

3 TIPS FOR NONPROFITS GOOGLE AD GRANT ACCOUNTS

1. CREATE A SOLID ACCOUNT STRUCTURE

Remember that campaigns are made up of ad groups. Ad groups are made up of keywords and ads.

Account>Campaign>Adgroup>Keywords
>Ads

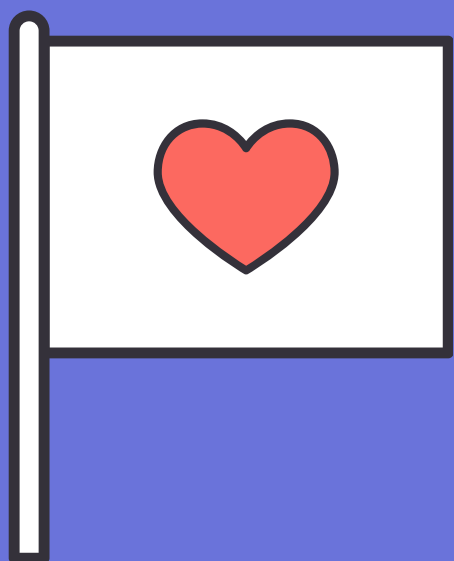
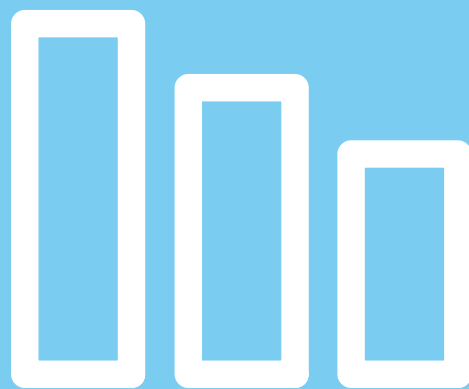


2. TAKE ADVANTAGE OF ALL THE ALLOWED EXTENSIONS.

Since Google Ad Grant campaigns can only advertise within certain parameters, be sure to use all the allowable extensions on your campaign.

3. USE AUTOMATED BIDDING AND OPEN UP YOUR ACCOUNT

Traditionally there has been a \$2 threshold on max bids for Google Grant campaigns. Automated bidding allows for the opportunity to increase that threshold!



GO GET STARTED

Make your website into an information-driven machine and take advantage of all the Nonprofit tips at your disposal!