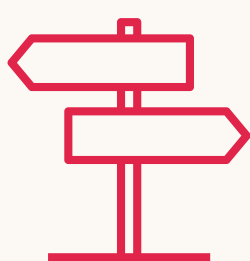
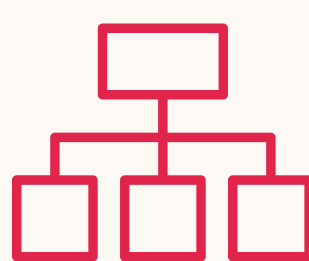


# Google Ads/Grant Management Tips for Nonprofits



## Choose wisely

Google Ads and Google Grant are not equal. Focus your Ads on brand and "direct mission" keywords. Focus your Grant to capture auxiliary keyword searches that may be related to brand or mission.



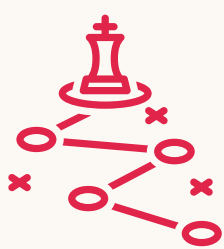
## All about structure

Begin with your campaign (like fundraising, volunteer recruitment, awareness) and work downwards. Ad Groups will focus in on target audiences while keywords will have your ads displayed to the most relevant audience.



## Budgeting and Bidding

Set your nonprofit's budget while making sure to consider financial resources and campaign goals. Monitor consistently! Experiment as well with bidding strategies to find the one that aligns with your campaign goals.



## Advanced Strategies

Google Ads/Grant begins to truly sing when combined with advanced strategies like re-marketing, display network, YouTube Advertising and ROAS bidding.



## Grant Optimization

1. Focus on high-quality keywords
2. Maintain a high Click-through rate (CTR), keep monitoring
3. Use all available ad extensions
4. Create compelling and impactful ad copy



## Call in support

Becoming a google ads expert takes time and the willingness to test, test, test. If your team is looking for results within a calendar year it is worth calling in experts who specialize in both nonprofits and Google Ads. Get in touch with the [Yeeboo Digital](#) team to learn more!

*"If I had eight hours to chop down a tree, I'd spend six hours sharpening my ax."*