
GOOGLE GRANTS

Three Strategies For Managing Campaigns



Be Fearless. Have Influence.

1

Targeting By Impression Share

In a normal Google Ads campaign the goal is to have the lowest Cost Per Click, Cost Per Conversion or other Cost Per "X" metric possible.

But to manage a Google Grants campaign you have to think counterintuitively. Instead of driving down the costs, the goal is actually to show up for the most queries possible.

Google doesn't make it easy. With a default setting that will cap you at \$2.00 cost per click, there aren't a ton of opportunities for showing up for top queries.

That's why we set up our campaigns to target by impression share. We recommend setting this at 80% to start, and to select the setting for your listing to show up at the top of the page.



What is Impression Share?

Impressions are the number of times your keyword triggers your ad copy for a given search query.

Share of impressions relates to the overall market share you have for a specific keyword term. 80% share means that you are showing up 80% of the time somebody searches for the target keyword.

2

The Widest Possible Geography

Once again, managing a Google Grants campaign is somewhat counterintuitive.

For most search campaigns you're going to select the most restrictive geographic settings possible. Retailers in particular, or restaurants with restrictive delivery areas only want to serve ads to a very narrow geographic target.

But again, with Google Grants you'll want to have the widest possible geographic distribution. For the local church this means you're going to be targeting beyond a typical direct mail campaign, and for churches located in a larger metro area you'll want to pick the entire DMA to target.

International non-profits will enjoy the benefit of a worldwide audience, and are more likely to maximize the \$10,000 per month credit.



More Geography

Did you know that you can target by "intended geography?"

While the default setting is to target only by the location where the search query is physically located, another setting within

Google allows you to reach people who have an interest in the geography.

Where might this be helpful?

New people moving to your area, and future mission trip locations.

3

Max Keywords - Broad Match

When we first started managing Google Grants campaigns this might have been the most counterintuitive tactic of all. For those who have been managing Google Ads for some time you may recall setting up modified broad match terms, and managing tightly focused ad groups to ensure your spend isn't wasted.

For Google Grants it is important that you load up on as many keyword terms as possible.

Using broad match as your strategy will also help you to identify specific search terms over time. Use the search terms report to identify the specific terms that are being used and regularly add these terms to your ad groups as broad match keywords.

Doing this practice over the course of several months will increase the reach of your Google Grants campaigns.



General Terms

Selecting broad match as your match type is only one part of the equation. You'll also want to use broader terms.

These terms tend to carry a higher volume.

This might seem wasteful or potentially irrelevant, but as long as you've got the content to support the keyword, you'll be fine.

Remember the goal of a Google Grant campaign is to create as much awareness as possible!

Takeaways

Be Fearless. Have Influence.

Managing a Google Grant campaign can take up a lot of your time. Writing relevant ad copy, setting up geographies, and researching keyword terms can be a bit stressful and can carry a steep learning curve.

If you're looking to setup your Google Grants program yourself, talk to us first before logging into the platform



Google For NonProfits

Not only could your organization receive up to \$10,000 in monthly ad credits, you can also get free storage through Google Drive, branded emails and a ton more benefits

This program is worth checking out!