



**IMMUNIZE
KANSAS
COALITION**



Click Smart: Tips and Tricks for the Google Ad Grant

HOW DOES GOOGLE ADS WORK?

- Google Ads works by setting up ad campaigns for your website, along with a budget you set, and automatically bids for ad placement on google searches.
- When a somebody executes a Google search with keywords similar the ones that defined in your Google Ad campaign, your ads will automatically compete with similar ones to bid for placement towards the top of the search results.

The screenshot shows a Google search for 'shoes'. The search bar at the top contains the word 'shoes'. Below the search bar, there are tabs for 'All', 'Shopping', 'Images', 'Maps', 'News', and 'More'. The search results show 'About 5,390,000,000 results (0.76 seconds)'. The first result is an advertisement from 'www.skechers.com/' titled 'SKECHERS® Shoes Official Site - (F)all About Essentials Sale'. Below the title, it says 'It's (F)all About The Essentials - Get 25% Off Your Order On **Shoes**, Boots, & More.' There are two columns of promotional text: 'Comfortable Walking Shoes' (Engineered For Walking Slip-On & Lace-Up Designs.) and 'Get 25% Off Sitewide' (Gear Up For The Holidays By Getting 25% Off Sitewide - Good Thru 10/22.). Below these are 'Boots For All Occasions' (Our Latest Boots Styles: Classic Fashion, Outdoor, Rainboots, & More) and 'Kids Shoes' (Variety Of Styles For Boys & Girls Shop Slip-Ons, Sandals, Boots.). The second advertisement is from 'www.zappos.com/shoes' titled 'Shoes at Zappos - 100% Free Shipping & Returns - zappos.com'. It says 'Huge Selection of Top Brands. Free Returns for 365 Days. Shop New Arrivals at Zappos!'. The third advertisement is from 'style.justfab.com/vip/1stfrom10' titled 'JustFab™ Shoes - Your First Style Just \$10'. It says 'JustFab's™ Newest Picks. Exclusive **Shoes** You Won't Want to Miss! Rule Your Next Event...'. Three red arrows point from a red box labeled 'Google search ads' to the three advertisements.

shoes

× | 🔍

🔍 All Shopping Images Maps News More Settings Tools

About 5,390,000,000 results (0.76 seconds)

Ad · www.skechers.com/ ▾

SKECHERS® Shoes Official Site - (F)all About Essentials Sale

It's (F)all About The Essentials - Get 25% Off Your Order On **Shoes**, Boots, & More.

Comfortable Walking Shoes
Engineered For Walking
Slip-On & Lace-Up Designs.

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Our Latest Boots Styles: Classic
Fashion, Outdoor, Rainboots, & More

Kids Shoes
Variety Of Styles For Boys & Girls
Shop Slip-Ons, Sandals, Boots.

Ad · www.zappos.com/shoes ▾

Shoes at Zappos - 100% Free Shipping & Returns - zappos.com

Huge Selection of Top Brands. Free Returns for 365 Days. Shop New Arrivals at Zappos!

Ad · style.justfab.com/vip/1stfrom10 ▾

JustFab™ Shoes - Your First Style Just \$10

JustFab's™ Newest Picks. Exclusive **Shoes** You Won't Want to Miss! Rule Your Next Event...

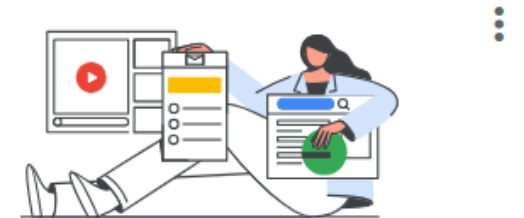
GETTING STARTED WITH GOOGLE AD GRANTS

- What is the Google Ad Grant?
 - Google Ad Grants are part of the Google for Nonprofits program.
 - 501(c)(3) organizations are eligible to apply for the program, which among other benefits offers up to \$10,000 per month of in-kind google ad credits.
 - Important to note: Even though you have up to \$10,000 in ad credit, that does not mean you will realistically utilize \$10,000 of ads. It all depends on how your ads are optimized.
 - [Google For Nonprofits Program](#)
 - To learn more on about the application process, we highly recommend viewing the “Leveraging the Google Ad Grant for your Nonprofit” Webinar by Mightycause
 - [Webinar Recording](#)
 - [Slide Deck](#)

We don't bill you

So there's nothing to see here.

Happy advertising!



SETTING REALISTIC GOALS & EXPECTATIONS

- There are a few hard and soft limits set by Google that will affect your ad capabilities

HARD LIMITS

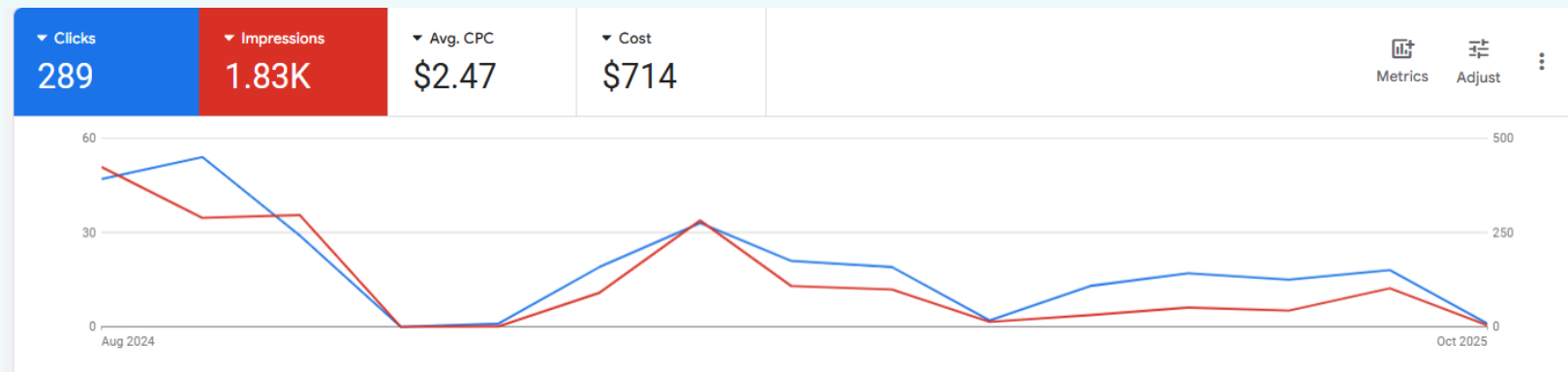
- Only able to utilize text-based search ads, no image ads or YouTube ads.
- \$10,000 of in-kind ad credits is the cap per month, but unused ad credits do not carry over to the next month
- Ad-grant funded advertisements automatically have lower bidding priority against other Google ads users.
 - In practice, this means that your ads will still be shown, but could be lower on the page

SOFT LIMITS

- Google Ads is primarily meant for e-commerce purposes – nonprofit advertising has a steeper learning curve.
- Much like social media, public-health and non-profit focused advertising
- While in theory it's possible to use the entire \$10,000 budget each month, Google tries to not overbid on ads.
 - We've found its much more likely you will spend \$100-\$200 of the ad credit each month. Still free advertising nonetheless!

FOUR "DON'TS" OF GOOGLE ADS

- Don't advertise controversial webpages or using negative keywords.
 - Our "Vaccine Fears Overturned by Facts" campaign was removed by Google due to it believing we were promoting vaccine fears.
- Don't be discouraged by low engagement.
 - Try to use low engagement periods to adjust keywords to reflect seasonal concerns. Such as adding more Flu focused keywords during Flu Season.
- Don't let your clickthrough rate (CTR) fall below 5%.
 - Clickthrough rate is your total # of clicks divided by total # of impressions.
 - Using the chart below, it shows that our clickthrough rate is ~16%
 - If it falls below 5%, Google may suspend your ad grant.
- Don't spend too much time with it!
 - Your experience can be extremely simple, or extremely in-depth depending on how much time you contribute towards it.
 - We've found that 30 minutes per week is the optimal amount of time to check in on ads and make small adjustments.



FOUR "DO'S" OF GOOGLE ADS

- Adjust your campaign based on Google's AI optimization recommendations.
 - Campaigns → Recommendations
- Consider putting a geofence on your ads if you need to reach a local audience
 - Campaigns → Audience, Keywords, and Assets → Locations
- Tweak ad budget if performance is low
 - Campaign Settings → Budget
 - We fluctuate anywhere from \$150-\$300 a day max budget. (Generally, it spends far less than this)
- Use Google Trends to find new keywords
 - Useful for comparing your ad performance to actual search volume for vaccine-related content.
 - <https://trends.google.com/>



Create



Campaigns



Goals



Tools



Billing



Admin

