

Google Ad Grants for Non-Profits

Leveraging Google Ad Grants program focused on non-profits helps make the most of a non-profit's limited budget

WHAT YOU CAN EXPECT:

- \$10,000 USD of text-based ads on Google Search per month
- 2-14 day review & confirmation process
- Access to marketing campaign tools (Google Workspace; Google Analytics, newsletter w/ tips)

3 EASY STEPS:

- Request nonprofit account at <https://www.google.com/grants/>
- Step-by-step videos on designing digital strategy, effective ads, tracking conversions, etc.
- Plan, build and launch first digital marketing campaign
- Must maintain 5% CTR (click-thru-rate; 5 clicks per 100 impressions)

POTENTIAL IMPACT:

- Promote mission and grow brand awareness - *We Care Animal Rescue* increased monthly adoption applications by 125%
- Drive donations - *Donors Choose* spurred more than 5,000 new donations to public schools
- Introduce website visitors to programs and products - *Federation of Canadian Artists* gained access to 70,000 new website visitors for their exhibitions



E-mail Marketing Best Practices Tips

- Article: **OmniKick - 17 Effective Email Marketing Strategies to Generate More Sales**
Link: <https://www.omnikick.com/email-marketing-strategies/>
- Article: **GetResponse - 25 Email Marketing Best Practices That Drive Results (2021)**
Link: <https://www.getresponse.com/blog/email-marketing-best-practices>
- Article: **MooSend - 26 Email Marketing Best Practices That Drive Results**
Link: <https://moosend.com/blog/email-marketing-best-practices/>
- Article: **CoSchedule - 20 Email Marketing Best Practices That Will Improve Results**
Link: <https://coschedule.com/blog/email-marketing-best-practices/>



Useful Marketing Articles & Resources

- Article: **Cutthroat Marketing - 6 Steps for Powerful Digital Marketing Strategy**
Link: <https://cutthroatmarketing.com/blog/6-steps-for-a-powerful-digital-marketing-strategy/>
- Article: **Digital Marketing Institute - How to Create Your First Marketing Campaign**
Link: <https://digitalmarketinginstitute.com/blog/how-to-create-your-first-marketing-campaign>
- Article: **Exposure Ninja - How To Digital Marketing Campaign**
Link: <https://exposureninja.com/blog/how-to-digital-marketing-campaign/>
- Article: **Clickz - 7 Tips for Managing and Maximizing Content in Social Media**
Link: <https://www.clickz.com/7-tips-for-managing-and-maximizing-content-in-social-media/32859/>
- Article: **Social Media Examiner - How to Repurpose Audio & Video Content for Social Media**
Link: <https://www.socialmediaexaminer.com/how-to-repurpose-audio-and-video-content-for-social-media-5-ways/>

