

Using Paid Social Media Ads to Achieve Club Goals

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How Can Clubs Use Paid Ads?

- Increase membership
- Fundraise
- Boost involvement in a program
- Boost event attendance
- Raise awareness
- Grow mailing list beyond club membership

Advantages of Paid Advertising?

- Reach specific target audience based on:
 - Age, Gender, Location, Language and **Interests**:
 - Fundraising For A Cause, Nonprofit organization, Charity and causes, Volunteering
- Small investment can have big payoff
- Control over budget
- Reinforce messages shared via organic posts
- Can achieve faster results than organic

What are Some of the Options?

- Google AdWords
- Youtube Ads
- Promoted Pins on Pinterest
- Promoted Tweets on Twitter
- Facebook Ads, sponsored posts, etc
- Instagram Ads



Ungefähr 25.800.000 Ergebnisse (0,83 Sekunden)

These are all paid ads

Perlen und Schmuck Basteln - Ab 20 € Kostenloser Versand.

Anzeige www.sayila-perlen.de/perlen

4,9 ★★★★★ Bewertung für sayila-perlen.de

Sind Sie auf der Suche nach Perlen zur Erweiterung Ihrer Schmucksammlung?
 Nummer 1 in Perlen · Schnelle Lieferung · Kundenbeurteilung von 9,8 · Umfassendes Sortiment
 Inspiration Seite · Schmuck Basteln · Sayila Angebote · Neueste Kollektion Perlen

Perlen Auktion Online - Ihr neues Online Auktionshaus - catawiki.de

Anzeige www.catawiki.de/Perlen

4,7 ★★★★★ Bewertung für catawiki.de

Versteigerung, Verkauf & Schätzung
 12 Millionen Besucher · Besondere Auktionsobjekte · 180+ Auktionen · Gebote ab 1 €
 Typen: Damenschmuck, Herenschmuck, Ohringe, Ketten, Armbänder

Schmuck Perlen - 200.000+ Perlen zur Auswahl - pandahall.com

Anzeige de.pandahall.com/

Acrylperlen, Glasperlen, Rocailles, Edelstein Perlen, Lampwork Perlen, usw.
 Chinesischer Marktführer · Kostenloser Katalog · Bis Zu 70% Off · US\$10 für Registrieren
 Anhänger & Charms · Verschiedene Cabochons · Schmuckverschlüsse · Edelstein Perlen

Perlenfachgeschäft Berlin - perlenfarm-berlin.de

Anzeige www.perlenfarm-berlin.de/

Individuelle Beratung, große Auswahl Wo? Am Olivaer Platz 17

Perle – Wikipedia

<https://de.wikipedia.org/wiki/Perle>

Eine Perle ist ein fester, oft runder Fremdkörper aus Perlmutter, der in bestimmten perlbildenden Muscheln, seltener auch Schnecken heranwächst.

Die Perle Allahs · Künstliche Perle · Tahitiperle · Imitationsperle

Perlen, Swarovski, Toho Rocailles, Schmuckzubehör bei i-perlen.de

<https://www.i-perlen.de/>

i-Perlen ist mit über 8500 Produkten der größte Online Shop für Perlen, Swarovski, Toho Rocailles sowie Zubehör und Accessoires zum Perlenweben, ...

Perlen, Swarovski, Toho ... · Grossverkauf · Widerrufsrecht und Umtausch · Lieferung

Also paid ads



Google Shopping-Ergebnisse für perlen

Anzeigen ⓘ



0,85 €

Miyuki 11/0 (5 Gramm) ...
 perlenladen-o...
 + 4,50 € Versand



4,00 €

Bastelperlen - 600 ...
 Baker Ross
 + 3,99 € Versand
 ★★★★★ (10)



7,90 €

Rausch Trinkschokolade,
 Rausch
 Versand gratis



1,99 €

20 Rundperlen 15mm
 Schnullerkette...
 + 2,50 € Versand



0,69 €

Glas Perlen Rund Mix ...
 8Seasons
 + 0,45 € Versand



119,00 €

CHRIST Armband ...
 Christ.de
 Versand gratis



68,00 €

Weiße Perlenkette - ...
 Schmuckwerk...
 Versand gratis



3,55 €

Rosenperlen - 400 funkelnde
 Baker Ross
 + 3,99 € Versand
 ★★★★★ (11)

Facebook Ads

The image shows a Facebook news feed interface. On the left is a navigation sidebar with options like 'Edit Profile', 'News Feed', 'Ads Manager', 'Messages', 'Events', 'Photos', 'Groups', and 'Apps'. The main feed area shows a post from Courtney Fappiano with the text 'PEOPLE OF MY HOMELAND: I am returning for a few weeks on DECEMBER 2nd! I am so so so excited to see all of my friends and family! Tell me if you around and if we can see each other 😊 Drinks, strolls, dancing, crying, and FOOD (I need some of that American cuisine) ALSO: if you need some hair love, I am still your girl ❤️'. Below the post are interaction buttons (Like, Comment, Share) and a comment from Brigid Murphy. Two red arrows point from the post area to two sponsored advertisements on the right. The first ad is for 'PROFI-WEBSITES EINFACH SELBST ERSTELLEN.' featuring a woman and a man in a kitchen, with text: 'Professionelle Websites einfach selbst erstellen! hosting.1und1.de 1&1 MyWebsite gibt es bereits ab 0,99€/Monat. Erstellen Sie jetzt Ihre eigene Website!'. The second ad is for 'Türkische Ägäis' with a sunset over a beach, text: '87% Türkische Ägäis | 7 Tage DZ/Al ab 309€' and a yellow badge: 'JETZT: 100€ Gutschein'.



Instagram



fritz_hansen

Sponsored

SERIE 7™
REPUBLIC OF Fritz Hansen®



Learn More



Pinterest ads



Youtube's in-stream ads

You Tube DE

coldplay mix



α6000



Überspringen ▶

Anzeige · 0:01 ⓘ a6000.sony.de/manuel-neuer ↗

Youtube's in-display ads



Coldplay Princess of China



Das ist mal 'ne Auswahl
Bestell mal wieder bei Lieferheld genau das, worauf du Lust hast.
www.lieferheld.de

Ads by Google

Video player controls: play/pause, next, volume, settings, full screen, and info icons.



Audi @Audi_Online



Passt du auch in keine
Schublade? Finde es jetzt
heraus! Mit dem Audi Q2.



Der #untaggable Hashtag
Konfigurator

[esome-audi.s3-website.eu-...](#)



↻ 123

♥ 916



➦ Promoted



CNN @CNN · 18h



A gigantic sinkhole 50 feet
deep swallowed a huge section
of a road and cut power to 170



Home



Notifications



Messages



Me

So paid ads are everywhere!

- They may be annoying to us as customers
- But as advertisers, they offer incredible opportunities to reach like-minded people

How Difficult is it to Run an Ad?

- You can set up an ad in minutes by following the prompts
- Some platforms and services are easier than others
 - eg AdWords *Express* is much simpler than AdWords
- Trying to get one's mind around the analytics for the first time takes some effort
 - focus initially on a few specific measurements such as conversion rate, CPC, CTR

How Should One Get Started?

- Distill your message to its essence, include key search terms
- Determine a concrete, measurable objective
 - eg, recruit 25 new members specifically to engage on the FAWCO Educational Initiative within 21 days
- If the ad supports graphics, select attention-grabbing image
- Identify which platforms your audience is on and run an ad there
 - eg, Gen X on facebook, Millennials on Snapchat, etc
- Or use Google AdWords to connect with people searching on google for what you offer
- Determine your budget

75€ Free AdWords Credit

Google this and lock in your code for free advertising credit for future use!

Google AdWords

ANMELDEN

Übersicht Vorteile Funktionsweise Kosten Einstieg

Schalten Sie noch heute Ihre Anzeige bei Google.

Mit Google AdWords sind Sie in genau den Momenten präsent, wenn potenzielle Kunden auf Google nach Ihrem Angebot suchen und mit Ihnen zusammenfinden möchten. Kosten entstehen Ihnen dabei nur, wenn Nutzer auf Ihre Anzeige klicken, um Ihre Website zu besuchen oder bei Ihnen anzurufen.

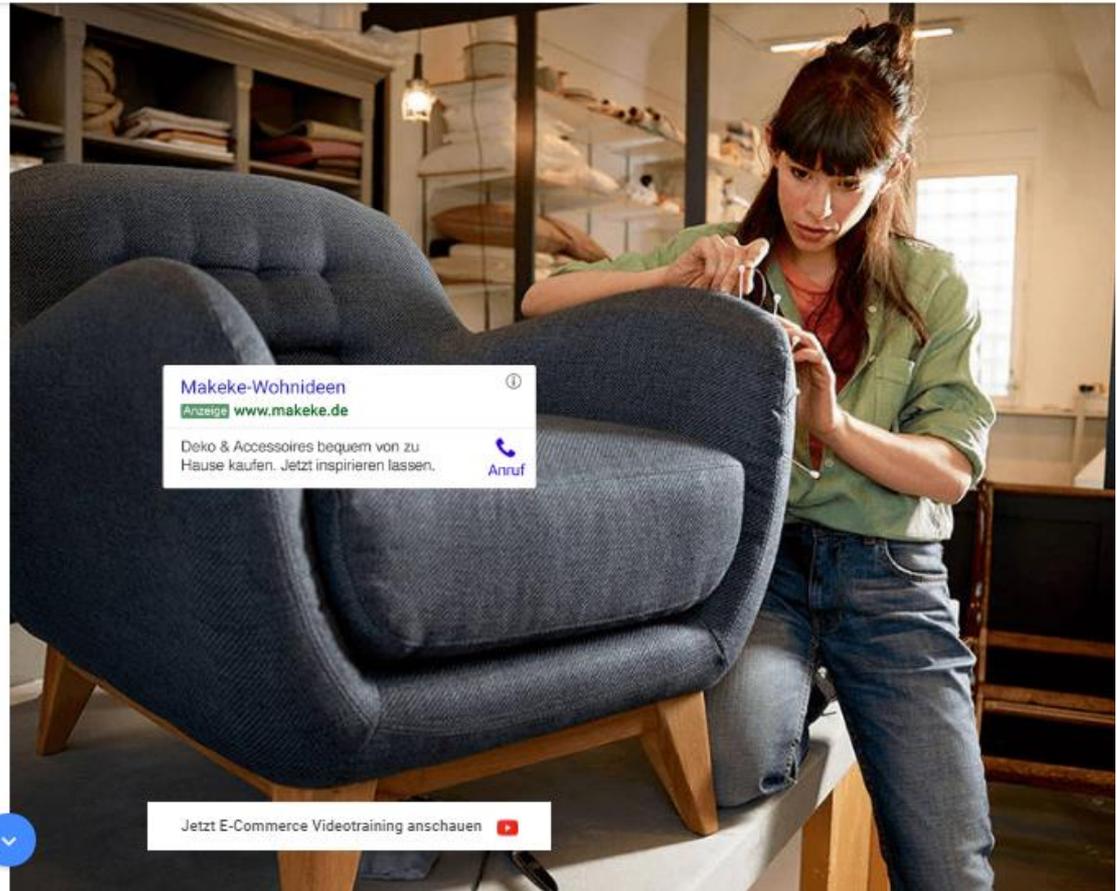
Jetzt 75 € Werbeguthaben sichern*

GUTSCHEINCODE ANFORDERN

Ihren Gutscheincode und weitere Informationen zu Google AdWords per E-Mail erhalten.*

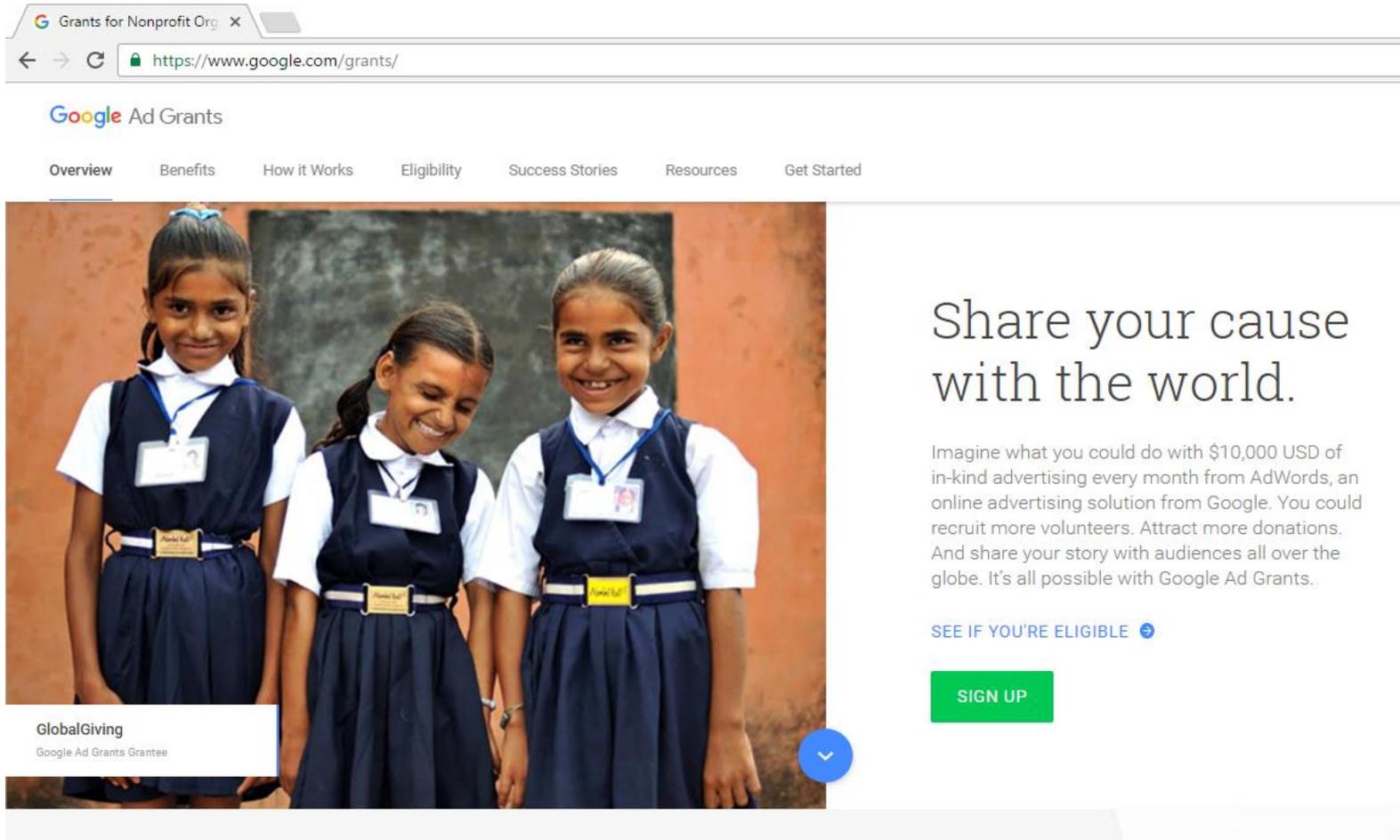
Jetzt 0800 593 4915* anrufen und Anzeige schalten.*

Hinweis: Die abgesendeten Informationen werden gemäß Google's Datenschutzerklärung verwendet.



Jetzt E-Commerce Videotraining anschauen

Google AdGrants for Nonprofits



The image is a screenshot of the Google Ad Grants website for nonprofits. At the top, there is a browser tab labeled "Grants for Nonprofit Org" and a URL bar showing "https://www.google.com/grants/". Below the browser, the Google Ad Grants logo is displayed. A navigation menu includes links for "Overview", "Benefits", "How it Works", "Eligibility", "Success Stories", "Resources", and "Get Started". The main content area features a large photograph of three young girls in school uniforms (dark blue dresses with white collars and belts) smiling. A white box in the bottom left of the photo identifies the organization as "GlobalGiving" and "Google Ad Grants Grantee". To the right of the photo, the text reads "Share your cause with the world." followed by a paragraph describing the program: "Imagine what you could do with \$10,000 USD of in-kind advertising every month from AdWords, an online advertising solution from Google. You could recruit more volunteers. Attract more donations. And share your story with audiences all over the globe. It's all possible with Google Ad Grants." Below this text is a blue link "SEE IF YOU'RE ELIGIBLE" with a right-pointing arrow, and a green "SIGN UP" button. A blue circular arrow icon is located at the bottom right of the photo area.

Grants for Nonprofit Org

https://www.google.com/grants/

Google Ad Grants

- Overview
- Benefits
- How it Works
- Eligibility
- Success Stories
- Resources
- Get Started



GlobalGiving
Google Ad Grants Grantee

Share your cause with the world.

Imagine what you could do with \$10,000 USD of in-kind advertising every month from AdWords, an online advertising solution from Google. You could recruit more volunteers. Attract more donations. And share your story with audiences all over the globe. It's all possible with Google Ad Grants.

[SEE IF YOU'RE ELIGIBLE](#)

[SIGN UP](#)

AdGrants: Amazing Opportunity

- Text-based ads appear below paid ads
- Up to \$10,000 of in-kind AdWords advertising each month!!
- Eligibility:
 - must be nonprofit charitable organization in good standing in their country
 - If outside the US, must be registered with local TechSoup partner

Getting Started with Facebook Ads

The image shows a screenshot of a Facebook page for 'OllmannCreative.com'. The page features a vibrant cover image with large yellow and red circles. The profile picture shows a woman with blonde hair. The page name is 'OllmannCreative.com' with the handle '@OllmannCreative'. Below the name, there are buttons for 'Contact Us', 'Liked', and 'Message'. The page is categorized as 'Professional Services' in 'Berlin, Germany'. A search bar is present with the text 'Search for posts on this Page'. At the bottom, there is a status update area with the text 'Write something...'. A dropdown menu is open on the right side of the page, showing various options. A red arrow points to the 'More' button in the top navigation bar, which is the trigger for the dropdown menu.

Page Messages Notifications 10 Insights Publishing Tools

Your Pages:

- OllmannCreative.com 10
- Education 1 Post
- BeSpoke Weddings

See More...

Create Page

Manage Pages

Create Group

New Groups 13

Create Ads

Manage Ads

Activity Log 147

News Feed Preferences

Settings

Log Out

Help

Support Inbox 3

Report a Problem

Home About Photos Reviews More

Professional Services · Berlin, Germany

Status Photo / Video Offer, Event +

Write something...

75% response rate, 14-hours response time

Choose your objective

The screenshot shows the Facebook Ads Manager interface. At the top, the browser address bar displays the URL: <https://www.facebook.com/ads/manager/creation/creation/?act=10150483974946102&pid=p1>. The Facebook logo and 'Ads Manager' text are visible in the top navigation bar, along with a search field. The main content area is titled 'CAMPAIGN: Choose your objective' with a 'Help: Choosing' link on the right. On the left side, there is a sidebar with a tree view showing the following sections: 'Campaign' (checked), 'Objective' (selected), 'Ad Set' (with sub-items: Audience, Placements, Budget & Schedule), and 'Ad' (with sub-items: Media, Text). A 'Close Without Saving' button is located at the bottom left of the sidebar. The main area displays a list of 13 advertising objectives, each with an icon and a 'NEW' badge at the bottom right:

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views
- Collect leads for your business
- Increase brand awareness

CAMPAIGN: Choose your objective Help: Choosing

Campaign
└ Objective

 Ad Set
└ Audience 
└ Placements 
└ Budget & Schedule 

 Ad
└ Media 
└ Text 

Close Without Saving

-  Boost your posts
-  Promote your Page
-  **Send people to your website**
-  Increase conversions on your website
-  Get installs of your app
-  Increase engagement in your app
-  Reach people near your business
-  Raise attendance at your event
-  Get people to claim your offer
-  Get video views
-  Collect leads for your business
-  Increase brand awareness NEW

CAMPAIGN: Choose your objective Help: Choosing

Campaign
└ Objective

Ad Set
└ Audience 
└ Placements 
└ Budget & Schedule 

Ad
└ Media 
└ Text 

Close Without Saving

-  Boost your posts
-  Promote your Page
-  Send people to your website
-  **Increase conversions on your website**
-  Get installs of your app
-  Increase engagement in your app
-  Reach people near your business
-  Raise attendance at your event
-  Get people to claim your offer
-  Get video views
-  Collect leads for your business
-  Increase brand awareness NEW

CAMPAIGN: Choose your objective Help: Choosing

Campaign
└ Objective

 Ad Set
└ Audience 
└ Placements 
└ Budget & Schedule 

 Ad
└ Media 
└ Text 

Close Without Saving

-  Boost your posts
-  Promote your Page
-  Send people to your website
-  Increase conversions on your website
-  Get installs of your app
-  Increase engagement in your app
-  Reach people near your business
-  **Raise attendance at your event**
-  Get people to claim your offer
-  Get video views
-  Collect leads for your business
-  Increase brand awareness NEW

CAMPAIGN: Choose your objective Help: Choosing

Campaign
└ Objective

 Ad Set
└ Audience 
└ Placements 
└ Budget & Schedule 

 Ad
└ Media 
└ Text 

Close Without Saving

-  Boost your posts
-  Promote your Page
-  Send people to your website
-  Increase conversions on your website
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-  Increase engagement in your app
-  Reach people near your business
-  Raise attendance at your event
-  Get people to claim your offer
-  Get video views
-  Collect leads for your business
-  Increase brand awareness NEW

Define Your Audience

NEW AUDIENCE ▾



Target Ads to People Who Know Your Business

You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience.](#)

Locations ⓘ **Everyone in this location ▾**

Germany

📍 **Germany**

📍 **Include ▾** | [Add locations](#)

[Add Bulk Locations...](#)

Age ⓘ **18 ▾** - **65+ ▾**

Gender ⓘ **All** Men Women

Languages ⓘ

Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

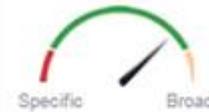
Interests > Business and industry > Online

Volunteering

[Add demographics, interests or behaviors](#)

[Browse](#)

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - Germany
- Age:
 - 18 - 65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed
- People Who Match:
 - Interests: Social media marketing

Potential Reach: 690,000 people

Estimated Daily Reach

1,300 - 3,400 people on Facebook

0 of 270,000 ⓘ

850 - 2,200 people on Instagram

0 of 71,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Go From Broad to Defined

To avoid paying for ads going to people not in your target audience



Target Ads to People Who Know Your Business

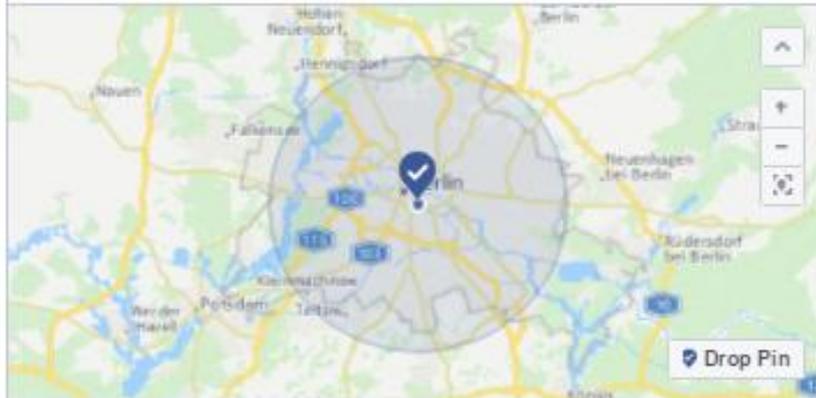
You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience.](#)

Locations Everyone in this location ▾

Germany

Berlin, Berlin +10mi ▾

Include ▾ | [Add locations](#)



[Add Bulk Locations...](#)

Age 35 ▾ - 65+ ▾

Gender All Men **Women**

Languages

Audience Definition



Your audience is defined.

Audience Details:

- Location:
 - Germany: Berlin (+10 mi) Berlin
- Age:
 - 35 - 65+
- Gender:
 - Female
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

Potential Reach: 2,700 people

Estimated Daily Reach



This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Determine Budget and Schedule

- Choose either daily or lifetime budget
 - You could decide that your lifetime budget is only 25€ - what you spend is up to you
- Chose to have your ad run continuously or set a start and end date
- Choose Automatic or Manual bid

Compose Your Ad

- Write a headline and descriptive text
 - Match the language of your ad to that of the website you're sending people to
 - The better the match, the higher your ad's quality score, and the lower your cost per click
- Enter website url
- Include a call to action
 - eg sign up now, donate now, learn more, etc

Review and Launch!

I created this sample facebook ad in under 10 min by copying text from the FAWCO site



OllmannCreative.com
Sponsored - 

 Like Page

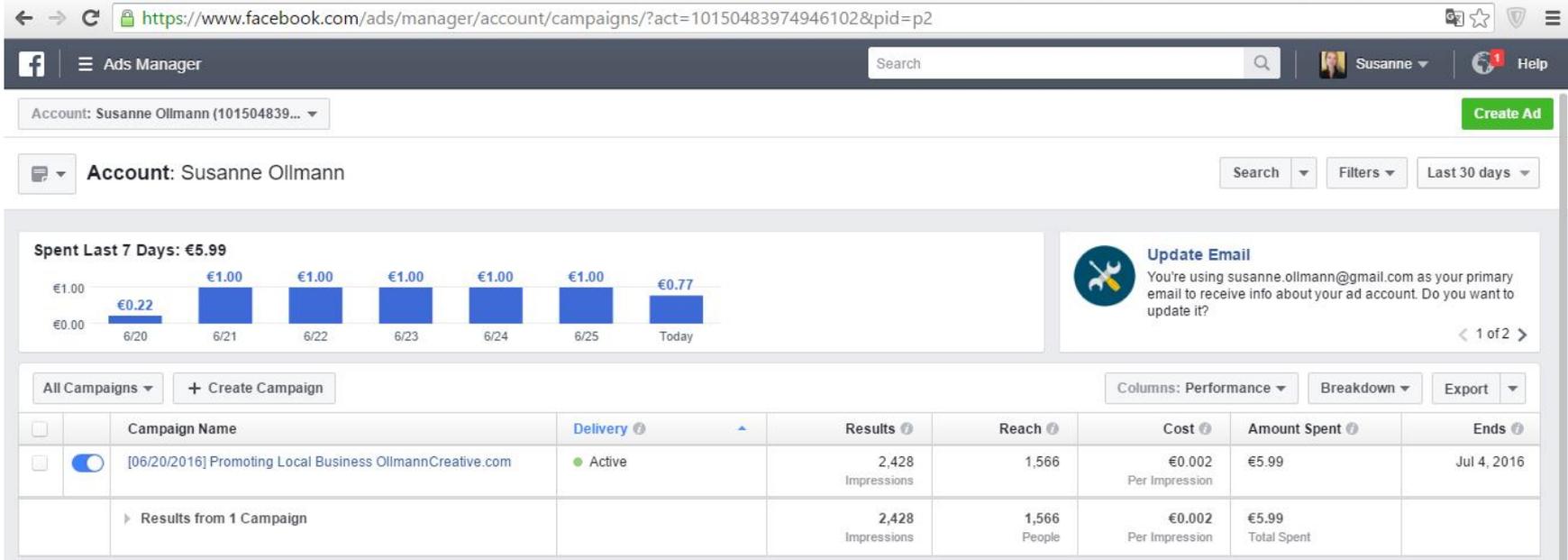
Help Empower Women & Girls Through Knowlege & Skills



Get Involved in FAWCO's Educational Program
Education is one of the most critical areas of empowerment for women. When girls are educated, they lead healthier and more productive lives. They gain the skills, knowledge and self-confidence to escape the cycle of poverty.

FAWCO.ORG 

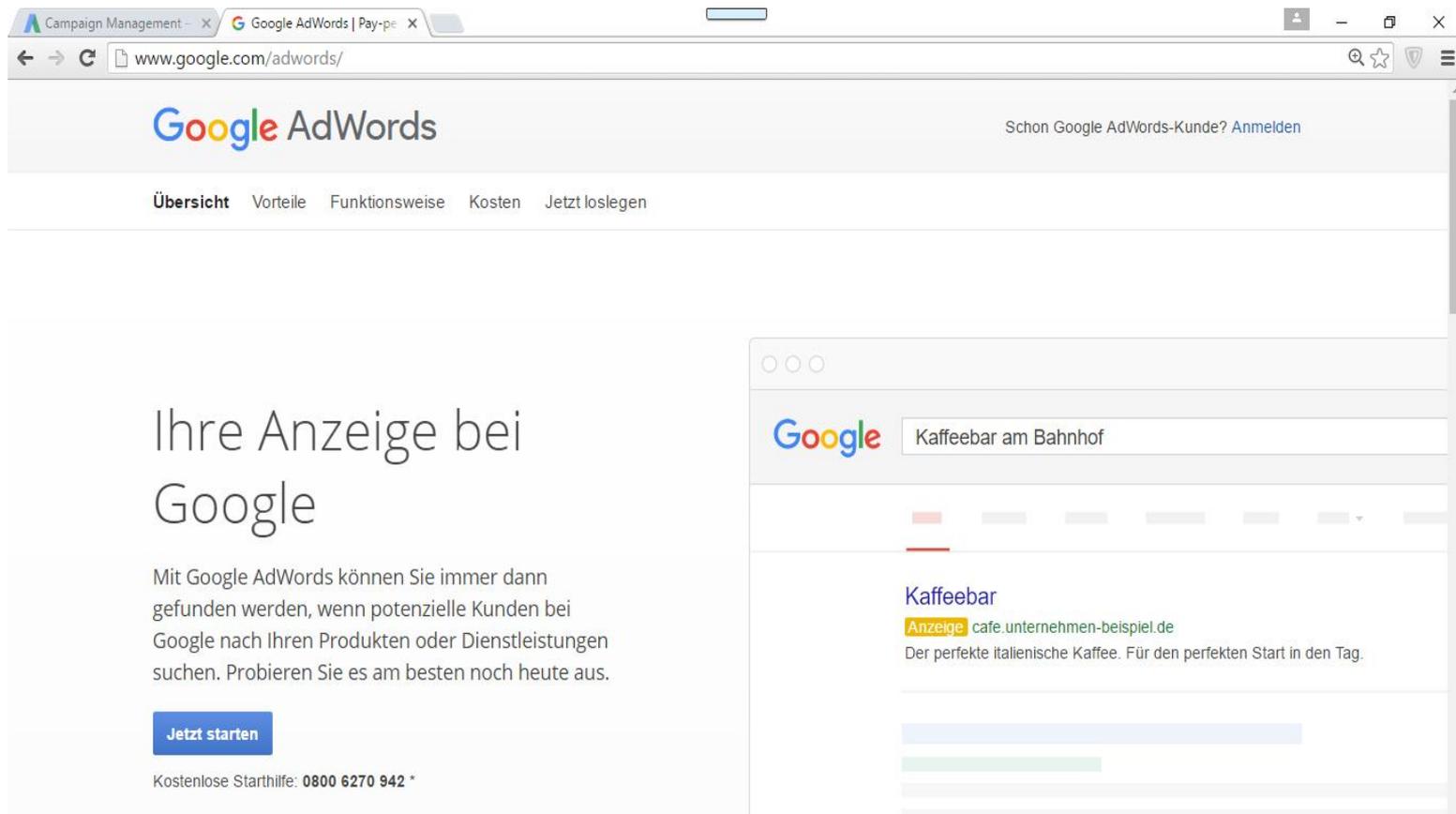
Check results in the Ads Manager



- Make changes as you go to fine-tune your results
- You can even run 2 parallel ads with different text or images and simply delete the one that is not performing as well

Getting started with Google AdWords

- Go to google.com/adwords and click **Start Now**



The image shows a browser window with two tabs: 'Campaign Management - x' and 'Google AdWords | Pay-pe x'. The address bar shows 'www.google.com/adwords/'. The main content of the page is the Google AdWords landing page, which features the Google AdWords logo and a navigation menu with links for 'Übersicht', 'Vorteile', 'Funktionsweise', 'Kosten', and 'Jetzt loslegen'. Below the navigation menu, there is a large heading 'Ihre Anzeige bei Google' and a paragraph of text: 'Mit Google AdWords können Sie immer dann gefunden werden, wenn potenzielle Kunden bei Google nach Ihren Produkten oder Dienstleistungen suchen. Probieren Sie es am besten noch heute aus.' A blue button labeled 'Jetzt starten' is positioned below the text. At the bottom left, there is a phone number: 'Kostenlose Starthilfe: 0800 6270 942 *'. On the right side of the browser window, a search result is visible for the query 'Kaffeebar am Bahnhof'. The search result shows the Google logo, the search term, and a snippet of text: 'Kaffeebar Anzeige cafe.unternehmen-beispiel.de Der perfekte italienische Kaffee. Für den perfekten Start in den Tag.'

Name Your Campaign

Campaign Management - X

← → ↻ https://adwords.google.com/cm/CampaignMgmt?authuser=0&_u=7967673479&_c=5049903719#n.CAMPAIGNSETTINGS_SEARCH

Google AdWords Home Campaigns Opportunities Reports Tools

1 Select campaign settings 2 Create ad groups 3 Create ads 4 Review ad groups

Type: Search Network only - Standard

Campaign name

Type



- Standard - Keyword-targeted text ads showing on Google search results
- All features - All the features and options available for the Search Network
- Mobile app installs - Ads encouraging people to download your app
- Mobile app engagement - Ads that encourage actions within your app
- Dynamic Search Ads - Ads targeted based on your website content
- Call-only - Ads that encourage people to call your business

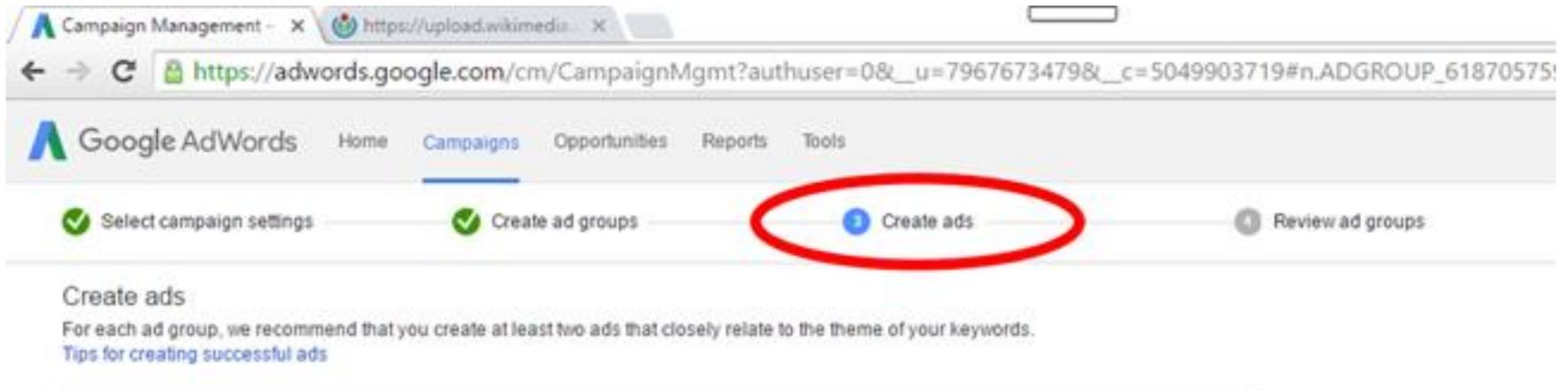
[Learn more about campaign types](#)

or load settings from

Networks To choose different networks, edit the campaign type above, or create a new campaign.

- Google Search Network
- Include search partners

Create Your Ad



- Choose Location, Language, Budget
- Write headline, include benefits
- Include a Call to Action
- Include keywords that your target audience is likely to type into a search engine

Keyword Planner

- <https://adwords.google.com/KeywordPlanner>
- Find keyword ideas and estimate how they will perform

The screenshot displays the Google AdWords Keyword Planner interface. At the top, the navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. The user's account information, 'Customer ID: 102-510-4308' and 'susanne.ollmann@gm...', is visible in the top right corner.

The main search area is titled 'Keyword Planner' and includes the following fields:

- Your product or service: social media marketing
- Your landing page: www.ollmanncreative.com
- Your product category: Business & Industrial

Buttons for 'Get ideas' and 'Modify search' are located to the right of these fields.

On the left side, there are filters for location (Berlin), language (English), and search engine (Google). A 'Negative keywords' section is also present. Below these, a 'Date range' section shows 'Show avg. monthly searches for: Jan 2016 - May 2016' and 'Comparing with: Aug 2015 - Dec 2015'. A 'Customize your search' section includes 'Keyword filters'.

The central part of the interface features a bar chart showing search volume over time. The x-axis labels are 'Aug 2015 | Jan 2016', 'Sep | Feb', 'Oct | Mar', 'Nov | Apr', and 'Dec 2015 | May 2016'. The y-axis shows search volume in thousands (2K, 4K).

Below the chart, there are tabs for 'Ad group ideas' and 'Keyword ideas', along with 'Columns', 'Download', and 'Add all (681)' buttons.

The main results table is titled 'Avg. monthly searches' and includes columns for 'Search terms', 'Avg. monthly searches', 'Total change', 'Percent change', 'Competition', and 'Suggested bid'. The data for 'social media marketing' is as follows:

Search terms	Avg. monthly searches	Total change	Percent change	Competition	Suggested bid	
	Aug 2015 - Dec 2015	Jan 2016 - May 2016				
social media marketing	480	590	110	22.9%	Medium	€4.39

At the bottom of the table, there are controls for 'Show rows: 30' and '1 - 1 of 1 keywords'. On the right side, a 'Your plan' summary shows 'Saved until Jul 6, 2016', 'Bid: €0.57', 'Daily forecasts: 0 Clicks', and '€0.00 Cost'. Below this, it indicates 'Ad groups: 1' and 'Strategies Social (28)'. A 'Review plan' button and several utility icons are also present.

Understanding Bidding

- If you sell shoes and want to use „shoes“ as a keyword, you're going up against a lot of competition. For your ad to appear above, say, Zalando's, you may have to pay 5,00€ per click using that keyword
- Better to identify your niche. If you sell only red patent leather boots, use that as your keyword instead – you will pay much less and your ads will go only to the people typing in that precise search term (this is a marketer's dream)

Track Progress in Adwords Dashboard

Campaign Management - X

https://adwords.google.com/cm/CampaignMgmt?authuser=0&_u=7967673479&_c=5049903719#r.ONLINE.cm&app=cm

Google AdWords Home Campaigns Opportunities Reports Tools Customer ID: 102-510-4308 susanne.ollmann@gmail.c...

All campaigns Last 30 days: May 28, 2016 - Jun 26, 2016

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions

All but removed campaigns Segment Filter Columns Columns Find campaigns View Change History

Clicks VS None Daily

Saturday, May 28, 2016 Sunday, June 28, 2016

+ CAMPAIGN Edit Details Bid strategy Automate Labels

<input type="checkbox"/>	<input type="checkbox"/>	Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ? ↓	Avg. Pos. ?	Labels ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	social media strategy	€1.00/day	Eligible	Search Network only	Standard	7	2,541	0.28%	€0.25	€1.74	1.5	--
Total - all but removed campaigns							7	2,541	0.28%	€0.25	€1.74	1.5	
Total - Search							7	2,541	0.28%	€0.25	€1.74	1.5	

Show rows: 60 1 - 1 of 1

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT+02:00) Berlin. Learn more. Some inventory may be provided through third party intermediaries.

© 2016 Google | Editorial Guidelines | Privacy Policy

Key Metrics

- Average position (ad slot)
 - the higher the better
- Impressions
 - # times ad appeared on search results page (doesn't mean anyone actually looked at it!)
- Click Through Rate (CTR): 2%
 - Clicks/impressions
 - eg if 100 people see your ad, 2 or more should click on it
- Cost Per Click (CPC): <30 cents
- Conversion rate: 10%
 - eg if you send 100 people to a landing page to collect their email address, at least 10 should provide the info

Conclusion

- Paid social media ads can help clubs reach their goals with a minimum investment
- If you are crystal clear on your message, you can set up an ad in 10 minutes – however learning how to understand the analytics takes time
- Successful ads have targeted audiences and relevant keywords – and google rewards high quality ads with lower costs per click
- A great way to start is with 75€ of free credit
- For eligible nonprofits, Google AdGrants offers an incredible opportunity for outreach

If you need assistance getting started with or managing your paid ads, please contact me:

OllmannCreative.com