



Google Ad Grants online campaigns managed by nonprofitppcmarketing.com helped Securing Our eCity to increase brand-awareness in San Diego County and grow website traffic and resource downloads by over 500%.

Securing Our eCity At a Glance

- Website: www.securingoureconomy.org
- Location: San Diego, CA

Ad Grants Marketing Goals

- Increase downloads of Cyber Security Resources
- Drive traffic to website and develop brand-awareness in San Diego County
- Increase workshop registrations

Success Metrics

- Increase the number of Cyber Security Resource opens by 100%
- Drive 60,000 clicks to their website in first 12 months
- Show SOeC ads at least 2 000 000 times in first 12 months

"Peter's efforts on our Web site have helped us from a "limp along" online effort to growing our web presence to nearly maxing out our PPC efforts!"

- Liz Fraumann

Executive Director, SOeC Foundation

Mission

Securing Our eCity Foundation (SOeC) was formed in 2011 with clear mission of enabling every San Diegan to live, work and play safely in the cyber world. SOeC provides awareness of potential issues and offers free cyber security information and education. It assists businesses, families, aging population and youths to be better prepared for a safer cyber experience in rapidly changing technology driven environments.

Google Ad Grants

Google Ad Grants for Nonprofits is a unique program that boosts up nonprofit marketing efforts by giving qualifying NPOs \$10,000 per month in free AdWords advertising credit. Google Adwords help Nonprofits to significantly increase brand-awareness and promote their initiatives on Google search result pages.

Marketing Goals

Before joining the Ad Grants programme, Travel to Impact relied on traditional marketing channels that required them to have a physical presence on campus. Students put up posters and shared shifts at the Travel to Impact campus information stand to raise awareness and encourage their fellow students to engage in nonprofit work around the world. While they were successful in their efforts, the organisation was limited to specific universities.

Impact of Google Ad Grants

Google Ad Grants enabled Travel to Impact to broaden their marketing reach in 10 additional universities in South Africa. Their new online marketing strategy led to 35,000 clicks to their website in 8 months, a 4.6% conversion rate and 1,200 new student registrations. They have established a strong online presence and are working to help other organisations in AIESEC get online and sign up for Google Ad Grants!



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