

The Great Endeavors of Google Grants



DEEMED THE "BIGGEST MISSED OPPORTUNITY IN NON-PROFIT MARKETING" BY HUBSPOT.COM, GOOGLE AD GRANTS IS A DONATION PROGRAM THAT DISTRIBUTES FREE, IN-KIND ADVERTISING TO 501(C)(3) NONPROFIT ORGANIZATIONS.

“ Google Ad Grantees receive free AdWords advertising on Google search result pages. Ad Grantees build and manage their own AdWords accounts similar to paying advertisers, but participate with [certain] restrictions.

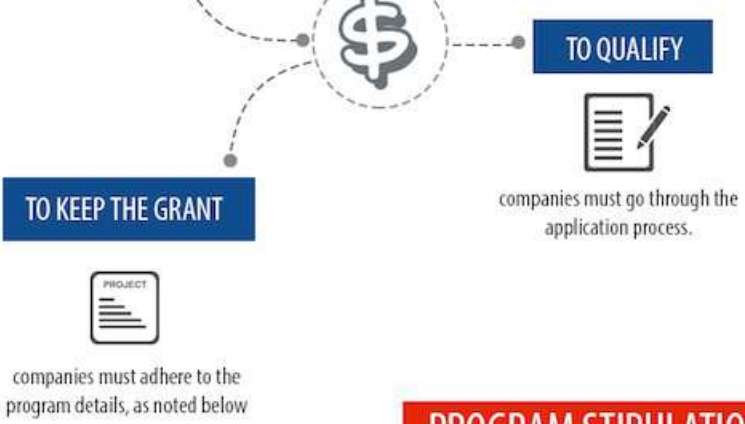
” -GOOGLE

HOW DOES IT WORK?

The Google Adword Grants Program is a unique, beneficial opportunity that offers nonprofits the chance to advertise on Google AdWords on a recurring basis (and without a FIXED END DATE), at absolutely no cost to the selected organizations



This program gives qualified organizations \$10,000 per month in AdWords spend to be used to promote their missions and initiatives on Google.com.



PROGRAM STIPULATIONS



- The ad must reflect the mission of the organization
- A daily budget set to \$329 USD, or the equivalent to \$10,000 (per month)
- A maximum cost-per-click (CPC) limit of \$2.00 USD
- Can only run keyword-targeted campaigns
- Will only appear on Google search result pages
- Must only run text ads (no display/banner ads)

DID YOU KNOW ?



- By the end of the first year, 139 nonprofits were thriving in the beta program.
- The first non-profit launch utilizing Google Grants.

As of June 2010, Google has awarded over \$600 million in grant money to non profit organizations



WHAT CAN GOOGLE GRANTS DO FOR MY CHARITY?

THERE ARE MANY WAYS TO BOOST YOUR CAMPAIGN PERFORMANCE, SIMPLY BY USING GOOGLE GRANTS:



- INCREASE ONLINE FUNDRAISING
- MAKE AN IMMEDIATE SEARCH IMPACT
- OBTAIN A TREMENDOUS MARKETING BUDGET FOR ZERO COST
- NETWORK WITH LIKEMINDED VOLUNTEERS, LOOKING FOR OPPORTUNITIES
- RAISE AWARENESS OF YOUR PURPOSE/AIM/ INFORMATION
- TRACK ONLINE DONATIONS, NEWSLETTER SIGN-UPS, AND VOLUNTEER REGISTRATIONS

WHY YOU NEED A STRATEGIC ACCOUNT MANAGEMENT PLAN IN PLACE

Raising the profile of your organization requires strategy and planning - and that's where an account manager comes into play.



ACCOUNT MANAGEMENT IS RESPONSIBLE FOR BOTH



the continued optimization of the campaign to increase the return



the management of the campaign spend.

IT'S ALWAYS RECOMMENDED TO EMPLOY ACCOUNT MANAGEMENT STRATEGIES FOR ALL OF YOUR MARKETING ENDEAVORS. TAKE A LOOK BELOW FOR SOME INCENTIVES AS TO WHY...



77% of global companies use revenue (actual and potential) as a basis for selecting their strategic accounts.



48% of global companies believe the Strategic Account Management process in their company lacks effectiveness.



42% of global companies attribute lack of effectiveness to "company structures, systems and/or processes" in executing Strategic Account Management.

GOOGLE GRANTS ARE DEDICATED TO MAKING THE WORLD A BETTER PLACE, ONE NONPROFIT AT A TIME.

LET THE Google Ad Grants PROGRAM HELP YOUR ORGANIZATION DO THE SAME.



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sources:

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