out hashtag, mentioning and location tagging strategies



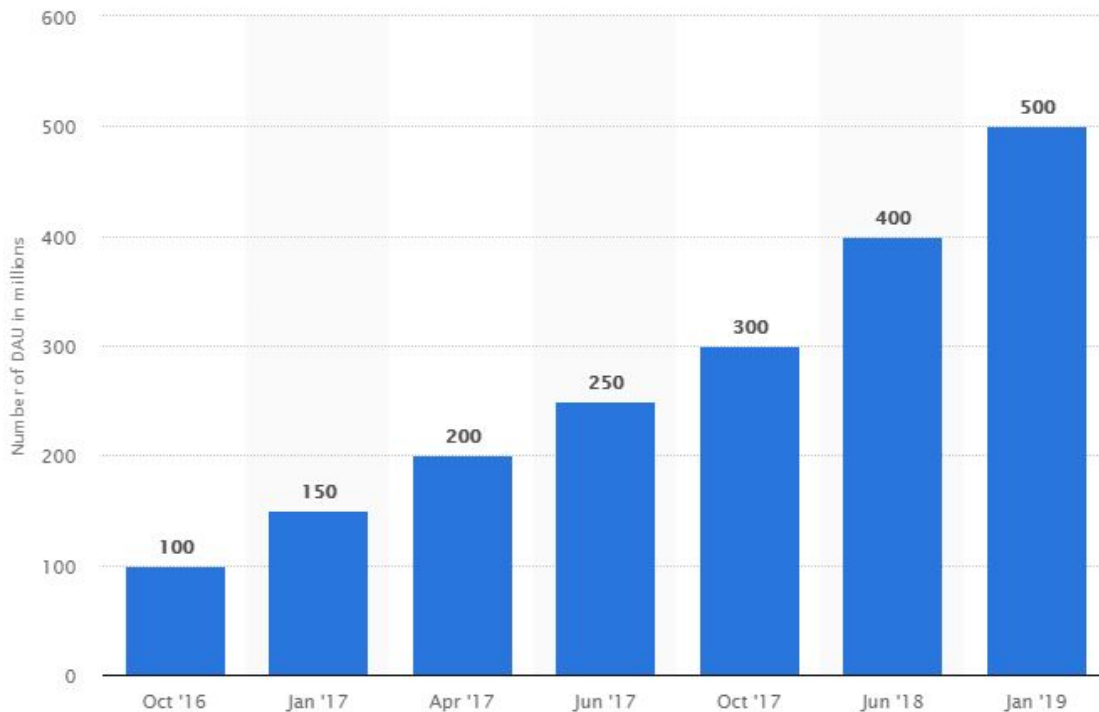
Global demographics



Source: Statista April 2019



Stories Daily Active Users



Source: Statista April 2019



Twitter overview



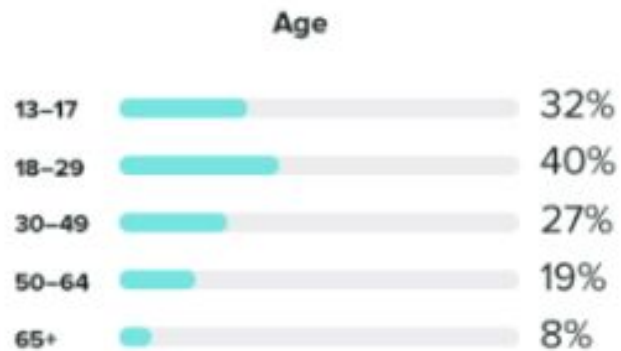
- **326 million** on the planet actively use it each month
- **13 million** of those are active UK users
- **80%** of Twitter users are accessing via mobile device
- **100 million** people use it daily

Use it for...

- Networking with local businesses, influencers and experts
- Trend hacking (get involved in relevant trending topics)
- Keep up to date with the latest news ('listening' is really useful here)
- Share press releases and engage journalists
- Use video, images and GIFs (Tweets with images receive 150% more retweets)



Global demographics



Source: Sprout Social 2019



LinkedIn overview



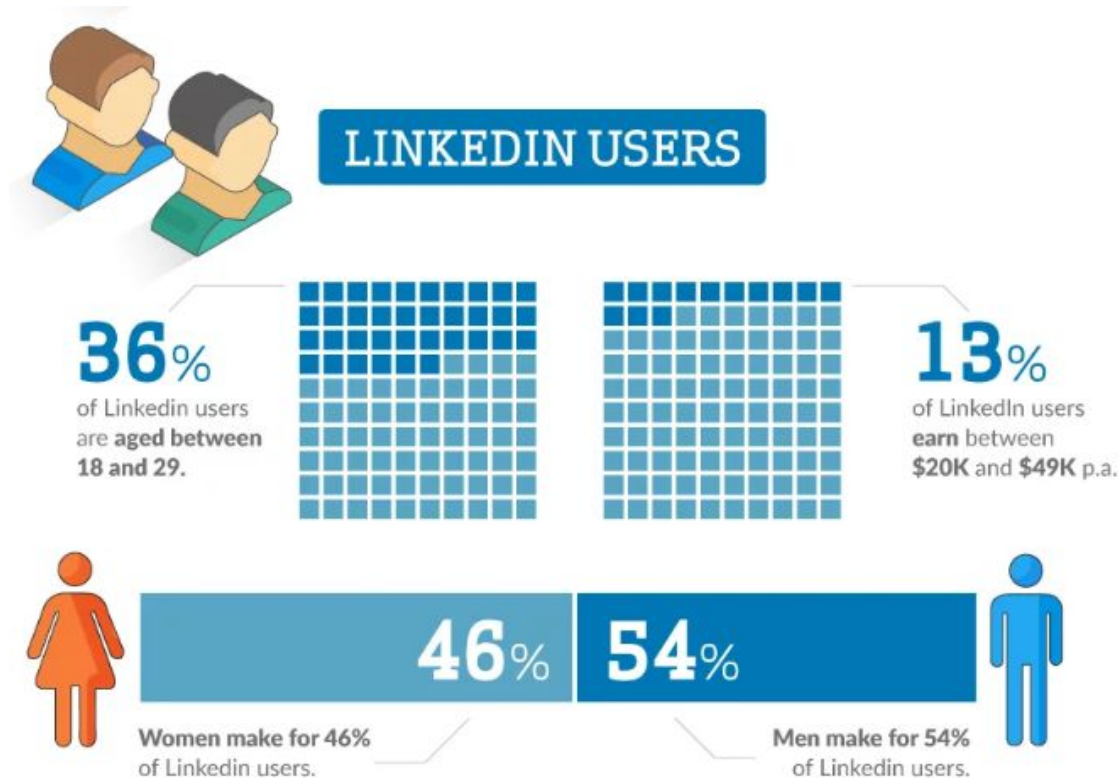
- **260 million** on the planet actively use it each month
- **27 million** of those are active UK users
- **41%** of millionaires use LinkedIn
- **57%** of users use it on mobile (less than other platforms)

Use it for...

- Long form articles from senior members of staff and management
- Individual networking and sharing (an individual is more important than a company page)
- Video posts (5 times more likely to get comments as a newer format for LinkedIn)
- Mobilising business leaders



Global demographics



Source: Social Pilot 2019

A woman with long dark hair in a braid, wearing a light blue button-down shirt, has a surprised expression with wide eyes and an open mouth. Her hands are held out to the sides, palms up. The word "Questions?" is written in large, bold, black sans-serif font across the center of the image, partially overlapping her hands and shirt.

Questions?



Thank you

Montfort

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