

Rising International

Optimizing a Google AdWords Grant For Good



Background

Rising International is a non-profit that spreads hope and dignity by selling crafts made by women living in the poorest and most dangerous places in the world. These crafts are sold via their website as well as through in-home parties in the US. Craft sales enable these artisans to find a way out of poverty by running sustainable micro-enterprises.

As a qualified Non Profit, Rising International was able to secure a Google Adwords Grant which provides a \$10,000 per month credit to be used on Google's Adwords Platform. To manage and optimize their Grant budget and search campaigns, Rising International chose Mogo Interactive.

Objectives

There were two key objectives for Rising International's Google Grant search campaigns:

1. Drive qualified traffic to increase sales and donations.
2. Maximize the \$10,000 monthly budget

Solutions

Mogo turned to its Adwords team to design and build a comprehensive Adwords campaign. Certified as experts in the DoubleClick Search, a platform more powerful than Adwords, Mogo's team leveraged their experience in managing nearly 100 Google Adwords Grant campaigns for other non profits. Granular keyword research, concise adgroups and impactful ad copy created a campaign spanning dozens of ad group themes and hundreds of keywords. The campaign was built to span desktop and mobile and built for effective optimization.



Performance Summary



#1

Ongoing and effective campaign optimization strategies have made the Google Grant the #1 traffic source for all traffic to Rising International's website.



\$10k

Rising International's Grant consistently maximizes the available budget of \$10,000. Additional strategies may enable Rising International to qualify for the GrantsPro program, which offers a \$40,000 per month in Google AdWords budget.



200%

Effective Google Grant management can have a positive impact on a client's SEO results within Google search. Website traffic has increased by 200% since Mogo built and began optimizing Rising International's Google Adwords Grant.

Conclusion

Taking advantage of the Google Adwords Grant presents an opportunity for nonprofits to capture the interest of those interested in their products and services. In addition, search campaigns are an effective vehicle to drive awareness of a nonprofit's mission, vision, and values. With ongoing technical optimization, search campaigns run with budgets funded by the Adwords Grant can take a nonprofit's digital presence to new heights.

"Mogo is amazing! It's been 7 months since they took over the management of our Google Grant, which is now the primary source for traffic to our website. Our traffic has increased over 200% since Mogo joined our team!"

"They're consistently maximizing our \$10,000 a month Google Grant, and driving relevant traffic to our site to learn about our charity – with the mission of empowering struggling women locally and globally to lift each other out of poverty. Mogo has become indispensable where our success is concerned. I absolutely recommend them for their Google Grant management services!"

Brian Todd

Marketing Director, Rising International

About Google Grants

Google offers a library of resources about the Google AdWords Grant, including the GrantsPro program, which offers up to \$40,000/month in AdWords budget. To be eligible for a Google AdWords Grant in the U.S, organizations must possess nonprofit 501(c) (3) status. For full eligibility information, visit <https://www.google.com/grants/eligibility>.