

Local Non-Profit

– Case Study –

Overview

A local non-profit organization contacted Midwest Marketing requesting assistance in building a digital marketing strategy that would reach single parent students in need of family coaching and financial assistance and direct them to their website where they could determine their eligibility for program services.

Process

The Google certified team at Midwest Marketing set up Search and Performance Max campaigns that would allow the organization to efficiently reach their target audience on all Google properties.

The ads included compelling text and relevant, attention-grabbing graphics that drove traffic to the non-profit's landing page to get more information and check their eligibility.

Conversion tracking was implemented that allowed us to record when someone visited the main landing page or other relevant pages, as well as when someone clicked on the Eligibility Form button on the landing page.

RESULTS:



The click-through rate for the Search campaign was **over 10%**, which is double what the average **CTR rate** is for similar campaigns.



The Performance Max campaign was a very cost-effective way to get the word out about the organization, with each **click costing an average of \$0.13**, which is **78% less than** similar campaigns.



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LET'S WORK TOGETHER

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