

Project Hub Assignment 3: Reflection

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The Google Ad Grants challenge has given UC students with the opportunity to run an online advertising campaign for a registered Not-For-Profit organisation, to learn and implement the programmatic trading, online analytics, and client management skills. However, this opportunity for industry recognised certification. This project is for anyone interested in a career in advertising, marketing, PR, or digital communications.

Week 5

This week we started our group, had a meeting with Dan he explained what we had to do for the Google Challenge. Our Google Challenge is with the Karinya House here in Canberra, the campaign for them is the release of Donation Dollar **on the 5th of September 2020** aligns with the United Nations International Day of Charity. Their ideology contained within the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals developed by the United Nations. Their goal includes the reduction of poverty and hunger, improving health and education, advancing gender equality and strengthening economic growth.

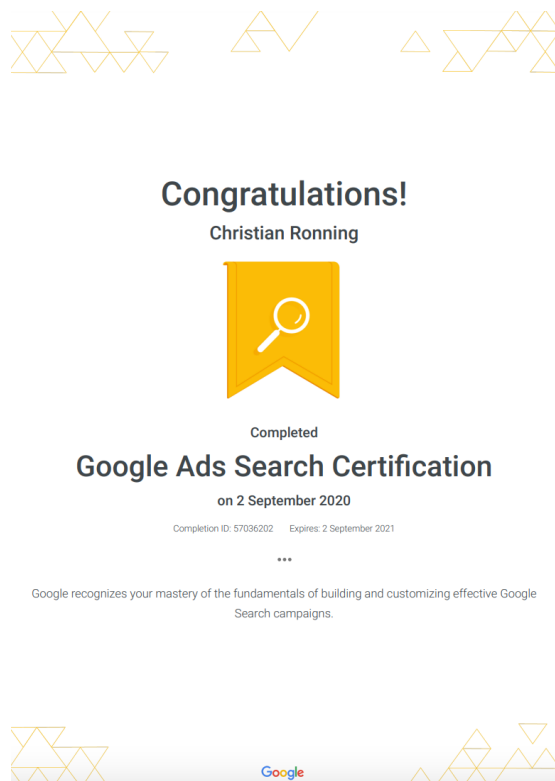
We haven't started the Google Ad yet; this week we had a meeting getting to know each other and talking about the campaign and the Google quizzes getting the certifications for the Google Ads and the Measurement Certification before we can start the campaign. I passed the Google Ads Search and received my Certificates on the 2nd of September 2020.



Week 6

Still waiting for information from Jo Saccasan (Finance & Business Manager) from Karinya House. Still learning about Google Ads and doing the exercises, we need to complete the online course. Having our weekly meeting with Rebekah Silberman, Brandon Lowe, Christian Ronning (Myself) and our mentor Dan Andrew, regarding the campaign and waiting for a reply from the campaign organiser Jo Saccasan of Karinya House.

I have completed and passed the Google Ads quiz and received my certificate for Google Ads - Measurement Certificate on the 9th of September 2020.



Week 7

The main objective now is to try to remember everything from the online course and the quizzes, putting them into practice for the Google Ad Campaign.

Having our weekly meeting with the team today, Rebekah Silberman, Brandon Lowe, Christian Ronning (Myself) and our mentor Dan Andrew regarding the campaign and still waiting for a reply from the campaign organiser Jo Saccasan.

Week 8

Started working on the Google slide for the campaign on "Karinya House for Mothers and Babies", I could only do what I could my part of the slides and doing the research for the information on Karinya House.

Again, having our weekly meeting with Rebekah Silberman, Brandon Lowe, Christian Ronning (Myself) and our mentor Dan Andrew regarding the campaign and still waiting for a reply from the campaign organiser Jo Saccasan.

Week 9

We are starting the Google Ads campaign got trying to work out what we are doing for our sections. Trying to work out my slides - Current Marketing and Non-profit Marketing Goals after waiting for the information, we finally got the information from the campaign organiser Jo Saccasan. The slides from 180 degrees have useful information to help to complete the slides on Current Marketing and Non-profit Marketing Goals.

These are the Slide I produced

Current Marketing	
Website overview The website user interface is clean with relevant information displayed. Key call-to-actions include sign up to newsletter and make donations to the organisation. Currently blog posts are published 1-2 times a month. These are engaging posts showing positive impact of the charity. Social platforms - Organic Marketing YouTube (11 subscribers) – Campaign based content Facebook (3,666 followers) - Daily posts Instagram (1151 followers) - Daily posts Twitter (264 followers) - 4-7 day post frequency LinkedIn (89 followers) - Sharing relevant content from other platforms to key stakeholders and potential corporate partners. Current Online/Offline Marketing Online Channels Google ads: Ongoing SEM with AdWords, campaign specific SEM, Ongoing campaign (Be a friend of Karinya house) Facebook Ads: Event-based campaigns with spends of around \$200 Campaign Monitor: Monthly newsletter	<div>Proprietary + Confidential</div> <div>Ad · www.karinyahouse.asn.au/support/friends-karinya · (02) 6259 8998</div> <div>Charity for Mothers & Babies - Karinya House</div> <div>Mothers & babies facing crisis in Canberra need your help. Find out how you can help today! Sign Up For Emails. Donate Online. Become A Volunteer. View Photo Gallery. Highlights: Community Based Organisation, 22 Years Of Experience.</div> <div>About Karinya House Make a Difference Today How You Can Help</div> <div>Locations & Services Find out our Locations and Services Accommodation, Outreach & Referrals</div> <div>Contact Us Contact Karinya House Today Contact Details for Our Services</div> <div>Donate Now Donate to Karinya House Today Support Mothers & Babies in Crisis</div>
	<div>Ad · www.karinyahouse.asn.au/ · (02) 6259 8998</div> <div>Charity for Mothers & Babies - Karinya House</div> <div>Mothers & babies facing crisis in Canberra need your help. Find out how you can help today! View Photo Gallery. Sign Up For Emails. Donate Online. Become A Volunteer. Highlights: Community Based Organisation, 22 Years Of Experience.</div> <div>Contact Us · About Karinya House · Get Involved · Locations & Services · Donate Now</div>

Google

Current Marketing Continued

Fundraising Evaluation: Financial modelling of the New Karinya operating costs confirms that they need 3,000 financial Friends to remain sustainable. So far they have around 600.

Monthly Average Online: The total amount raised monthly recurring donations, (\$10, \$20, \$30 or whatever amount per month) and quarterly recurring donations, totalling \$22,486.

Non-Government Revenue: Karinya House needs to raise \$66,000 each month in donations and fundraising revenue.

Current tracking methods





KPI

- Based on Google Analytics
- Donation Conversion \$\$ would be great to see of course.

Google



Non-profit Marketing Goals

 Educate Mission/ Awareness	Total impressions = 13,882 Clicks = 968 CTR = 13.55%
 Cultivate Donors	Fundraising goals = \$466,200 How are they tracking donations? KPI = Key Performance Indicator
 Recruit Volunteers	How many volunteers do they currently have? 19 volunteers
 Promote Events	What's the scale of these events? Designed to support positive change and greater wellbeing, with scales presented in a star shape and measured on a clearly defined 'Journey of Change'. Goal of these events? To get donations

Google

Having our weekly meeting with Rebekah Silberman, Brandon Lowe, Christian Ronning (Myself) and our mentor Dan Andrew about the campaign, still waiting for a reply from the campaign organiser Jo Saccasan.

Week 10

Having our weekly catch up meeting with Rebekah Silberman, Brandon Lowe, Christian Ronning (Myself) and Dan Andrew our Mentor for the campaign, explain to Dan that things are going well with the Google slides and everything is on track.

Week 11

Working on our presentation slides and having our weekly meeting with Rebekah Silberman, Brandon Lowe, Christian Ronning (Myself) and our mentor Dan Andrew regarding the campaign and still waiting for a reply from the campaign organiser Jo Saccasan.

Week 12

Next week we have plans to chat with the campaign organiser Jo Saccasan from Karinya House just waiting for the reply and the time for the meeting.

Again, having our weekly meeting with Rebekah Silberman, Brandon Lowe, Christian Ronning (Myself) regarding the campaign and still waiting for a reply from the campaign organiser Jo Saccasan.

Week 13

We had a group meeting 1 hour before we had to present to Jo Saccasan of Karinya House. This week we had our meeting and gave our presentation to campaign organiser Jo Saccasan of Karinya House at 1400, we got the go-ahead to do the campaign, which made the three of us super excited and happy that we got the go-ahead for the campaign and we can't wait to start the campaign.

At 11:00 am I wrote a message on the Microsoft Teams to Rebekah Silberman "Hey Bek when are we going to start writing out the campaign?" At 12:35 Rebekah Silberman replied, "I'm emailing Jo today to get written confirmation that we're good to go and then I'll set up a meeting with you guys sometime this week to make the ads and get everything ready to launch next week". At 12:36 Rebekah Silberman "I start my new job tomorrow tho, and I'm not sure when I'm working this week yet, so when I know for sure, we can work out a time".

Speech for Karinya House 4 November 2020

Current Marketing

Website overview

From our initial interactions of the Karinya house we found that the website has a clean interface.

The relevant information was displayed, and most pages included a clear call to action for users.

Some of these call to actions included – signing up to their newsletter or options to make a donation.

Most importantly there was fresh engaging content on the website including blog posts, images, and stories about how the charity is helping the community.

Social Platform – Organic Marketing

Anything you don't spend on directly, such as blog posts, case studies, guest posts, unpaid tweets, Facebook, and Instagram updates, they all fall under the umbrella of organic marketing.

Karinya house currently has a small following on its social media channel. The implications of this will mean posts on social media, no matter how good they are, will have a limited organic reach.

It is really important for charities to grow their audiences on social media, as it will allow them to generate web traffic without having to spend money.

One draw card that charity organisations have is the ability to partner up with celebrities or people who have influence within the community.

This will generate more interest into the organisation, allowing them to grow organically.

Current Online

Google ads is ongoing SEM (Search Engine Marketing) that is utilising AdWords for the campaign and using specific SEM for ongoing campaign for example "Home for Mothers & Babies".

Facebook Ads is an event-based for campaigns spending around \$200

Then there's the Campaign Monitor, marketing campaigns, giving you everything you the need to run a beautiful well-designed email to help grow your business.

Offline Channels

Community outreach via publications in local and national newspapers and online media outlets

There was plenty of local news articles on the online media that included local publications such as Canberra Times and the RiotACT.

Fundraising Evaluation

Financial modelling of the New Karinya operating costs confirms that they need 3,000 financial Friends to remain sustainable.
So far, they have around 600.

Monthly Average Online

Currently Karinya House receives ongoing recurring donations, and quarterly recurring donation.

These come to nearly **\$23,000 per quarter**.

However, Karinya House needs to raise \$66,000 each month in donations and in fundraising revenue.

Current Tracking Methods

Karinya house has a tracking thermometer on its webpage showing how much money has been raised to date.

KPI (Key Performance Indicator)

Karinya house will be able to measure its performance as a charity, by the number of people signing up to its newsletter and more importantly donating to their cause.

Search engine marketing can be used as a way of reaching potential customers online. More importantly, it can be used as a way of assisting people who are in need of their services.

By having google ad campaigns, Karinya house can track the number of clicks through their webpage.

Non-profit Marketing Goals

Educate Mission | Awareness

One of the main forms of educating the public is through Community engagement and social media. Facebook has videos that can help educate the public, and there is other educational material that they have commissioned through the use of YouTube clips.

Cultivate Donors

Through make a Donation and 'Be a Friend' part of Karinya house's stories and their eNewsletters, website, and on Social Media platforms, Karinya House can provide support 365 days of the year.

Their goal is to raise \$466,200 but currently it is at \$92,470. On average, support for each woman, through this journey costs approx. \$9,000 - \$10,000.

The costs per hours for the support is \$66, \$500 for a night of shelter and residential support costs, \$440 a day of outreach services and midwifery support.

Recruit Volunteers

Karinya house volunteers aim is to provide the best service to the women and families who are experiencing hardship in Canberra, and the surrounding regions, with these essential items and equipment to ensure the safety of their babies and children.

Working directly with social workers and social service agencies to help individuals and families in need, allowing the services they assist to focus on the core business.

Client Support

Karinya house provides client support running group sessions for their clients e.g., craft, cooking lessons etc, providing transport to clients to get to their appointments/hospital, respite support for mothers with new babies, delivering food hampers, making new mums feel special - by delivering gifts, or providing other support and at other times, Mother's Day, Easter, Christmas, or the birth of a baby.

Fundraising

The volunteers at Karinya house help with fundraising, they include sausage sizzles, gala balls and work tirelessly to help raise funds to keep Karinya operating.

Other Tasks

Other tasks they perform is to maintain the garden, folding, and enveloping newsletters and appeal notices for supporter mail out, sorting baby goods and material donations

Roundabout Canberra which is a volunteer-based organisation supporting Karinya House with the provision of pre-loved baby goods.

Remote Events

These events are designed to support a positive change, for a greater wellbeing with the scales presented in a star shaped and measured on a clearly saying the 'Journey of Change'.

In these events Karinya house goal is to raise donations for the support of new mums and babies.

Week 14

Caught up with Rebekah Silberman and Brandon Lowe today 11/11/2020 to discuss our plan of attack about the Google Ad Campaign. We finally fill in the Google Ad Campaign, we could only fill in what we could, and now we need to have a meeting with Dan Andrew at 16.30, to find out what we have to do next with the campaign and to see if we are on the right track.

12/11/2020 16.30, our group will be discussing our campaign with Dan Andrew to see if we are on the right track. Had the meeting with Dan and he said we are on track with everything, with have to email Jo from Karinya House to see if there is anything else that is needed for the campaign.

Week 15

Our campaign started today, on the 16th of November, which finishes on the 13th of December, bringing the campaign to four weeks. It will be interesting to see how the campaign is progressing for its first week. Can't wait to get the information from Rebekah Silberman, it feels like it has been going for some time approximately three weeks when it has been one week, I am wondering what the results will be after the campaign has been running for a week. This week feels like two months into the campaign, I feel overwhelmed, and I want this Semester and the Campaign to be finished.

https://docs.google.com/presentation/d/1q4MY2aySJtZJ6os_zdqSVfCdCb5xiimw/edit#slide=id.p5

Week 16

23/11/2020 – Having our weekly meeting today to see how our campaign is going; hopefully, the campaign is going well.

Today I decided to record our meeting thank God I did because it was interesting to see the information from the Google Ads campaign, we have some great results from our first week, we received one click, eight impressions, the average CPC (cost per click) is \$0.17, and the recommendations are 99.6%, the callouts are +0.1%. Ad Groups for Karinya House Cost - \$0.17, Clicks - 1 and CTR - 12.50%, and the Donation Dollar - \$0.00, Clicks - 0 and CTR - 0.00%. Most - shown ads for Karinya House is Support Mothers and Babies | Donate Here | Karinya House - Ad-Enabled, Impressions - 4, Clicks - 1 and CTR - 25.00%, the devices used by the customers for costs computers 100%, Impressions - Mobiles 25% and computers 75% and clicks - 100% computers.

The Google Ads Campaign is targeting the Canberra Region, and the demographics are mostly female aged between 25 to 64 years old and males age between 65+ years. The Day and Hours are Monday to Friday between 6 am to 12 am. We need to fix up some of the keywords, from Not eligible, Low search volume to Eligible. I have developed some slides for the campaign, such as Current Marketing and Non-profit Marketing Goals.

Week 17

30/11/2020 – Our assignment is due today at 23.59, and hopefully, the campaign is going well, and I will have to do the same thing as I did last week, I recorded our meeting to get the information that is required so far, instead of waiting for Rebekah Silberman to give us the information at the end of our Google Ads Campaign challenge. It's a shame that we didn't get to see the whole thing through.