

Twitter

Twitter Marketing – Getting the Most out of Twitter



About Twitter

Twitter is a short message communication tool that allows you to **send out messages (tweets)** up to 140 characters long to people who subscribe to you (followers).

Your tweets can **include a link to any web content** (blog post, website page, PDF document, etc.) or a photograph or video. If a picture is worth a thousand words, adding an image to a tweet greatly expands what you can share to beyond the 140-character limit for tweets.

People follow (subscribe) to your Twitter account, and you follow other people. This allows you to read, reply to and easily share their tweets with your followers (retweet).

Twitter shares some features with the most common social media tools (Facebook, Pinterest, LinkedIn, Google+ and YouTube).

However, the **differences** really define Twitter.

- **vs Facebook:** A tweet is like a short Facebook status update. However, with Twitter, every tweet arrives at every follower's feed.
- **vs Pinterest:** Twitter allows you to share photographs and provide commentary in your tweet. However, with Twitter, it's much easier to have conversation around a shared image than with the comment feature on Pinterest.
- **vs LinkedIn:** A tweet is like a short LinkedIn status update. While LinkedIn is based on trust relationships (and two-way agreements), Twitter allows you to follow anyone, including strangers. This is helpful when you target potential customers.
- **vs Google+:** A tweet is like a short Google+ status update. Twitter also allows you to organize people into lists that organize conversations similar to Google+ groups.
- **vs YouTube:** A tweet can contain a link to a video. However, Twitter doesn't allow you to create a channel or organize your videos for easy location and commentary.



Profile Images

Twitter uses two different images to represent your account. It's important that you **take advantage of both of these images to tell your business story**. You **upload these images under Profile** in your account settings.

Your Twitter profile photo is a square photo that appears next to every tweet you send. You can **use either your company logo or your headshot for your profile photo**.



Your Twitter profile header is a large background photo where you can tell a story about your business. Similar to the Facebook cover photo, your header photo appears at the top of your profile page.

You can also **customize the background that people see** when they visit your Twitter account. You can create a graphic file so it matches your business branding. You **upload this image under Design** in your profile settings.

Build a Strong Foundation

It's important that you **complete your Twitter account profile completely**. Each feature gives more details about your business that contribute to your business story.

Don't miss these three important features under Profile in your account settings.

- Location. **Tell people where they can find you.** But remember, people may be visiting your profile from another city, state or country and won't recognize your neighborhood or community name. **Give them enough information so they can find you.**
- Website. You can **share a web address with your community**. You can **give them your website or blog**, but consider using a special Twitter landing page. This is a great way to **provide additional information of interest** to Twitter users looking into your business.
- Bio. You only get 160 characters to **tell people who you are and what you do**. Skip the mission statement and talk about the benefits you deliver. And **add in a little personality to bring your profile to life**.

Anatomy of a Tweet



Tweet

A Tweet is an update posted on Twitter. It can contain text, photos, links, and videos.

Reply

Click “reply” to respond to a Tweet. Replying to a Tweet shows that you’re listening and engaged in the topic.

Retweet

A Retweet shares someone else's Tweet with the people who follow you. Click the "Retweet" button twice to share the Tweet as is. Or click once and add a comment to give the Retweet context, which is a "Quote Tweet".



Like

A like is a simple way to positively acknowledge a Tweet. It can also be useful to use as a bookmarking tool if you want to easily find a Tweet again. Tap the heart icon to like a Tweet and the author will see that you appreciate it.

Hashtag

A hashtag is any word, or phrase without spaces, beginning with the "#" symbol. People add hashtags to Tweets to link all the content related to a given topic. Click on a hashtag to go directly to the search results for that term. Hashtags that become very popular are often "Trending Topics".

Mention

Bring a Tweet to another person's attention by including their @name in your message. You could use it to ask someone a question, to thank them, or simply to highlight a piece of content. Use can also Direct Message Tweets directly to people on Twitter.



NASA ✓
@NASA

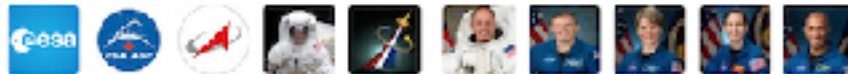
Follow

Explore the universe and discover our home planet with @NASA. We usually post in EDT (UTC-4).

<http://www.nasa.gov>

FOLLOWERS **10,007,852**

FOLLOWING **231**



NASA @NASA

Magnetar near supermassive black hole at our galaxy's center delivers surprises: go.nasa.gov/1G9MO1N @chandraxray
pic.twitter.com/qwOhGyeIlj

53m ago



NASA @NASA

Calling all students! Help design a 3-D space container for astronauts. More: go.nasa.gov/1HftjM @K12FutureE
amp.twimg.com/v/e751b9a8-cb1...

2h ago



[View NASA's full profile →](#)

Start Following People

When you follow another Twitter user, you subscribe to read what they share. So **be selective about whom you follow**, especially at first.

To follow a user, you find their user profile and click on the Follow button.



Note: Your Twitter experience is defined by whom you follow, not by who follows you. **Pay attention to your follow choices** to give yourself a great Twitter experience.

In general, **start following people in these categories:**

- Your **customers**
- Your **business partners, suppliers, contractors and vendors**
- Your peers
- **Trade organizations or professional organizations** for your industry
- **Businesses in your neighborhood**
- Businesses run by people you know (**your professional network**)

Twitter can help you find people you know by scanning your email address book.



Talk Smarter

What should I talk about on Twitter?

For every organization the answer is different. In general, you want to **find the sweet spot between what your target audience wants to hear and things that promote your organization.**

Give people useful information and answer their questions, and they will consider you a valuable member of their community.

Over time, the quality of what you share will help you grow a strong Twitter following.

Come up with a Twitter communication plan. Your plan focuses your Twitter conversation on topics designed to draw in potential customers and publish your tweets at the times you are most likely to engage people.



Drive Traffic to Your Website and Blog

Twitter is a great tool for driving traffic to your website and blog. To do this, you **create a tweet around a link**, writing a message that compels people to click to learn more.

Because space is at a premium in a tweet, there isn't room to post the entire web address. That's why all of the Twitter tools allow you to **shorten your web addresses using a URL shortener**.



Share Photographs in Your Tweets

People love to look at pictures, so **include photographs in your tweets** whenever possible. You don't have to be a professional photographer or have a fancy camera. All you need is a smartphone.

You can share your photograph from your desktop on Twitter.com or from the Twitter app on your mobile phone. Get into the habit of taking photos of your business activities that you can **share with your Twitter community**.

Twitter integrates into your smartphone's camera roll. This allows you to easily **share photos you have taken with your Twitter followers**.

Expand Your Audience With Hashtags

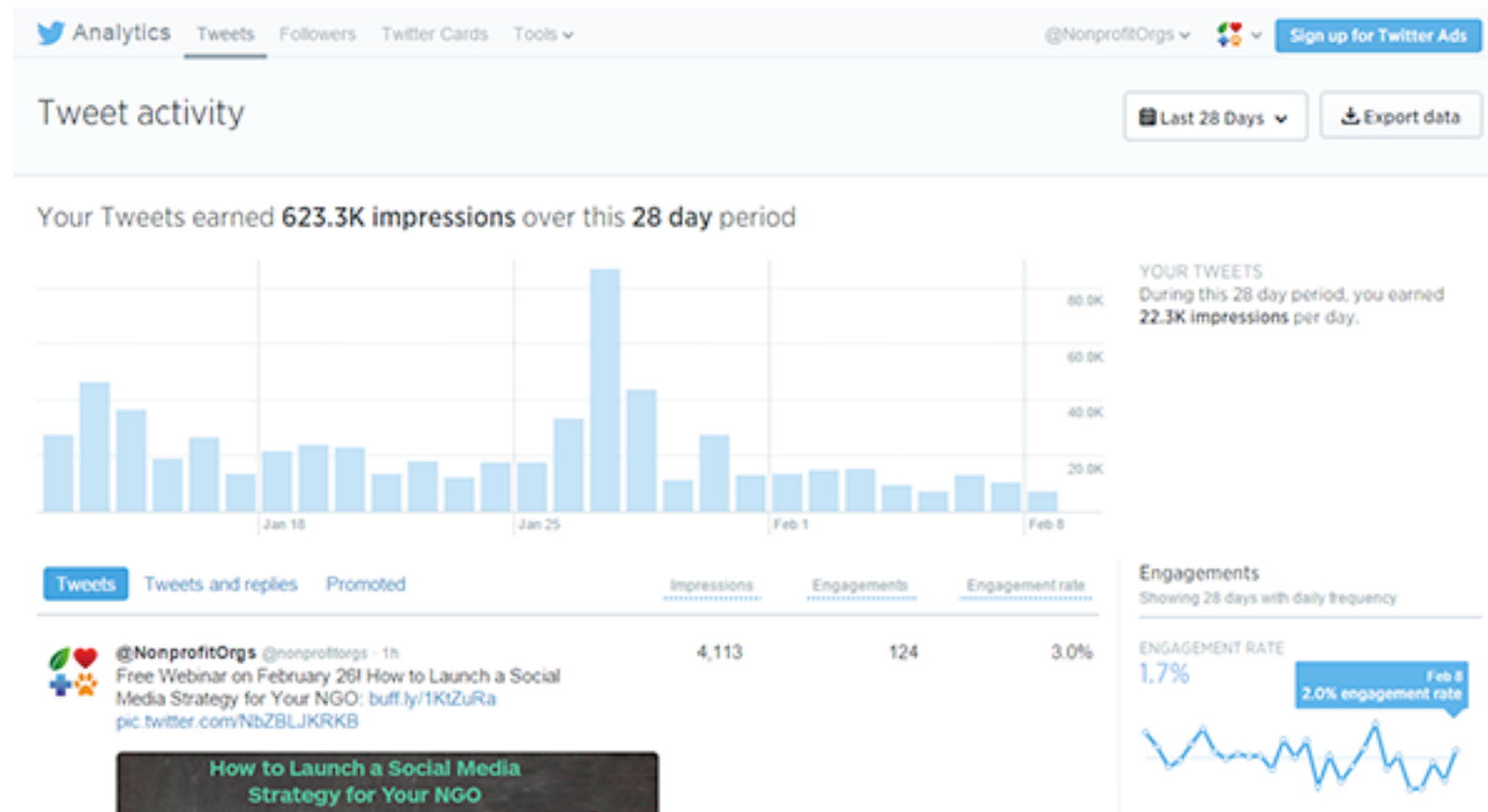
Most people's Twitter experience is limited to the people they follow. It's always a good idea to **keep looking for new, fresh voices to follow** to keep expanding your online conversations.

There are **two great ways to expand your Twitter audience** beyond your circle.

Hashtags appear in tweets to identify a common topic or theme. They use the pound (or hash) sign followed by a unique identifier. For example:

- #sxswi is the hashtag for the conference, South by Southwest Interactive
- #NCAA is the hashtag for the US college sports association
- #VZW is the hashtag for Verizon Wireless
- #FF is the hashtag for Follow Friday, a way to promote people on Twitter

Hashtags are a powerful tool that allow you to expand your reach and tap into relevant conversations. Focus on keywords that are relevant to your business. Best practices recommend using no more than two hashtags per Tweet.



Get to know your Twitter Analytics Dashboard.

Twitter rolled out analytics to all users in 2014. To better understand your retweet, click-through, and impression rates, be sure to bookmark analytics.twitter.com and visit often while logged in to your Twitter account.

If you notice a pattern in the types of tweets that receive a lot of engagement, then post more of them.

Take Your Twitter Use for Business to the Next Level

After you master these Twitter skills, there are still more ways you can **use Twitter to meet your business goals**. Here are a few of them to inspire you.

- **Start measuring your Twitter performance.** It's much easier to get better results when you have solid data about how your Twitter strategies are working.
- **Focus on building your Twitter community.** There are tools that allow you to analyze who is following you and reach out to your target audience. Together, these can make your Twitter marketing far more effective.
- **Learn which tweets are most effective with your audience.** Use Twitter tools to test alternative tweets to see which one really gets a better response.
- **Expand your Twitter conversation topics.** Add more variety to your conversations and pull in more audience engagement.
- **Fine-tune your Twitter presence to get better results.** When you hit a slump, it's time to make small adjustments that add up to a stronger Twitter presence.



Recap

Register your Twitter username in your organization's name. Tweet regularly about your organization's activities. Use keyword-rich hashtags. Connect with people and organization in the same line as yours. Participate in discussions. Retweet share-worthy content. Add twitter share buttons on your website for visitors to share your content.

Exercise #5 Twitter

Why Social Media Matters: Push vs. Pull Marketing



Push Social Media Marketing = The organization initiates the conversation and pushes the message out to consumers. Think Facebook pages, Creating a twitter account and following a bunch of people, Launching Viral Videos and trying to seed them, etc.

Pull Social Media Marketing = The consumer/audience initiates the conversation and the organization responds, inspires and encourages. Think about the people who may already be mentioning your services online?



Why does it matter?

You will (typically) spend more time and energy with worse results on push vs. pull social media marketing.

Essentially you are:

- Generating buzz
- Building word of mouth
- Encouraging and inspiring conversations
- Showing you care
- Creating brand advocates and evangelists
- Making people LOVE you
- Building positive brand equity

All with highly vocal and connected consumers.



How it Works!!

Scan social media for people who are already saying things about your organization.

- Talk back to them
- Thank them
- Send them something free
- Offer them exclusive access to something
- Show them you care
- Tell them they matter
- Be transparent and genuine
- Offer and explanation or solution to a complaint (most people are reasonable)
- Make them feel important

Find the people who *already* talk about your brand and ***give them a reason to talk about you and like you more.***

Linkedin

Linkedin Marketing – Getting the Most out of Linkedin



LinkedIn helps you connect with a more mature audience, many of whom are decision makers or senior professionals. A premium account on LinkedIn can help you connect directly with an influential person. LinkedIn is also a great place to advertise career openings in your organization.

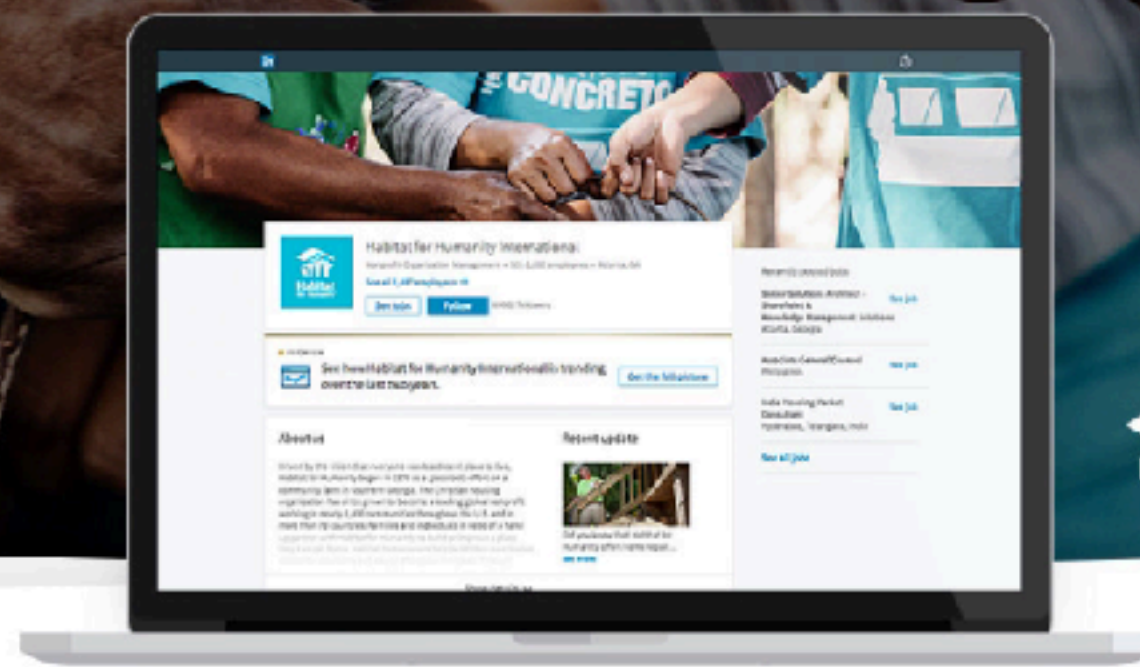
LinkedIn®

for Nonprofits

nonprofits.linkedin.com



Exercise #6 Linkedin



How to use LinkedIn to power your nonprofit organization



Get started

Your Company Page is the foundation of your organization's LinkedIn presence. Learn how to start one [here](#).



Find employees

Employees make your mission happen. Increase your impact with one great hire — or streamline how you recruit.



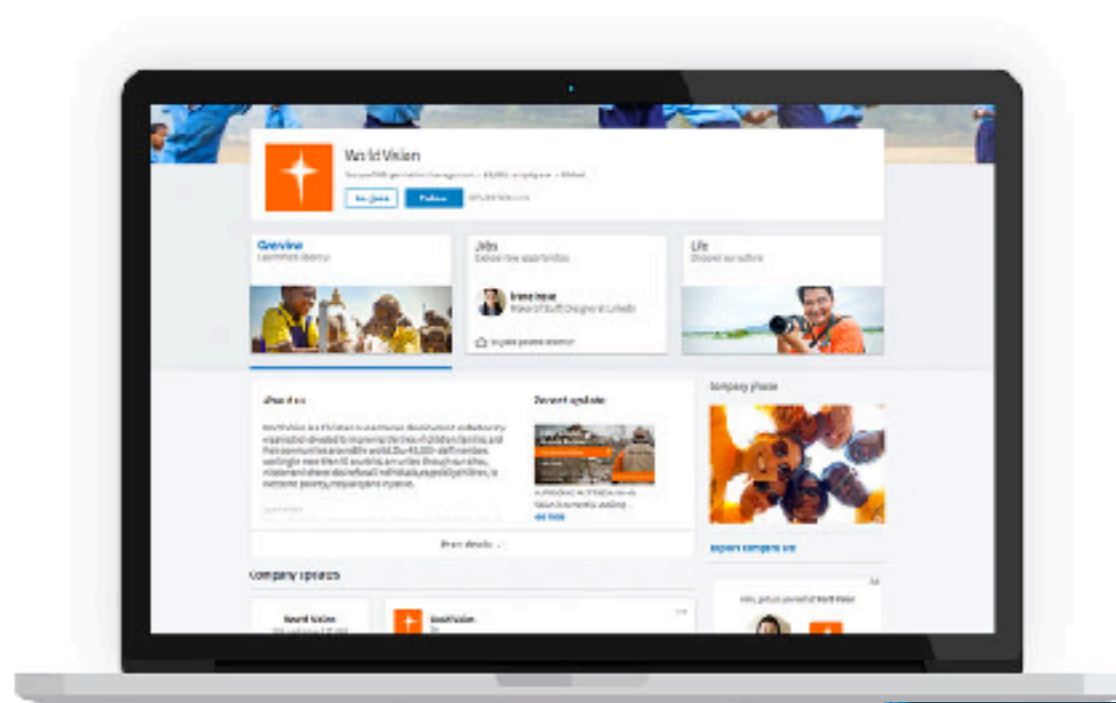
Find volunteers

Have a board seat that needs to be filled or a volunteer project that requires a specific skill set? Find the right professional on LinkedIn.



Development

Bring your institutional fundraising to the next level with LinkedIn. Find donors, make warm connections, and grow your nonprofit's development network.



1. Set up a page

There are over 217,000 nonprofit pages on LinkedIn. Set one up to make sure your organization has a presence.

[Companies Home](#) [Following \(9\)](#)

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

☐ I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

[Continue](#) or [Cancel](#)

[Help Center](#) | [About](#) | [Careers](#) | [Advertising](#) | [Talent Solutions](#) | [Sales Solutions](#) | [Small Business](#) | [Mobile](#) | [Language](#) | [Up](#)

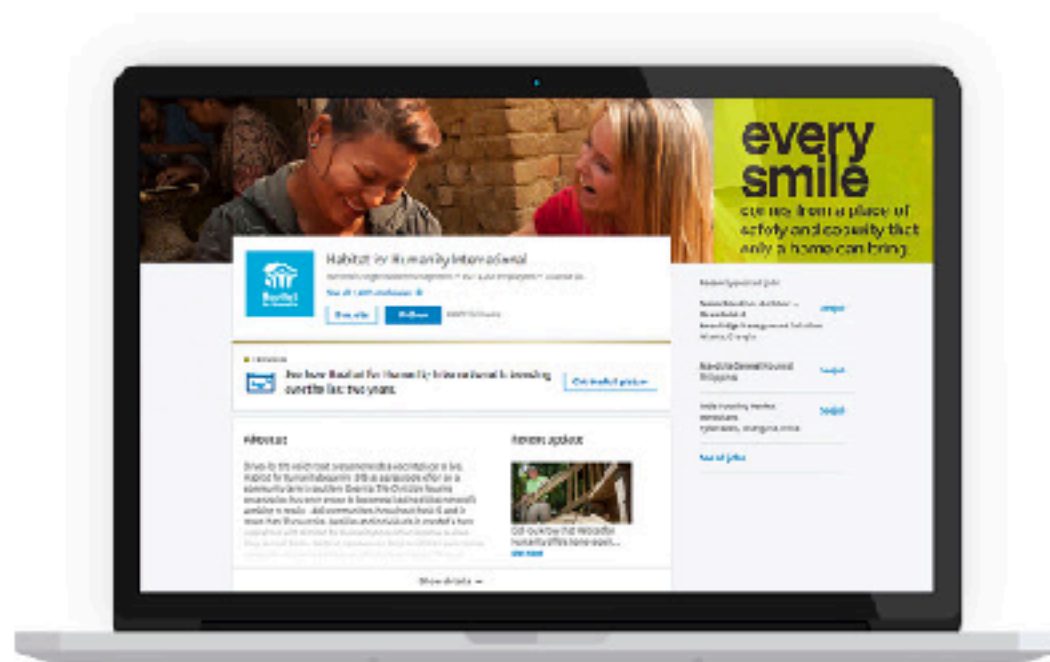
LinkedIn Corporation © 2017 | [User Agreement](#) | [Privacy Policy](#) | [Ad Choices](#) | [Community Guidelines](#) | [Cookie Policy](#) | [Copyright Policy](#)



2. Enhance your page

Once your page is set up, it's time to make it pop. Bring your organization to life with a description of your mission and purpose, how you deliver on your mission, and the impact you're having. Engaging pictures are essential. Link to your company webpage as well.

The more people following your page, the more potential candidates will see your updates, join campaigns, or apply for your open opportunities.



1. Announce your page launch to employees

Get employees to follow your page via email, in meetings, or on an internal site. Employees will be the best source of content for your page, and the ones most likely to share your updates with their networks.



Habitat for Humanity
International

Nonprofit Organization Management • 501-1,000
employees • Atlanta, GA

[See all 2,463 employees →](#)

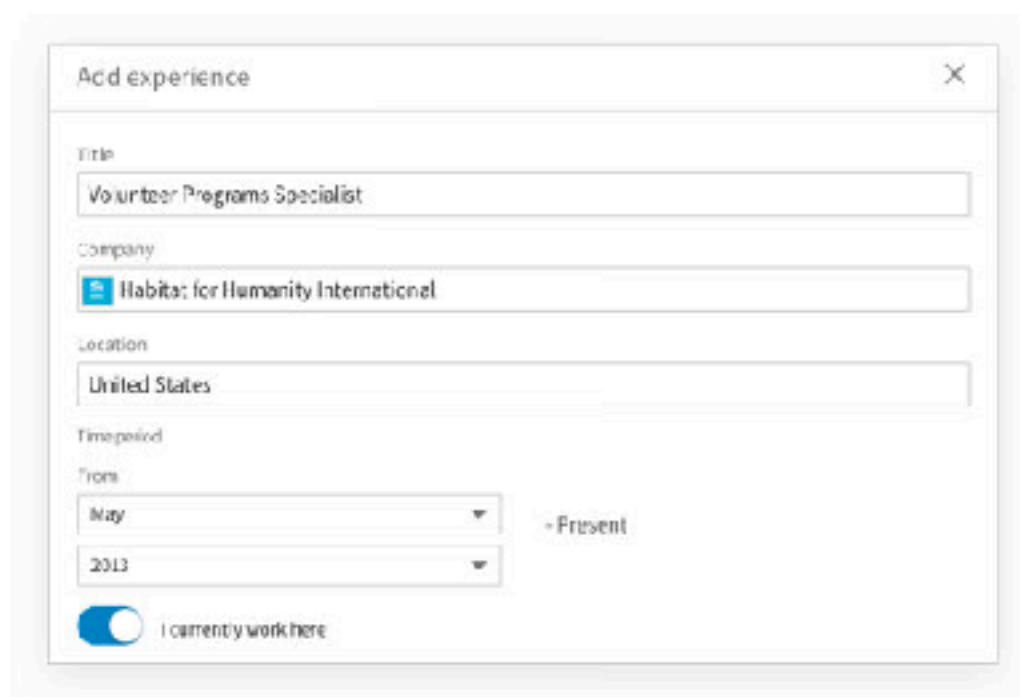
[See jobs](#)

[Follow](#)

71,643 followers

2. Have volunteers, board members, and donors follow you

Think through your nonprofit's network. Ask the many groups involved with your organization to follow your page. And, add "Follow our LinkedIn page" to onboarding materials you give to new volunteers and board members to consistently grow your network. When your followers like, comment, or share your updates, their whole network will see it — and there's a multiplier effect.



The screenshot shows a 'Add experience' dialog box with the following fields and options:

- Title:** Volunteer Programs Specialist
- Company:** Habitat for Humanity International
- Location:** United States
- Time period:**
 - From:** May
 - To:** 2013
 - End date:** - Present
- Toggle:** I currently work here (checked)

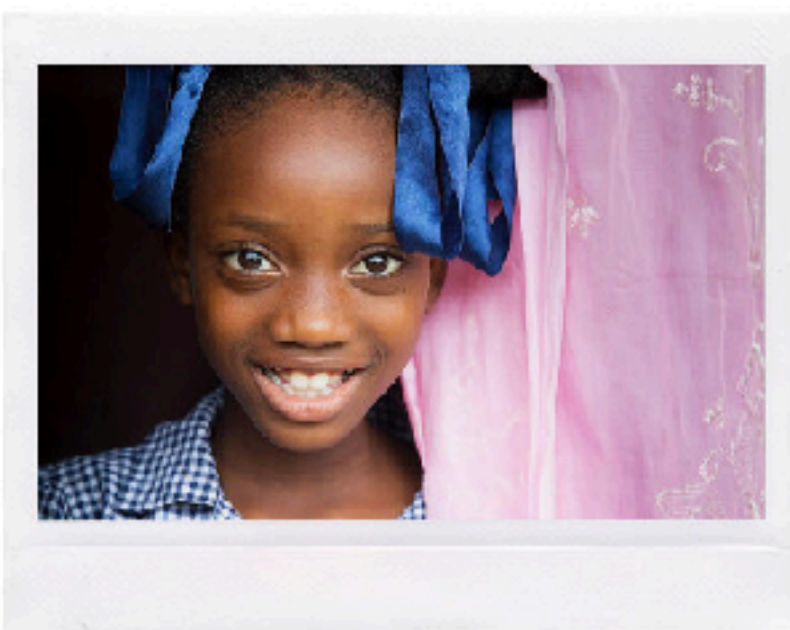
3. Have people add your organization to their profiles

Current and past employees, board members, and skilled volunteers should link their profiles to your organization's Company Page in the "Experience" section. The more profiles your organization shows up in, the more visibility your nonprofit gets.



4. Post on your page to engage followers

Now that you have an engaging LinkedIn Company Page, start up your storytelling engine. You can share all kinds of content — like short updates, video, long-form posts and news — on your page. Potential volunteers, employees, and donors are checking out your page, so share stories of impact and give peeks into your culture to intrigue visitors.



5. Amplify your hard work

If you have updates for your website, other social media sites, or newsletters, share them on LinkedIn. Want to attract volunteers for an upcoming event? Create a content calendar with updates and different assets (photos, videos, testimonials) to get people interested.

Find skilled nonprofit volunteers and board members

With over 10M members who've raised their hand to volunteer or serve on a board, LinkedIn is the best place to recruit volunteer talent for your nonprofit.

Who do you want to find today?



Skilled volunteers

Find the right professional for your volunteer project



Board members

Recruit your next board member on LinkedIn

Elevate your fundraising efforts with LinkedIn

People give to people they know. Learn how your colleagues, volunteers, and board members are connected to potential corporate sponsors, major donors, and institutions.



How to use LinkedIn for fundraising

Your board, volunteers, advocates, and colleagues hold the keys to unlock the relationships that can secure funding. LinkedIn for Fundraising uses your network to identify the warmest introductions and the most powerful relationships.

[Watch this webinar to learn more](#)



Simple steps to start today

Get your organization's employees, volunteers, and board members on LinkedIn. As they build their networks, your organization's connections grow. LinkedIn makes it possible to map out your entire network and make smarter outreach to the right decision makers.

Easy tips to build out your network

Want to get started with social fundraising on LinkedIn?

Follow these free steps.

Build a strong foundation:

1. For your nonprofit, make the most of your [Company Page](#)
 - Add pictures and engaging content
 - Leverage assets your marketing team is already making
 - Re-post content from other social media channels (Twitter, Facebook)
2. Make your profile a resource
 - Add a picture (your profile is 11x more likely to be viewed with a picture)
 - Include a creative headline, something beyond just your job title. Consider this your personal mission statement.
 - Create a personal summary. Include your nonprofit's vision.
 - Show, don't tell - video and rich media add depth to all profile sections.
 - Fill out your volunteer and causes section.

Grow your nonprofit's network on LinkedIn:

1. Employees' unique connections generally are 10x the number of company followers. Take advantage of this!
 - Make sure your coworkers have complete profiles and encourage them to make meaningful connections with classmates, former colleagues, friends and family.
 - Consider hosting a LinkedIn training session or lunch.
 - Connect with your coworkers!
2. Include everyone who works *with* your nonprofit
 - Ask volunteers and board members to follow your Company Page.
 - Build an auto-response email – when volunteers sign up, send them an automated response to add their involvement to their LinkedIn profile.
 - Add your company page to email signatures and ask people to follow.
 - Make sure to connect with everyone on your board and key volunteers so that their networks become part of yours.

Use your growing network:

1. Prospect: Run through your target list of donors / prospects and identify where relationships exist – with your board or across your network.
2. Get valuable context: Before a meeting, look up attendees on LinkedIn and see if they're connected with anyone you know.
3. Drive strategic partnerships:
 - Identify a partnership you're working to foster
 - Search to find the right contacts
 - Narrow the list to people you need to connect with
 - See how you're connected and ask for an introduction

Interested in boosting your fundraising efforts?
nonprofit.linkedin.com/social-fundraising

LinkedIn  for Good

Elevate the way you interact with donors.

Relationships are at the core of fundraising. Savvy fundraisers are embracing social media to deepen their relationships and find new partners.

The best fundraisers are using social channels to:

Develop strategic relationships

Build relationships with partners and donors through smarter outreach

Establish relationships with multiple points of contact

Create new connections with the right people at foundations and in corporate giving to secure funding

Cultivate existing donors

Build personalized relationships with your full donor base – not just your biggest funders

Make LinkedIn a platform for your mission and vision

Engage passionate donors by showing them how to make an impact with your nonprofit

<https://nonprofit.linkedin.com/>

Products & tools

LinkedIn offers many ways for your organization to benefit from the largest professional network in the world. If you're looking to drive awareness, build a community, or find talent, these solutions can help.



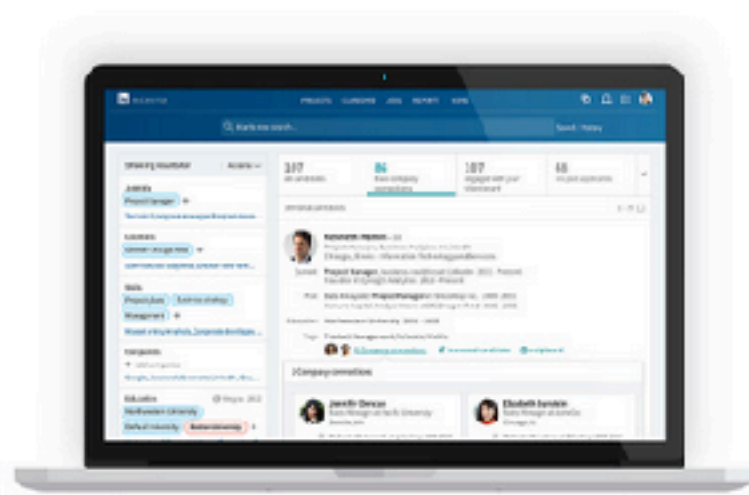
LinkedIn Company Pages



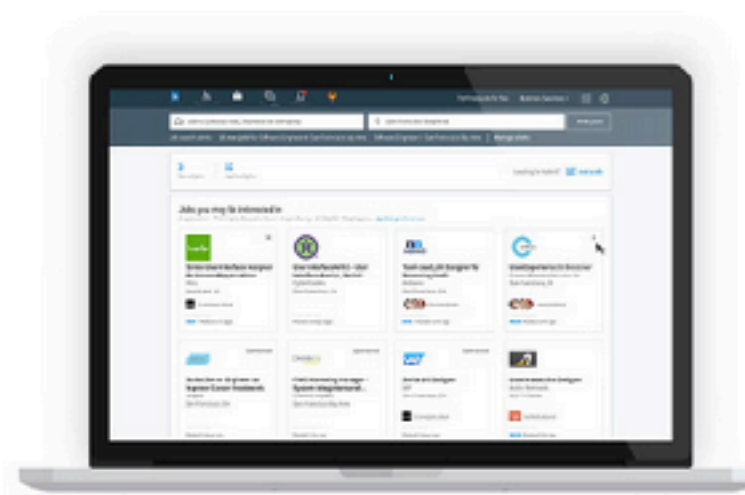
LinkedIn Groups



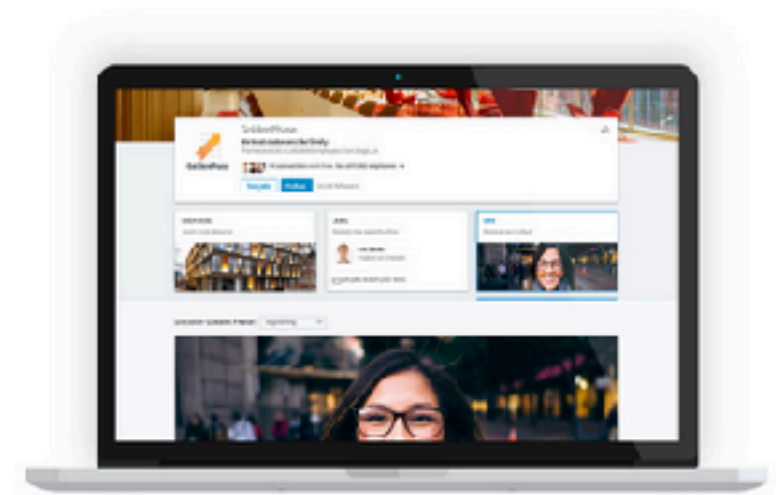
Marketing & Development Campaigns



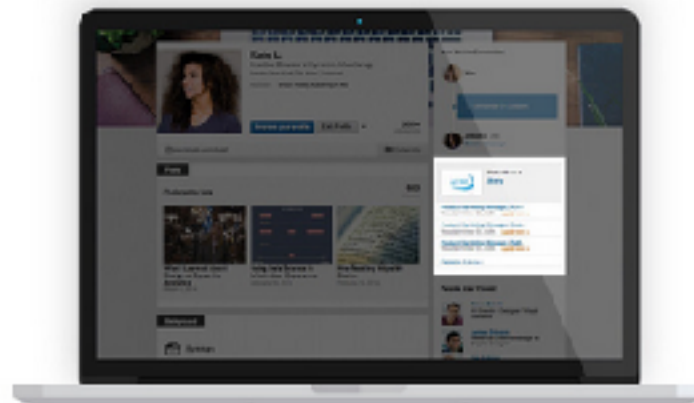
LinkedIn Recruiter



LinkedIn Job Slots



LinkedIn Career Pages



LinkedIn Recruitment Ads



LinkedIn Sales Navigator

Instagram

Instagram Marketing – Getting the Most out of Instagram

Instagram Marketing for Non-Profit Organizations



If a picture is worth a thousand words, then your nonprofit's Instagram account is a storytelling goldmine. Since 2010, Instagram has been one of the fastest-growing and highly engaged social media platforms.

- 400 million active users, doubling from 2013 to 2015
- Over 40 billion photos posted to date and around 3.5 billion likes daily
- 60 percent of active users each day, only second to Facebook for the most engaged daily users
- 90 percent of users who are 35 or younger



Instagram has made a name for itself—not just as a place to post pictures, but as a crucial platform for businesses to share their product, company culture, and stories.

Nonprofits, especially, can leverage Instagram to share their mission, advocate for support, solicit donations, and show impact using one of the most powerful mediums possible: visual media.



Choose an account name that's the same as your Twitter handle

Having the same Instagram account name and Twitter handle serves two purposes. One—your profile will be easily recognizable and easy to find.

And two—if you are tagged by another user in a caption and that photo is shared on Twitter, that tag will link to your Twitter profile. It ensures that tagging makes sense when an Instagram photo is shared on other networks.



Share at Least One Image Daily

To gain followers on Instagram, you must be active on Instagram. If possible, post once in the morning and once in the afternoon or evening.

Instagram images and video have peak activity during the first four hours after sharing, so to be consistently active, you need to post twice daily. If you cannot be active that often, then sharing one image or video daily is enough activity to build a following slowly but surely over time.



Add Hashtags to Captions, and Like the Photos of Others

Nonprofits that consistently use hashtags on Instagram have twice as many followers as those that don't. Instagram users regularly monitor hashtags, thus enabling your nonprofit to gain more exposure to potential new followers. In addition to your event and cause awareness campaign hashtags, your nonprofit should also monitor and use the hashtags that are most popular on Instagram.



Balance Consistency and Quality

You need to post regularly enough that your followers remember they're following you. But, your photos need to be compelling. There's a balance in consistency and quality that you'll need to find.

The prospect of having to post a powerful and engaging photo on Instagram every day of the week is probably a tad overwhelming and pretty unrealistic. This is where showcasing the different aspects of your nonprofit's work and using Instagram as a promotional tool comes in handy.

Pure Charity gets creative with their posts. Sometimes it's a snapshot of the people they're helping. Other times, it's a pic of their team, a promotional graphic or an inspiring quote.



Tell a Story

Every post should tell a story about your nonprofit's impact.

Doctors Without Borders always uses captions to give viewers the whole story. It makes already compelling photos mean so much more.

Not sure what type of photos to use? Your options are endless. Post a picture of volunteers at work, a compelling profile of someone you've helped, an engaging graphic for an upcoming fundraiser, an inside look at your team in action, etc.

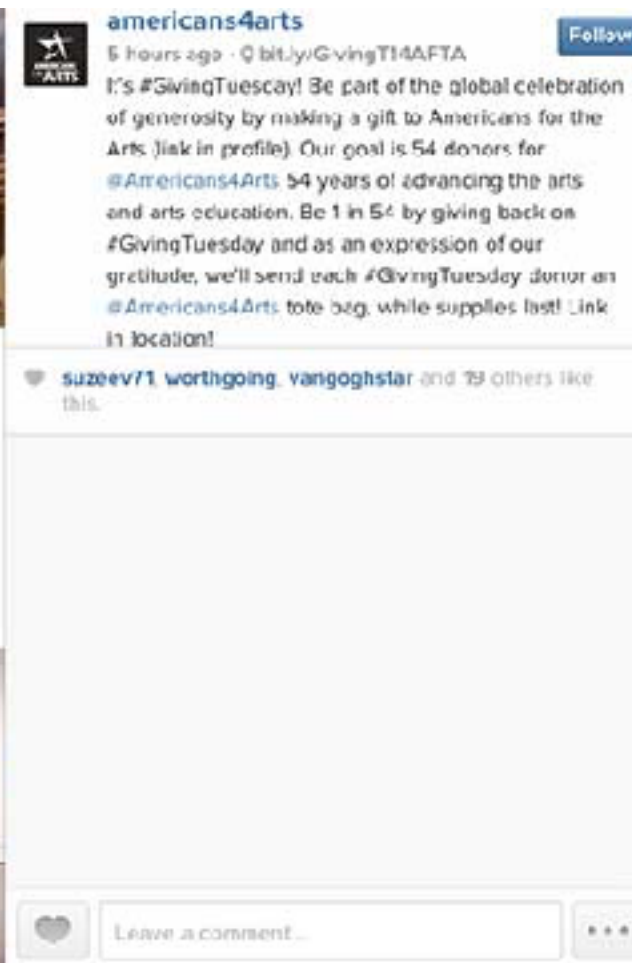
Shooting a video? Provide context in the caption. Describe the events leading up to the moments captured in the video, or what happened shortly after. Mercy Ships does a fantastic job with this.

Captions are an opportunity to make sure your viewers get the whole story, not just the moments captured in the visual.

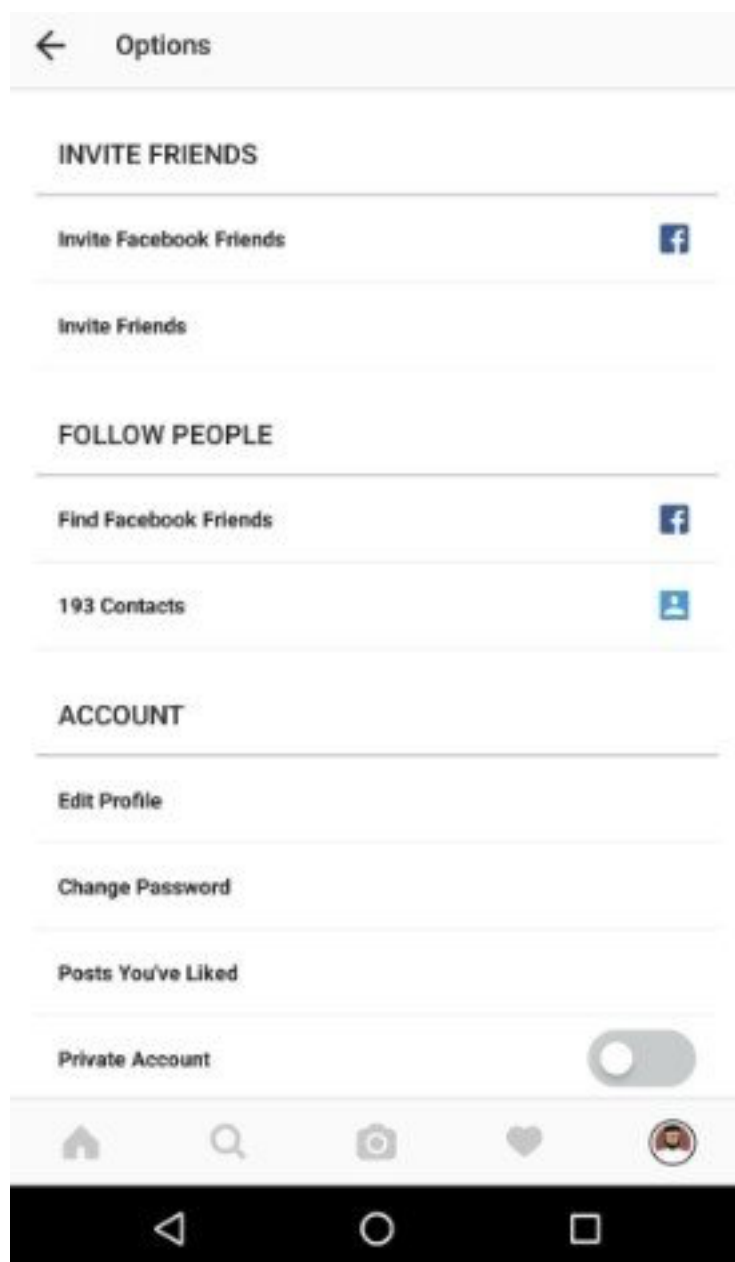


Call Your Visitors to Action

Americans for the Arts posted a series of photos calling people to take action on Giving Tuesday, and directed them to the necessary link in the caption.



Drive visitors from Instagram to your website by inviting them to learn more through your blog, make a donation, sign up to volunteer, etc. Let them know where to access a direct link.

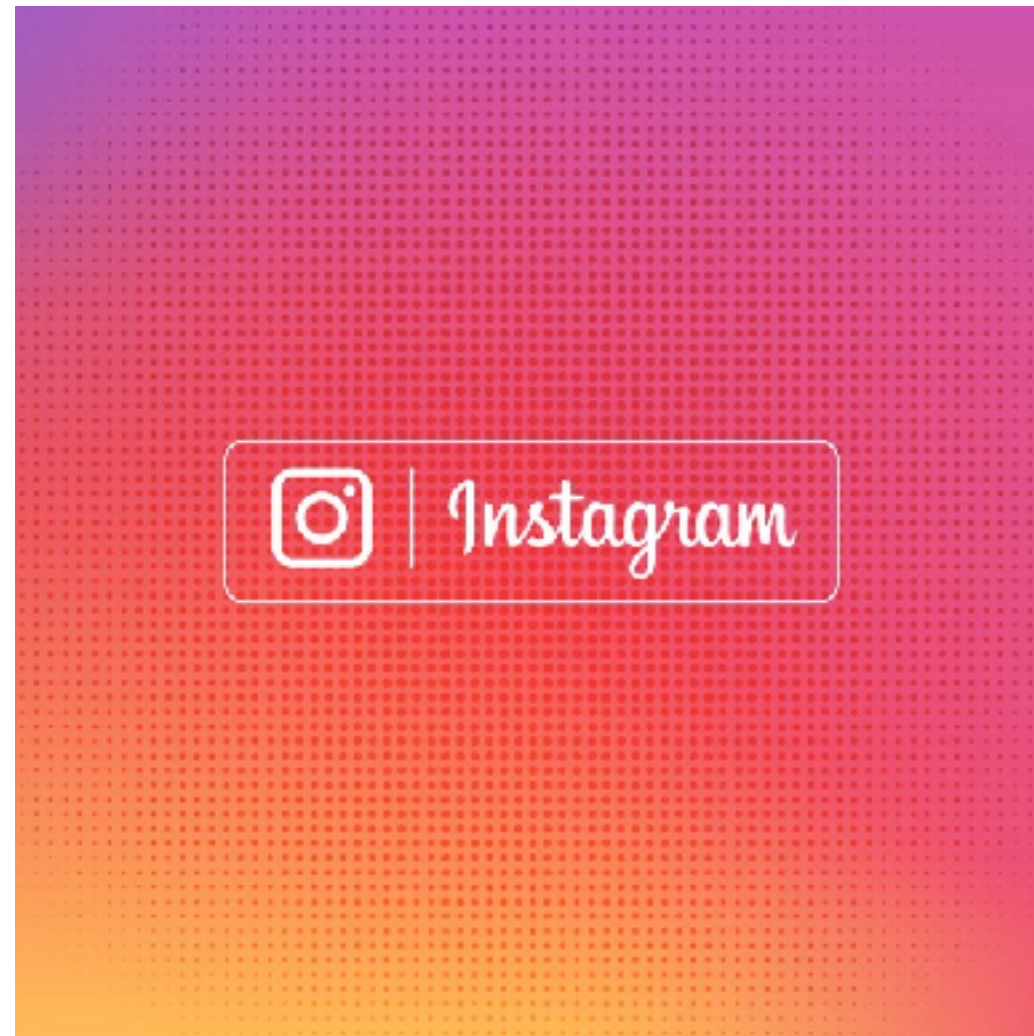


Invite Facebook Friends to Follow Your Page

Instagram is owned by Facebook so there is a lot of overlap with what's possible between the two platforms.

If you are an admin of your nonprofit's Facebook page, you can log into the Instagram app and invite your Facebook friends to follow your Instagram page. This is a great way to generate more Instagram followers.

Start at your profile page and click the cog wheel in the upper righthand corner. Under the "Follow People" section, click the option to "Invite Facebook Friends."



Make Sure Your Account Is Public

This one seems obvious, but it can get easily overlooked. Make sure your nonprofit supporters can easily follow your account when they land on your page. To check up on this, start at your profile page and click the cog wheel in the upper right-hand corner, scroll to the section called “Account,” and then make sure the “Private Account” option is turned off.

Verizon 12:03 PM 84%

PENCILSOF PROMISE



574
posts

84k
followers

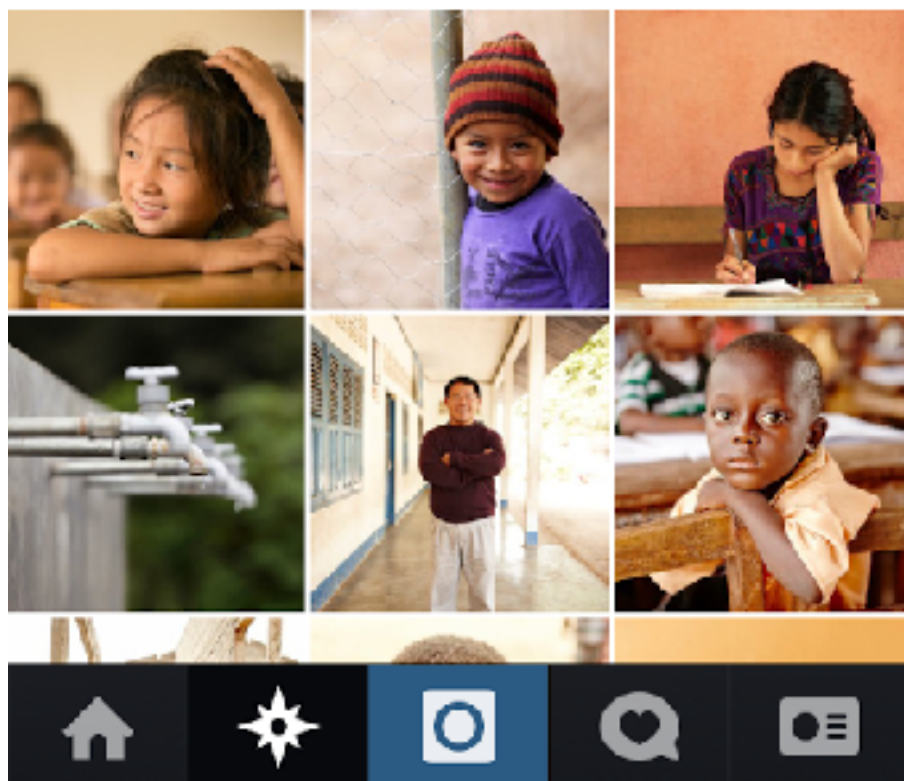
2780
following

+ Follow

Pencils of Promise

Everyone has promise. Learn more about our
Back to School campaign:

pencilsofpromise.org/backtoschool



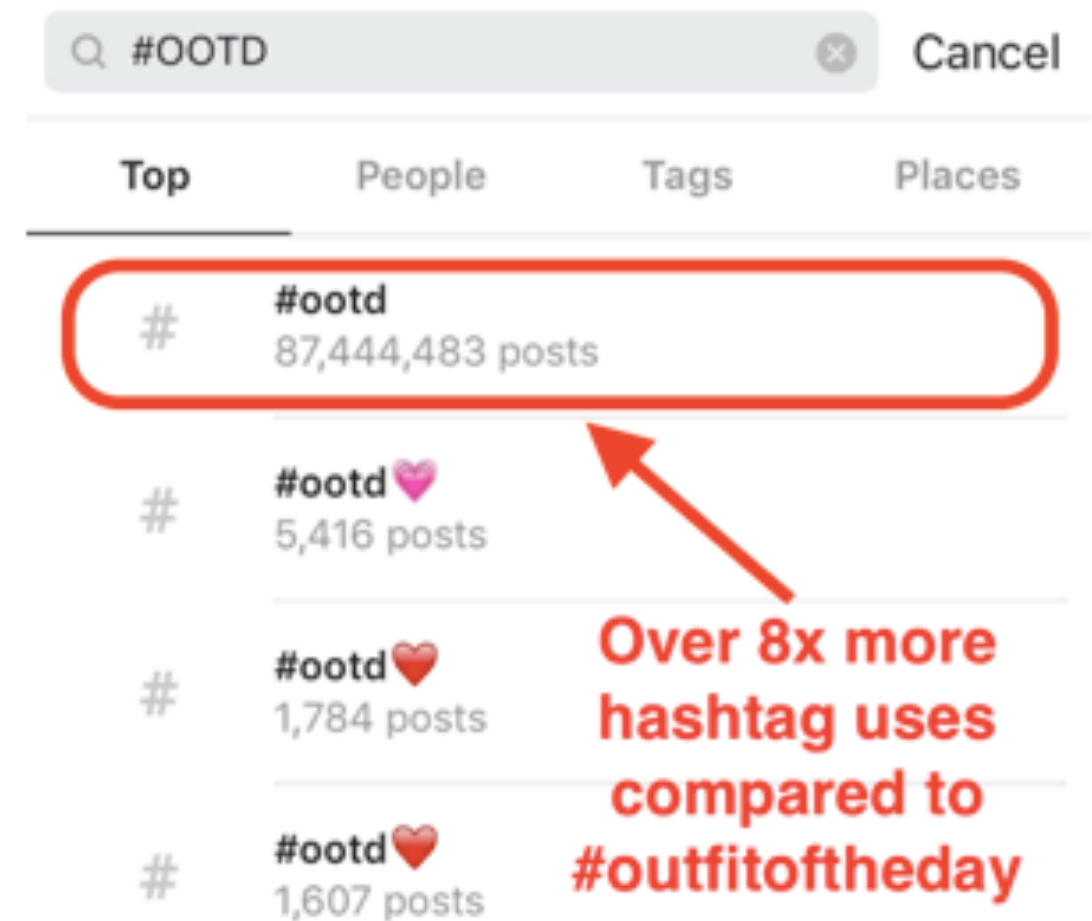
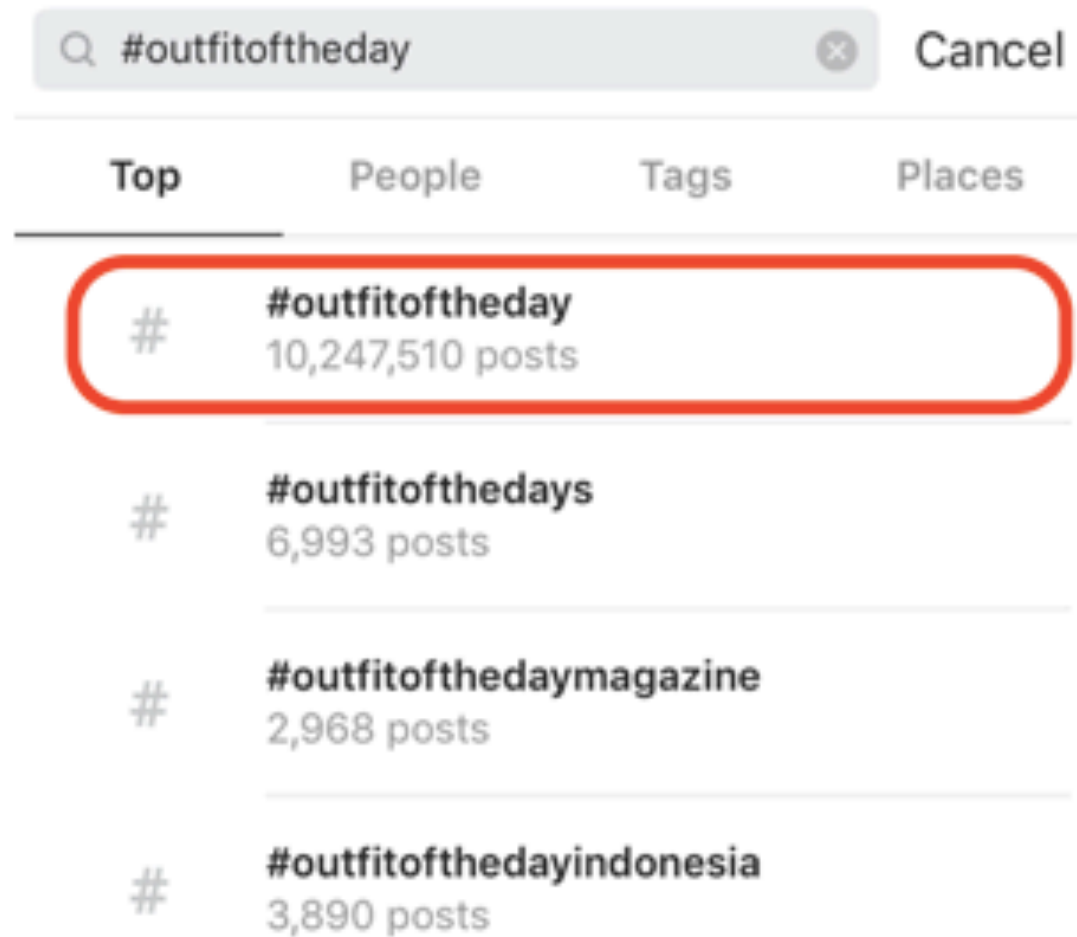
Post Both Photo and Video Content

According to Social Times, Instagram's photos get 36 percent more likes than its videos, but videos gain more comments than photos. Back in early April 2016, Instagram changed their rules so that videos can range up to 60 seconds.



Say Thank You

Thanking donors is a crucial part of every fundraising campaign and a huge opportunity to bind donors to your cause. Therefore, giving thanks on Instagram or any other social platform should become a best practice nonprofits integrate into every fundraising campaign.



Use the Most Relevant Hashtags

Use the search feature on Instagram to check which hashtag iterations are the most used. For example, the hashtag #outfitoftheday has 10.2 million uses, but its acronym #OOTD has 87.4 million uses. In this case, if you wanted greater odds of people seeing your post or wanted to use the generally most relevant hashtag, then you should go with #OOTD.

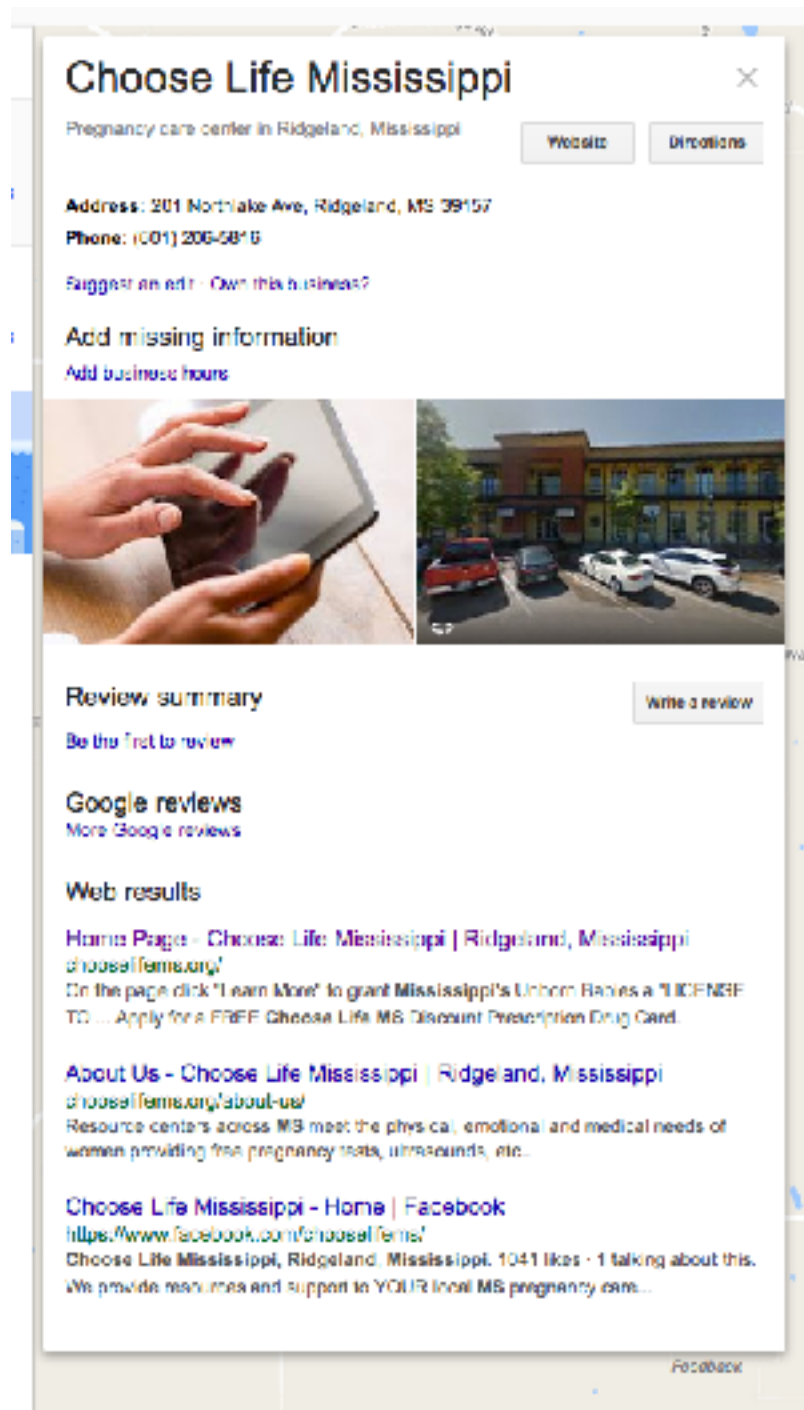


Add Instagram to Your Website Social Icons

It is a best practice to put social media follow icons on your nonprofit's website. Instagram is a big enough social platform now that it deserves a place alongside the other big three (Facebook, Twitter, LinkedIn) on your website.

Google

How Important Is it?



What is Google Places for Business?

Google Places is the information that a search engine receives and uses when listing your business. A search engine will probably already have your business listed in results, but your Google Places page allows you to control what information Google has and presents to searchers about your business. You can fill in your Places page with information like a description, images, hours of operation, and contact information.

You manage all of this information in your Google Places dashboard, so you can change it anytime you wish.

You have to sign up for Google Places, fill in your information, and then verify your account – you have to verify either by phone or by mail, which Google will walk you through, and then you're set to go and start taking control of your brand.

<https://www.google.com/nonprofits/>



What Are Google+ Local Business Pages?

Google+ Local for Businesses is all about the social aspect of search. This is where you connect with customers and/or others in the industry by putting them in your circles (similar to “friends” on Facebook or “followers” on Twitter).

Those who have your company in their circles will be able to see updates from your company, whether it be blog posts or just a general comment on the feed.

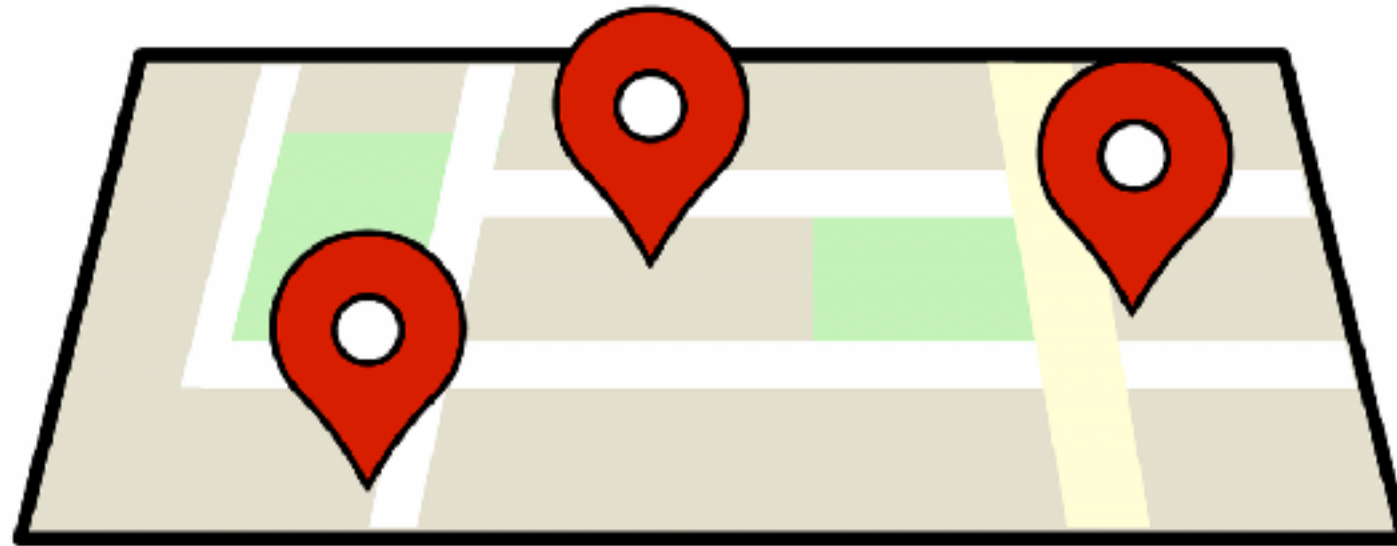


Do Local Organizations Need Either?

It's very important for businesses or organizations to get involved in Google Places as well as Google+ Local for two major reasons:

You want to make sure that the right information about your company is displayed, and Google+ and Google Places allow you to do just that.

It helps you gain increased visibility. As discussed above, Google is beginning to move to a more holistic approach to search results.

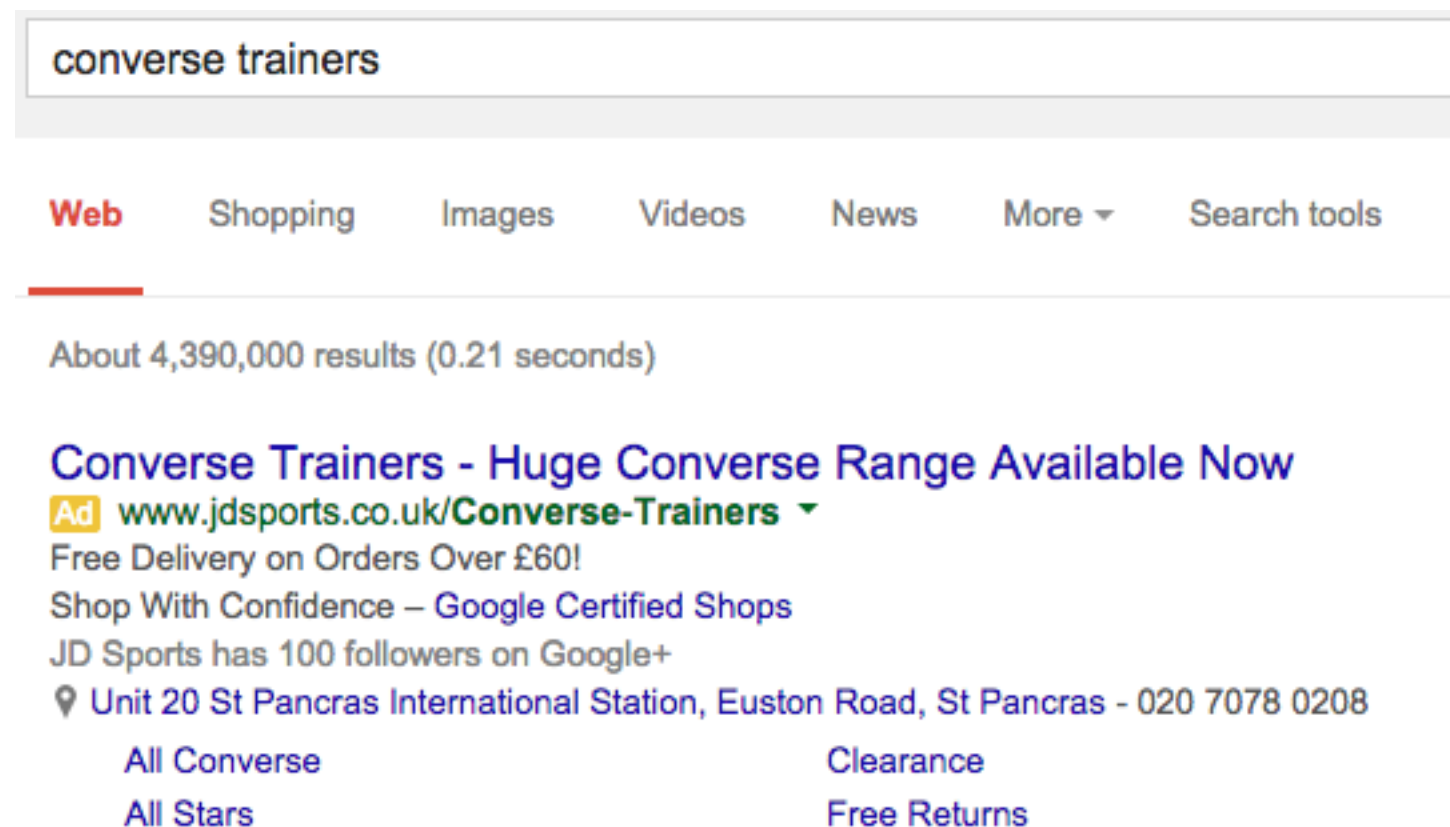


Google Places vs. Google+ Local Business Pages: What's the Same

- **Business Information:** Your general business information – name, description, location, hours and content information – is going to be the same on both of these different pages.
- **Photos:** Both pages allow you to upload photos.
- **Comments and Reviews:** Readers can comment and review your business on both of these different pages.

Paid search

Paid search is the term we use for advertising within the listings of a search engine. These normally appear at the top of a SERP (search engine results page) or to the side, and increasingly look more and more like organic results. At the moment Google places a small yellow 'Ad' label on them.



Google isn't the only search engine where you can do this, Yahoo and Bing also run their own advertising network, called the Yahoo Bing Network.

Basic principles of AdWords

Basically you pick some keywords that a searcher might use on Google, then create an advert that will appear on the search engine landing page based on those keywords, such as this...

converse trainers

Web

Shopping

Images

Videos

News

More ▾

Search tools

About 4,390,000 results (0.26 seconds)

Converse Trainers - Huge Converse Range Available Now

Ad

www.jdsports.co.uk/Converse-Trainers ▾

Free Delivery on Orders Over £60!

Shop With Confidence – Google Certified Shops

JD Sports has 100 followers on Google+

📍 213-219 Camden High Street, Camden - 020 7482 0522

All Converse

All Stars

Free Returns

Clearance

Converse Shoes At Schuh - Buy the latest Converse trainers

Ad

www.schuh.co.uk/Converse-Shoes ▾

4.8 ★★★★★ rating for schuh.co.uk

Next Day Delivery now only £1!

Ratings: Selection 9/10 - Customer service 9/10 - Product information 8.5/10

schuh has 564 followers on Google+

Kids Converse Converse All Star £1 Next Day Delivery

Up to 50% Off Converse - johnlewis.com

Ad

www.johnlewis.com/converse-shoes ▾

Womenswear Mid Season Reductions Free Delivery On Orders Over £50

Free Click and Collect · New In: AW14

Ratings: Selection 10/10 - Delivery 9.5/10 - Service 9.5/10 - Website 9/10

John Lewis has 238,174 followers on Google+

White Shirts Shop By Brand Children's Shoes Men's Shoes & Boots



Overview

Here are some basic terms that you need to know:

A **keyword** is a word or phrase the user searches for and then sees your ad. Your ads will only show up for the keywords that you pick.

Google counts the **clicks** on your ads and charges you for each click. They also count **impressions**, which is simply the number that tells you how often your ad has already been shown when users searched for that keyword.

If you divide clicks by impressions, you get the **click-through-rate, or CTR**. This is just the percentage of users who land on your advertised page because they clicked on your ad. This is important, because click-through rate tells you which ads are working well and which aren't.

Google AdWords is like an auction house. You have to set a **budget** and a **bid**. The bid sets how much you are willing to **pay for each click**. If your maximum bid is \$2, Google will only show your ad to people if other aren't bidding more, on average.



Quality score

Google looks at how relevant and useful your ad is to the searcher and the search terms they've used. It also looks at how many clicks your ad has received previously, also known as its click-through rate (CTR) and how relevant your landing page is.

The higher your quality score, the better. In fact even if your maximum bid is less than a rival bidder, you still may appear above their ad if your quality score is better.

Example Analytics Dashboard for Google Adwords (PPC Ads)

All campaigns

Custom: Aug 1, 2015 - Aug 31, 2015

Campaigns

Ad groups

Settings

Ads

Keywords

Audiences

Ad extensions

Dimensions

All but removed campaigns

Segment

Filter

Columns

Find campaigns

View Change History

Clicks

VS

None

Weekly



+ CAMPAIGN







Edit

Details

Bid strategy

Automate

Labels

		Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?	tl
<input type="checkbox"/>		 	€1.00/day 	Paused	Search Network only	All features	14	1,246	1.12%	€1.33	€18.59	1.0	0.00	€0.00	0.00%	0.00	
<input type="checkbox"/>		 	€5.00/day 	Paused	Search Network only	All features	8	741	1.08%	€2.03	€16.23	1.0	0.00	€0.00	0.00%	0.00	

cheap sheds

Web Shopping Images Videos News More Search tools

About 7,720,000 results (0.28 seconds)

Cookies help us deliver our services. By using our services, you agree to our use of cookies. [Learn more](#) [Got it](#)

Shop for cheap sheds on Google

Sponsored

Cheap Sheds UK - Huge Range + Free Delivery
www.gardenbuildingsdirect.co.uk/sheds 01636 868377
4.3 ★★★★★ rating for gardenbuildingsdirect.co.uk
Quality Garden Sheds at Low Prices!
Price Match Promise • 14-Day No Fuss Returns • Anti-Rot Guarantee
BillyOh® Sheds Windowless Sheds
Tongue & Groove Sheds 8x3 Wooden Sheds

UK's Biggest Shed Store - Sheds From £84, 24hr Delivery
www.shedsworld.co.uk/Sale_On
Call Today Lines Open 8am-10pm.
Expert Advice • Reliable Delivery • Secure Payment • No Quibble Returns
WorldStores has 142 followers on Google+
Summerhouses From £209 • Playhouses From £99 • Metal Sheds From £105

Garden Sheds & Garden Buildings - FREE Delivery at ...
www.shedstore.co.uk/
Shedstore - The Garden Sheds Expert, online since 1995! FREE Delivery on a huge range of cheap sheds, metal sheds, garden buildings & garden storage.
Wooden Sheds - 8x8 Sheds - Metal Sheds - 8x4 Sheds

Buy Conservatories, sheds and greenhouses from Argos.co ...
www.argos.co.uk/_2%7Dcat_33005908%7DConservatories%26sheds...
Shop at Argos for low prices on Conservatories, sheds and greenhouses. Browse the latest Home and garden offers, buy online or reserve for pick up in your ...

Sheds Warehouse Sale
www.shedswarehouse.com/
8ft x 6ft Sheds From £154
Free Delivery + 48HR, Sat Upgrade

Cheapest Sheds
www.buyshedsdirect.co.uk/Cheap-Shed
3.5 ★★★★★ advertiser rating
Huge Range Online & Free Delivery
Free UK Delivery - Buy Online Now!

Cheap Garden Sheds Online
www.bigen sheds.com/sheds
4.5 ★★★★★ rating for bigen sheds.com
Shop The Autumn Sale Spectacular.
Hurry! Sale Ends on November 6th.

Cheap Sheds
www.elbecgardenbuildings.co.uk/sheds
4.2 ★★★★★ advertiser rating
Our Cheap Sheds Offer Unbeatable Quality and Real Value for Money!

B&Q Cheap Sheds
www.diy.com/Cheap-Sheds
Buy Cheap Sheds at B&Q.
Free Delivery On Orders Over £50
9 624 Old Kent Road, London
020 7252 0957

Super cheap Garden Sheds
www.rainbowgardenbuildings.co.uk/
We Offer Low Low Prices Not Yo-Yo Prices! Largest Range Now In Stock.

ShedsFirst Sale
www.shedsfirst.co.uk/
Free Delivery* Express 24HR*
Quality Sheds. Buy Now

If you want your ad to appear at all, you have to bid against other marketers on how much you're willing to pay Google AdWords every time a searcher clicks on your ad.

Obviously the more you pay-per-click (PPC) the more likely your ad will appear in the search results.



Bidding

You pay Google AdWords each time your ad is clicked. The price you're willing to pay for each click is called **cost-per-click (CPC)**.

You can pick a maximum bid amount, and if you choose the automatic option, Google chooses the bid amount for you within your budget, and theoretically brings you the most clicks possible within that budget.

There is also another less common option called **cost-per-impression (CPM)**. This is where you pay the search engine for every 1,000 times your ad appears on the SERP. The user doesn't have to click-through.



Google offers heavily discounted products including Google AdWords, Google Apps, Mapping tools and much more.

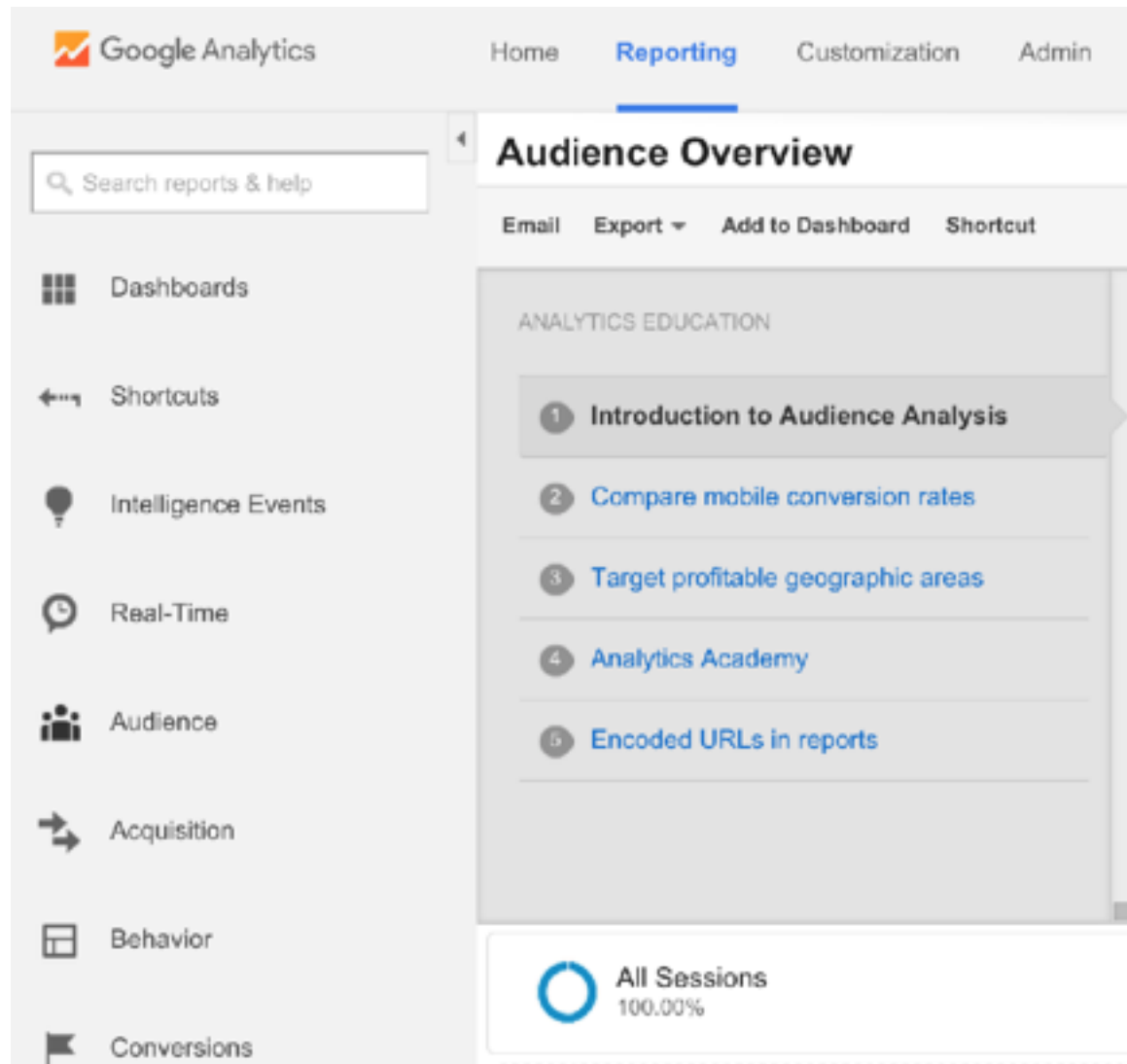
www.google.com/nonprofits



Not many know that non profits can avail free advertising worth up to \$10,000 per month, thanks to Google AdWords.



www.google.com/grants



Google Analytics

Through use of Google Analytics, you can uncover a tremendous amount of data about your website that can be used to enhance your marketing and business development strategies.

The back end of Google Analytics is broken down into eight main sections:

Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, Acquisition, Behavior and Conversions.

Using Choose Life MS Resources

Helpful Resource Links

- [Option Line](#)
- [Find Pregnancy Help](#)
- [After Abortion Recovery Directory](#)
- [My Healing Choice – Online Recovery Course](#)
- [Life News](#)
- [Life Site News](#)

For Pregnancy Help:

1-800-712-HELP

1-800-BETHANY

1-800-550-4900 (BIRTHRIGHT)



Amazon Smile Donation



You shop. **Amazon gives.**

- Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to **Choose Life Advisory Committee Inc** whenever you shop on AmazonSmile. You can select a different charitable organization after signing in.
- AmazonSmile is the same Amazon you know. Same products, same prices, same service.
- Support your charitable organization by starting your shopping at **smile.amazon.com**

Click [here](#) to learn more about Amazon Smiles.

Start Shopping



Adoption

You can provide life support
to women in need

Life matters...Buy a Tag and Help Women

CHOOSE LIFE MISSISSIPPI | CHOOSELIFEMISSISSIPPI@GMAIL.COM | 601.206.5816 | 201 N

Adoption

Pre-order Your Mississippi Adoption Tag

OPT to purchase or PLEDGE TODAY to purchase the Adoption tag
to help reach the production requirement of 300 pre-sold tags.

By purchasing a Choose Life Adoption tag, you will be supporting over 40 Pregnancy Resource Centers
across Mississippi. Our Pregnancy Centers meet the physical, emotional, and medical needs of women by
providing free pregnancy tests, ultrasounds and compassionate, sound advice about pregnancy.

To pre-order the Adoption Tag, click on the
Adoption Tag Application Tab on our website
chooselifems.org or call 601.206.5816

Choose life
MISSISSIPPI

You may also give a tax-deductible
gift at ChooseLifeMs.org





Please consider a financial donation to The Choose Life Mississippi Advisory Committee. Your helping us reach out with compassion to meet the needs of mothers and children throughout Mississippi is greatly appreciated!

[Click Here to Donate](#)

STATISTICS REPORTING FORMS:

• [1st Quarter Statistics Form](#)

Return the completed report to the Choose Life Advisory Committee by April 15, 2017.

• [2nd Quarter Statistics Form](#)

Return the completed report to the Choose Life Advisory Committee by July 15, 2017.

• [3rd Quarter Statistics Form](#)

Return the completed report to the Choose Life Advisory Committee by October 15, 2017.

• [4th Quarter Statistics Form](#)

Return the completed report to the Choose Life Advisory Committee by January 15, 2018.

ADDITIONAL FORMS

• [Special Needs Request Form](#)

• [Application for Choose Life Funding](#)

[Criteria for Funding Recipient Checklist](#)

Define Actions To Take Using Social Media Resources

Providing your Facebook community with concrete actions that can be taken online also helps attract new people and offers supporters quick, easy ways to participate and spread your message.

Ask people to take online actions like:

- Share a post, photo, video, article or infographic from your page
- Change their profile photo
- Sign a pledge
- Tag, email or sign a letter to encourage or thank a public figure
- Post about your cause to inform their friends
- Share a personal story related to your cause.

Recap

Choose life *MISSISSIPPI*

For a non-profits to succeed, the services provided must be known to potential customers. Unless your non-profit is known in the community and you have communication with your customers readily available, you have to use marketing strategies to create additional awareness.

Without marketing, your potential customers may never be aware of your services and your non-profit may not be given the opportunity to progress and succeed.

Using marketing to promote your service provides your non-profit with a chance of being discovered by prospective donors.