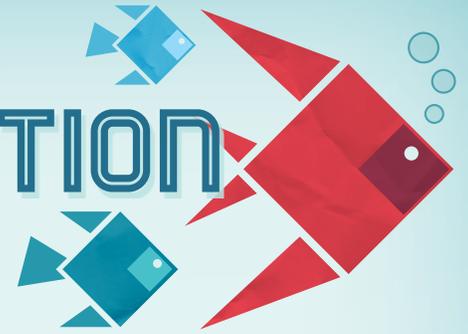


# DRIVING PARTICIPATION

*with Beth Brodovsky*



## SESSION 023

### WINNING AND WORKING A GOOGLE ADWORDS GRANT WITH STEPHANIE COCKERL

**Beth:** Hello, and welcome to Driving Participation. I'm thrilled today to have Stephanie Cockerl with me today from Next Steph. She's an online marketing consultant, and has tremendous expertise in something that maybe none of us know much about, which is Google Grants. I contacted one of my colleagues and she connected me with Stephanie and told me she's somebody who can really help us all understand the concept of how AdWords work for nonprofits and how nonprofits could utilize some of these opportunities to get some exposure and drive participation to their websites and organizations through using the tools that Google has available. So, thank you so much, Stephanie, for speaking with me today.

**Stephanie:** Thank you. I'm glad to be here.

**Beth:** Thank you! So, tell me a little bit. To start, I always like to ask, how did you get into doing what you do?

**Stephanie:** Well, it started a long time ago in a college lab.

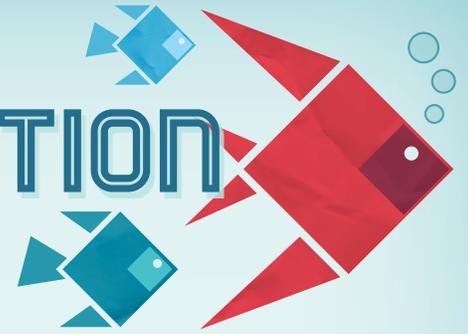
**Beth:** Really?

**Stephanie:** Yes. At the time, the internet was just getting started. I'm not revealing my age, but I worked in a college lab, helping people get on the computers and sign on and sign off, and me and a couple of classmates decided to create websites for organization on campus. From that, I was hooked on doing anything web-related, because I figured out that a website is faster to build than a building, because I was studying architecture in college.

**Beth:** Oh, wow!

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**Stephanie:** From that on, I decided I wanted to make my career online and developing online, so that's how I got into the web. How I got into Google and AdWords is, I was working at a college in New York City for a short time, and I was doing web traffic for them, analyzing it. Then, around 2006, that's when I got into AdWords, because one of the vendors came to the college and trained me and another staff member. Pretty much within the year, I took over the account.

**Beth:** That's amazing. It's interesting that your start in getting into AdWords was at a college, which a lot of times people don't get that colleges are nonprofits. Of course not all of them are, but the vast majority of colleges are actually nonprofit organizations, and they need to market and communicate and attract business just like any other for-profit organization does. They also have that need of wanting to communicate their value and their strength and their distinctiveness. But, people often think that nonprofits don't do this, and they absolutely do. Google created this amazing program called Google Grants, and I talked to a lot of nonprofits that have never heard of it, and a number of other nonprofits that have heard of it but don't really quite understand how it could help them, how AdWords in general or doing a campaign could help them. Let's start with that, in your work with organizations, how have you seen working in AdWords in general – whether it's through Google Grants or any other way – how does that help organizations?

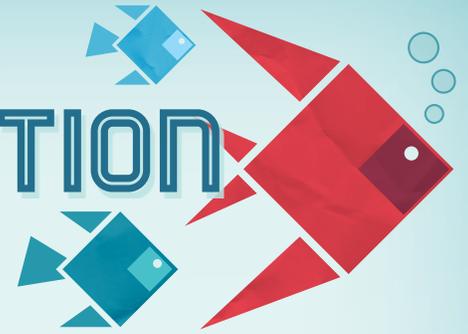
**Stephanie:** It helps organizations tremendously. Organizations can't realize what an effective tool AdWords is compared to other marketing channels. I think they're able to see the results much more clearly, and there's much more accountability and traction in AdWords than I feel in any other platform. You can see the results within a day as to any action that you do.

**Beth:** Wow, that's great. A lot of times, people will say things like, "I can't afford that. That's going to be so expensive, to run a campaign, even if you put caps and things on it." When nonprofits say that to you, what do you tell them?

**Stephanie:** I say, "You have to know your market. You can't go ahead and aim for the whole country first. You have to know your target market." If you have a branch of an organization or a nonprofit in a certain area, target that market.

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**Beth:** It's so funny you should say that, because I just did a session with Chris Davenport from 501 Videos (<http://bit.ly/dp004dav>), if you've ever heard of Chris. It's interesting. I talked to all these different experts, and you're in a completely different segment of marketing and communications than what Chris is in his video storytelling segment, and he said exactly the same thing about really being focused on your audience and not trying to use one piece of media or one marketing tactic to capture everything. I know we all say that, but it's so interesting to hear people from completely different areas of supporting marketing really be completely saying the same thing.

**Stephanie:** Yes. It's not just one channel; you have to have multiple touch points. Ideally, in a perfect world, everything would be integrated – you'll have print somewhere, you'll have outdoor advertising somewhere else, radio, and it's all 360.

**Beth:** It's so refreshing to hear a digital person say there's still value in print, because it's amazing how much I hear that, because we do a lot of print still, and many people are really under that perception that print is dead and gone. To hear even somebody who works so much in the digital space really say that the 360 approach and touching them everywhere at every point you possibly can has value. I completely agree with that, and it's great to hear that someone that works so much on the other side also thinks that.

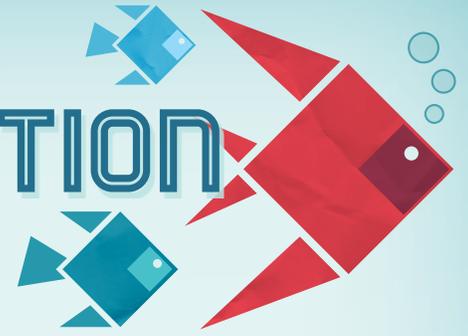
**Stephanie:** Oh yes, totally. When organizations are sending out solicitations for annual giving, etcetera, you have the campaign there, you have social there, and you have something in the mail come, it just helps to better reinforce the message.

**Beth:** Absolutely. Google created this thing called The Google Grants Program for Nonprofits. I feel like there's a lot of confusion around it. Do you feel like there's a lot of confusion around exactly what it's made up of and how it can work?

**Stephanie:** If you're first hearing about it, there's bound to be some confusion. When I first heard about it, I heard about it at a conference I went to for higher education. I'm like, "Hmm, interesting. Let me try that." I brought it up to my boss, and he was just so happy to try

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anything, so he let me go right ahead, and then I got it. What Google Grants is, it's a program to assist nonprofits in advertising not only in Google AdWords, but also other programs Google might have as well, but Google AdWords was the first program.

**Beth:** I didn't realize that it was more than just AdWords.

**Stephanie:** Yeah, there's other stuff too, now. It's just exploded. Pretty much, what Grants does is, it's a grant that helps organizations up to \$10,000/month to spend.

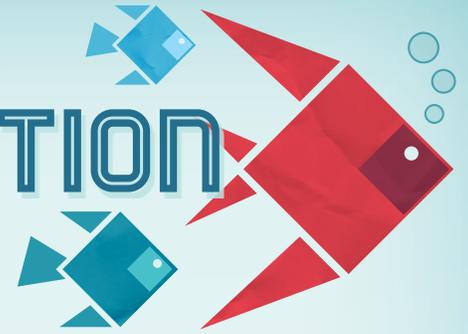
**Beth:** Wow! To a lot of nonprofits, that's a lot of money. Of course, people don't also see how quickly that actually gets used up pretty quickly in online advertising, but if an organization was going to be advertising out of their own traditional budget, they'd think there's no way they could afford to do \$10,000/month toward Google advertising. That kind of seems like a lot of money, and it's like, "Woo hoo! This is great! We're going to get this free money." But, it's complicated. There are constraints, there are rules, and there are structures. Nobody gives anything away for free, so how does Google control or manage this process? What are the constraints that organizations need to be aware of if they're thinking about going this way?

**Stephanie:** I'd just think about dedication, because if you have an account with Google Grants, you're going to have to be accountable. They expect you to be accountable. They expect you to log in at least once a month. As a professional, I'd even say once a week. Just log in, and just make sure that everything is running, that your website is running first of all, because if your website is down, they'll pause a campaign in a second. Just make sure you stay on top of that. Make sure you know about certain trends going on and say, "Hmm, this keyword is doing better than this keyword and bringing in my desired action," and I'll talk about that later. Also, be aware of the budget. Like you said, \$10,000 doesn't go far. That's my one word – just pay attention.

**Beth:** And that's interesting to know. I didn't even realize that Google tracked those things. I mean, they're Google, they track everything, but it's not free money. It's not, "We're just going to give you this money, and you either use it or not, whatever." If you're not going to

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use it well and effectively and take advantage of it, there's another nonprofit out there they could grant that money to.

**Stephanie:** Right.

**Beth:** Google's purpose is to get people to use Google. I always like to remind people of that, about Facebook and things like that – these are not communities. These are not nonprofit organizations that are doing it out of charitable means. Their goal in giving you access to this money is so that you use it to get people to come through Google and come to your site and utilize those users.

**Stephanie:** Exactly.

**Beth:** Exactly. How would somebody get started? What's the first step if they're thinking, "I've heard about these Google Grants. I'd love to have \$10,000/month of advertising." What do they do first?

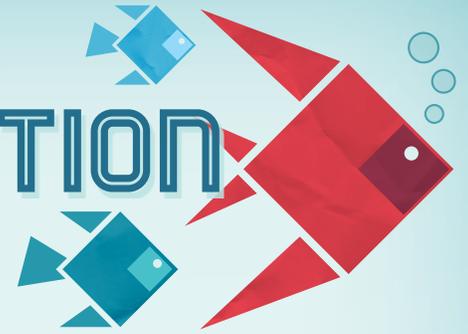
**Stephanie:** The first thing you do first is go to the Google Grants site, which is on [www.google.com/grants](http://www.google.com/grants), and they give you an overview as to what it is and what desired action you'd want from people searching for your site. I'd say, before you do that, you have to have a clear goal as to what you want your business to do. Do you want them to sign up to a newsletter? Do you want them to donate? Do you want them to participate in events? You have to be really clear, which is, again, why I bring in the targeting as well. Once you have that in place, you can go ahead and apply. They also broke it up to another URL, which is [google.com/nonprofits](http://google.com/nonprofits), and from there, that's the umbrella gateway to apply into that. Once you go ahead and apply then, you get access to a Google Grants account.

**Beth:** You have to actually apply for a Google Grants account?

**Stephanie:** Yes.

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**Beth:** Does everyone get it? Are there only some people that get it? What happens next?

**Stephanie:** What happens next is that your application is reviewed. You have to have everything in order – your 501C3 numbers and all that, and also, your mission statement and your goals and what you’re trying to accomplish. The selection process has gotten much more selective in the past several years, because they’re not accepting universities anymore like they did in the past, for example. In my role, I was the marketing consultant, but my goal was to target veterans. Now, since that’s kind of barred right now, they now think of it as recruitment, not nonprofit.

**Beth:** Right.

**Stephanie:** A center in a university that helps the community, they’d have a better chance of getting it than just a university as a whole.

**Beth:** So you’re not using it as much for admissions type of work.

**Stephanie:** Right.

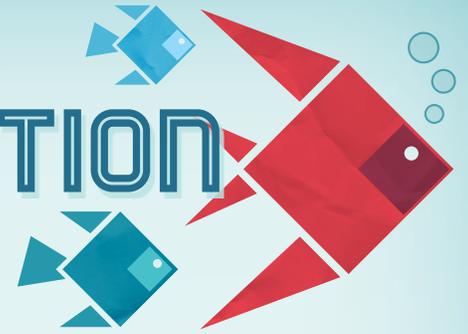
**Beth:** That makes a lot of sense. It’s Google, so they have these background algorithms. Do you have any sense of what makes Google accept somebody? I don’t want to use the word “tricks” – are there any tactics people can use when applying that seem to better generate a positive response in getting accepted, or is it a mathematical algorithm about size and other things that Google uses?

**Stephanie:** I’d just say to be really clear in your mission statement and your goals. Ultimately, that’s what’s going to do it.

**Beth:** That makes a lot of sense to me. One of the things I see when we do marketing consulting is that the mission statement of an organization was often written quite a long time ago, so sometimes, organizations struggle with having goals that really do reflect back to that

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mission statement. The point of the mission statement is to say, “What are we doing today to ensure that our vision occurs, to ensure that the world will look like what we want it to look like when our mission is accomplished?” Writing goals that don’t make sure that that outcome is going to be happening doesn’t really serve your organization anyway, because you’re going to be attracting people and attracting actions that don’t help you achieve your mission. Even as an organization, it behooves you to write goals that are aligned with your mission.

**Stephanie:** I’d stress to revisit that every year.

**Beth:** Absolutely, because it changes. The tactics change and everything changes, but you’re right – it’s really important to make sure things are aligned, because things adjust and change, and when all these new, shiny objects show up, it’s so easy to get pulled away to do something based on the interest in a tactic and not necessarily to be doing things that really are goals that are going to drive your mission. I so agree with you on that. Even if you don’t get the grant, it’s a great exercise to go through, really knowing that you’re writing something and seeing what outcome comes out of it might help shed some light for you on whether or not you’re targeting things as clearly as you should be.

**Stephanie:** Exactly.

**Beth:** Let’s say someone gets accepted into the grant program. I’m in marketing, but I use people to help me, too. Getting set up with a Google account and getting all these things done, for some people who love that and really have the time to dig in and focus on that, it’s so much fun, and there’s so much great data in there, but it can be challenging to figure things out. One of the things that I think can be hardest to figure out is the whole bid amount concept. What I’ve heard is that there are some structures. It’s not just a free, “Here’s your \$10,000 to do anything you want with.” In Google, when you do AdWords, there are things for bids and bids on different keywords, and then things get grouped into campaigns. Can you talk a little bit about how people start? I’d say let’s start with choosing keywords.

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**Stephanie:** Okay. When you first get started, you have two modes you can go by. If you know a little about Google AdWords and you already have an account, you can just set up a separate campaign from there.

**Beth:** Oh, okay.

**Stephanie:** The allocated amount will go towards that campaign. Another option is AdWords Express, in which they'll handle everything for you in terms of getting set up and everything, but the same applies – \$10,000 over a certain amount of time. Just because, in terms of campaign structure, you have your campaigns, you have your ad groups, and you have your keywords. You cannot neglect the structure just because it's Google Grants. You have to be just as meticulous and just as thought out in terms of the keywords and how to relate to the ad, just as you would any other regular campaign.

**Beth:** Could you explain that structure just a little bit? How does a keyword relate to a campaign? I know, personally, for me, people will ask, "What's the difference between a campaign and an ad group?" It can get confusing, so how would you describe those differences?

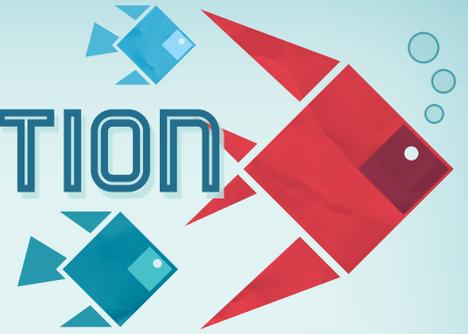
**Stephanie:** Okay, so a campaign is the whole container, where everything lives within your goal. Within each campaign, there could be several ad groups. Each ad group is a family of keywords that relate to each other. For example, I had an event for cystic fibrosis the other day, so it could be "cystic fibrosis donate", "give to cystic fibrosis", "cystic fibrosis walks which are coming up", and all those words can be broken down even further. That's an example of an ad group. Within each ad group, there are ads as well that you could choose and pick.

**Beth:** What's the value of separating a campaign into different ad groups?

**Stephanie:** You could see how each ad group, each family of keywords is performing according to your ad. In a particular ad group, I wouldn't put a cystic fibrosis ad with a cancer ad with a cancer keyword.

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**Beth:** That makes a lot of sense. We've used ad groups with a school at one point where the school had a program name. They knew, because they were professionals, they knew what the official name of the program was. What we discovered was, by testing some other keywords, that people who were not yet into this profession didn't recognize the name of the program. They called it something totally different, so we segmented the campaign into an ad group with the official program name, and another ad group with the more colloquial name of the profession and what people in the marketplace thought, and we discovered that through having one in the beginning and seeing how many got hits, but when we segmented them, what we learned was, there were three times as many click-throughs on the colloquial word as the professional word. If we'd just stuck with what the organization said, "This is what our program is called", just do an ad campaign there, we'd have never known how much more traffic there was to be had on the other group if we just kind of rolled them all together. It would have just looked like, "Hey, we're doing great!" Now, we can adjust the money and put more money into the campaign that has a higher click-through rate, and then a higher actual end goal rate. That's one of the things we learned was helpful about having two separate ad groups.

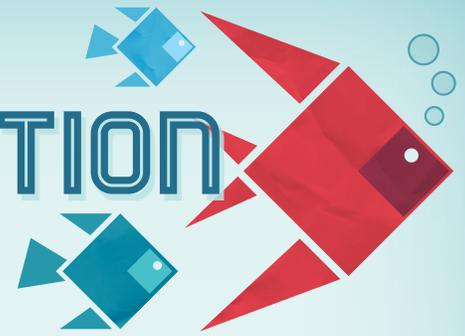
**Stephanie:** That's excellent. A lot of organizations don't get that, about how it's important to segment – the brand from the non-brand keywords. That's so important, because someone coming to your site for the first time is not going to know your particular terminology. They're just going to want to find the information that they want.

**Beth:** Right. One of the other things I've heard about Google keywords, and I don't know if this is still true, is that, are there any limitations on the bid amount? Is it sort of like an auction? I know Google in general is an auction, but are they giving away remainders of what's left over? How does that work with the bid amount and getting the keywords that you want? I know sometimes, that can be tricky in Google Grants.

**Stephanie:** There is a bid amount limit, and it's \$2. This way, they ensure that you have enough budget to last a month, but also, you're still getting presence on Google AdWords. It may mean you might not get the first position or second position, but you'll probably definitely, if all works out, you'll be on that first page.

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**Beth:** Okay. I think that's a really good point for people to hear, is that when we're talking about goals, everyone's goal is always to be the number one position or whatever, that if you're using grant-based money, you may have to adjust your thinking about what your expectations are, and to just be on that first page, there's a lot of value to that, especially if you're not paying for it. You might have to rethink exactly what you're looking for, but also, keywords come at different prices. For a while, worked with a coffee-related company before we were really focusing on nonprofit work, and they wanted to be number one on Google for the word "coffee". I said, "Sure. This is what that's going to cost." It was so far out of their budget, because they were a tiny little regional coffee roaster. Sometimes, focusing on planning a campaign where you're going after those more niche keywords, they're going to be more affordable. You'll get a better position at a \$2 bid than if you were going after something like "cancer", for example. If you want to be number one on Google in "cancer", you still might have to pay for that. I think that's a key thing for people to understand, is that this campaign may not serve all of their needs. This grant may not cover everything they want to cover, but if you either can't afford to do it at all on your own or have some supplementary work you could spend grant money on your more niche keywords so you can focus your money on the things you can't get in a Google Grant, it's really going to help you cover a broader spectrum.

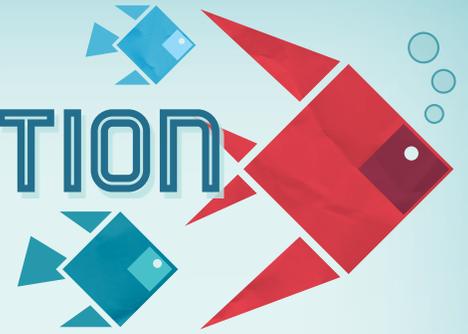
**Stephanie:** Yes.

**Beth:** That's phenomenal. People often think the best way to do something like this is to do it all themselves. I'm sure you've talked to people that do do it themselves. When people are beginning to build this program, what are some of the potential pitfalls and problems that people run into that make them struggle with making this happen?

**Stephanie:** I'd just say, first of all, time. They'll apply for this grant and not have the time to dedicate to it. Second of all is campaign structure, not just for nonprofits, but almost every campaign I see, when I start working with them, campaign structure's not there. Campaigns aren't structured properly. Ad groups aren't structured properly. Landing pages are going to the wrong page. Again, 360, being really clear of what's the first webpage you want the person to see once they click on that ad. Also, the ad structure as well. Not all the ads can say, "donate and give".

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**Beth:** Vary it up a little bit.

**Stephanie:** You have to build a relationship with the person. More than likely, if your ad is showing up there, the person's probably thought about your organization before, and can't remember exactly how they got there, but with ads that are succinct, and of course, in the application process, you have to submit a sample ad.

**Beth:** Oh, okay. That's good to know.

**Stephanie:** As long as those ads are succinct and giving, carrying with the feeling of your mission in the ads, that makes all the difference in making your ad get noticed on the page.

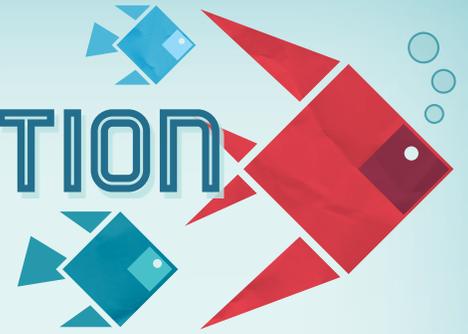
**Beth:** You mentioned that thinking about what page you want them to go to. I know one of the things I've seen really make a difference in really understanding whether the effort we're putting into advertising on Google is a success or not is creating landing pages. So many people create Google Ad campaigns and then just send them to the homepage, which is a very generic overview. There's two problems with that – the generic-ness of it, of that didn't necessarily answer the question they were searching to solve, and it's really hard to track people coming through your homepage against all your other traffic. Can you talk a little bit about the value of landing pages, what they are, how they work, and how they help you really know if you're reaching your goals?

**Stephanie:** Sure. A landing page is a page that has your desired action on there, and a desired action, again – I don't know if I said it earlier – is if you want the person to sign up on an email list, donate, shop on your site, or download something. Any of those four actions that'll clear in what you want the action to be on that page. It could be like a compounding image, saying, "We're doing this for this community. You could donate today or register to walk." As long as the action is clear.

**Beth:** The other thing I've also heard about landing pages is, there's a term often called a "squeeze page" on the landing page, which is a very sort of commercial term that maybe

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nonprofits hadn't heard of, but one really effective way to do a landing page that we've had a lot of really good results with makes people usually go into a complete panic when I mention this is to give them a landing page that pretty much only lets them do that action, and they can't do anything else other than leave or go forward, and they can't wander around the site and click on other things. When I suggest this to people, usually, they start to get short of breath and worry, "But how are they going to know all this other stuff about it?" Could you share a little bit about why that's so effective?

**Stephanie:** I'd say squeeze pages are effective because it just takes everything off the page – it takes your navigation off, it takes the sidebars off, and the footer off. All they have is the convincing argument for that action. You could scroll down three or four page screens and you have supplemental copy as to why and how it'll help them to take their desired action, how it'll help your organization and the community at large, and etcetera. It works. If you go ahead and delete that page, some pop-up comes up at the end, too, sometimes.

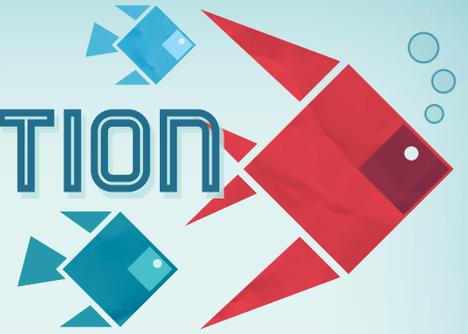
**Beth:** If you go to leave the page? That's a great idea. That's really good. I think this plays into the very first thing you said in the beginning, which was about, before you even start your campaign, you need to really know why you're going into your campaign and have a target audience and a goal and have these target actions so that, in theory, if you've done everything right and you know who you're speaking to on Google and why you're creating this ad, bring the people that are most likely to want to take that action to a page where all they can do is take that action, you're going to actually get the most bang for your buck, because even though this might be a grant and you're not paying for that ad, you're paying for it in you're using a percentage of the \$10,000 you're gifted with to attract that person, so if the goal of that is just to attract that person to see your homepage and not get them onto your email list or get them to sign up for a walk or get them to donate, not actually get them to do anything, you're spending that money without really getting anything tangible in return, and regardless of whether it's free money or not, that's a waste of it.

**Stephanie:** Yeah. I see homepages as a leaky bucket.

**Beth:** Absolutely. It's completely a leaky bucket – both because there's no way to capture

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them, but also, you didn't answer their questions. Let's talk a little bit about that. One of the things I know is really effective in choosing keywords that you're going to put in AdWords Spend Against is to look for keywords that have intent. That's a concept that's a lot of times foreign to people. People think, "Google is great and everything people are searching for has equal value," but when the goal is to spend money to get that person to your site, they don't all have equal value. Can you talk a little bit about search intent as a content as a concept and the kind of keywords that kind of reveal and attract people that have the intent to take action?

**Stephanie:** I would say, with keywords, this is why this is a good idea when you start going if you already have a web traffic system in place, great. That's the first place to go. Examine the keywords that already got people to your site, because they reveal a whole lot of keywords you could probably use in the campaign as well. Second thing is to also use long-tail keywords, and what I mean by that is not just the keywords, "donate", "give", "support", but also keywords that have more than three or four words to it. That way, the person is really clear on your intent as to what they want to accomplish in their search.

**Beth:** Do you find that using a keyword and using ads that literally say, "I'm a random person. I'm searching on this subject, and here's a box over here and an ad that says, 'Donate Now'." Do they work?

**Stephanie:** I would say yes and no. Again, it has to have the supporting copy, one or two lines of copy as well. It depends on the search, because the search not just encapsulates that headline, it also encapsulates the copy as well, and Google highlights whichever search in the ad is relevant to it.

**Beth:** Right, because I'm sure that's something people really want to know – if I put this money towards a whole bunch of ads that get people to donate to my organization, is it just going to be a cash machine? No, it's not. You still have to think about -

**Stephanie:** You still have to think about it.

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**Beth:** Why are people coming?

**Stephanie:** Seasonal, as well. Some giving cycles end in June, and some in December. "Donate Now" in the middle of April might sound a little off.

**Beth:** That's a really, really great point. Another way to sort of use either ad groups or campaigns and the reason to look at something and change things up frequently is that you've got different things going on in your organization, so in general, "Donate Now", or a sign up for a race ad that's running six months before your race is not going to generate click-through, because there's no intent there. Generating an ad that you're having a race coming up in the end of April where you're putting out things like, "Get ready to run" and all these different things, when there are people focused on that, it makes a huge difference. Really paying attention to maybe even writing a campaign calendar of what do we want to be marketing when, what do we want to be promoting then, and changing things up so it flows with your giving season and the different ways people can interact with you.

**Stephanie:** Exactly.

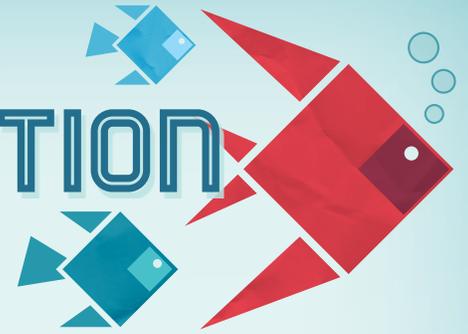
**Beth:** That's definitely something to really, really think about. Do you have any examples for us, any sort of projects you've worked on or any specific things people have done that you've seen really hit the big time?

**Stephanie:** I would say a couple things. I'd say the first thing is the Veteran's Campaign that I did with the college in New York City. This college was just accepted into the Yellow Ribbon Program, and they wanted to go ahead and create an ad more for branding rather than need, but an awareness campaign, if you will, saying that, "We're here to support you if you have any questions about going back to school." More of a supportive role rather than, "Come enroll", more supportive, more of a pat them on the shoulder kind of approach.

**Beth:** That's terrific. Did they use anything? The one last piece we didn't actually talk about was, how are nonprofits tracking whether AdWords are working? We talked about the

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campaign structures and setting up that, we talked about how to get into the Google Grants, we talked about creating a landing page to sort of force them to take action. What ways are nonprofits using to see, did this action work?

**Stephanie:** Some nonprofits have their own system of tracking and some don't. Some organizations, I had to go in and kind of append to the system to indicate if the action came from AdWords or didn't.

**Beth:** You've done that in the organization database system?

**Stephanie:** Yeah.

**Beth:** Okay.

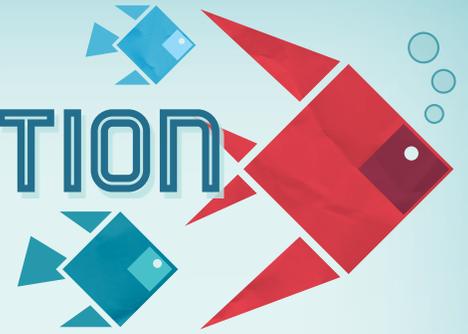
**Stephanie:** That's one way of doing it. Others are just like, "Oh, let's just count the number of emails that came through," or etcetera. It could be something as simple as that, or something as robust as the CRM system.

**Beth:** We did one that worked really well. In this case, it was signing up for a "get more information" form, and we tracked it by the only way somebody would see a thank-you page was if they clicked, "submit" on the lead generation form, so what we did was, we tracked how many people saw thank-you pages, because a thank-you page, the only way they could see it was if the lead came through. That was really simple. It didn't require even getting into their database. It just was really creating a segment for that in AdWords in the campaign so that when we went to do reporting, we could just super easily report on how many thank-you pages were seen by the people that saw this ad group. That was a really simple way to do it.

**Stephanie:** Right. Sometimes, that's a good measure, but also, I find that it's good to have checks and balances. That's why I make it my mission to try to get to the back end to make sure it balances out.

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**Beth:** I completely agree with you. If that can happen and you can actually get it right into your database, that'd be phenomenal. Is there any sort of last tip that you have? If someone was thinking to start getting into this, are there any resources that people should be looking at to learn either more about Google Grants or AdWords or search marketing in general? Are there books or websites or resources you could recommend for them?

**Stephanie:** Sure. The first resource I wanted to recommend was the Partners Program. Everybody doesn't have to take the exam, but there are study guides there which can help you better understand what AdWords is and what it does and the different nuances and the campaign structures, etcetera, everything I talked about. That's [google.com/partners](http://google.com/partners).

**Beth:** That would then put someone through the training to become a Google partner, and that will really help them learn how to do this work?

**Stephanie:** Yeah.

**Beth:** Oh, what a great idea.

**Stephanie:** Another resource is *The Ultimate Guide to Pay-Per-Click Advertising* by Brian Todd and Perry Marshall. Also, Google AdWords just had an announcement two days ago, so I'm still trying to catch up with all the new features and everything, but it promises to be very enhancing.

**Beth:** Right. I think that's a really good point – if you're going to be getting into this world and starting to do more in AdWords and in Google advertising, to follow Google's blogs and Twitter feeds and follow them on Facebook so you get the announcements of what they're doing, and you're aware of what changes are happening and what's going on so you know what might be broken and how to stay on top of it and how to be proactive and plan for it.

**Stephanie:** Right. Also, PPC chat, the hashtag #PPCchat, every Tuesday at 12 noon EST.

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**Beth:** That's a Twitter chat, right?

**Stephanie:** That's a Twitter chat.

**Beth:** It's a group of people who get together on Twitter. Interestingly enough, that's how I got connected with Stephanie, is through someone that we work with locally on some PPC work is involved in this chat with Stephanie, and I said, "I really need somebody who's a specialist and has experience with Google Grants," and she put us together, so clearly, that's a great resource.

**Stephanie:** Yes it is.

**Beth:** Thank you so much, Stephanie. If people would want to get in touch with you, is there any resources, anything you'd want to share with people?

**Stephanie:** Sure. My website [www.nextsteph.com](http://www.nextsteph.com). I'm also on Twitter. My at is @NextSteph. I'm also at <http://www.stephaniecockerl.com/>.

**Beth:** Thank you so much, Stephanie. I really appreciate your time. I think this is going to be an amazing resource for the nonprofits that are out there, and I hope everyone goes out and looks into Google Grants and checks out some advertising and starts to think about what their goals are and how being able to reach a broader community could benefit their nonprofit. So, thank you very much.

**Stephanie:** Thank you, Beth.