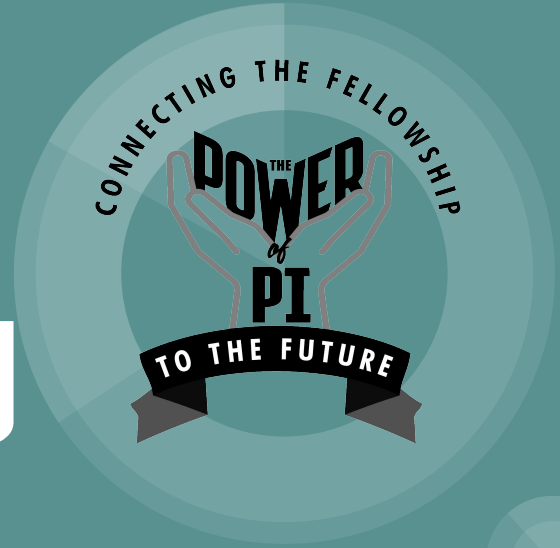




CANY
Presents

Adwords and Facebook

May 2nd, 2021
10:30am (EST)



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Google Adwords

CA New York



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Google Adwords

CA New York



Milton to discuss Google Adwords for CA New York

Agenda:

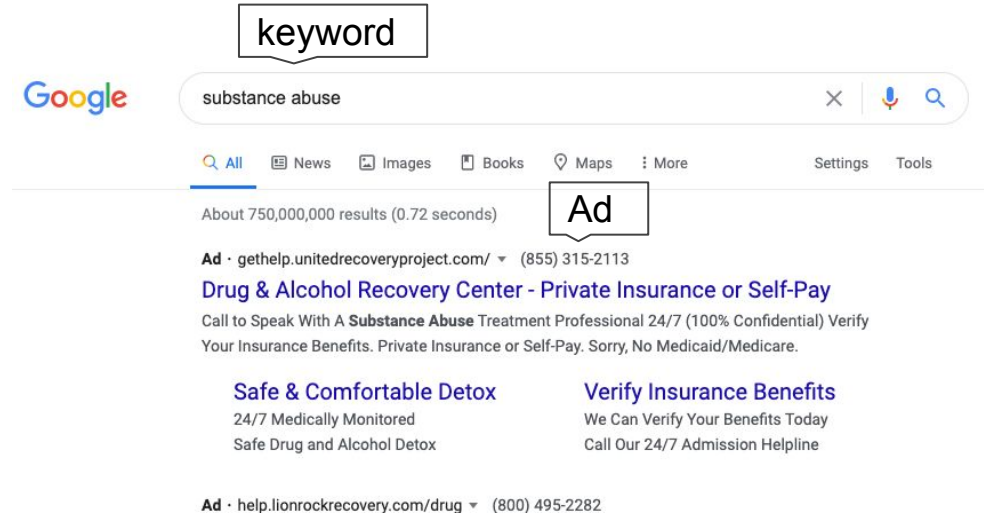
- What is it?
- Pros / Cons
- Campaign Results
- Google Ad Grants for Nonprofits
- Questions?

Google Adwords

What is it?

Google provides results based off keyword searches. So if you search for '**substance abuse**' you will get search results based off what Google finds on the internet that matches that keyword as well as paid ads that want to be included with that keyword search.

You can pay Google to show your ad based off keyword and location.



The screenshot shows a Google search for "substance abuse". The search bar contains the text "substance abuse" and is labeled "keyword". Below the search bar, the Google logo is visible. The search results show "About 750,000,000 results (0.72 seconds)". An advertisement is highlighted with a box labeled "Ad". The ad is for "Drug & Alcohol Recovery Center - Private Insurance or Self-Pay" and includes the phone number (855) 315-2113. The ad text reads: "Call to Speak With A Substance Abuse Treatment Professional 24/7 (100% Confidential) Verify Your Insurance Benefits. Private Insurance or Self-Pay. Sorry, No Medicaid/Medicare." Below the main ad text, there are two columns of text: "Safe & Comfortable Detox" with "24/7 Medically Monitored" and "Safe Drug and Alcohol Detox", and "Verify Insurance Benefits" with "We Can Verify Your Benefits Today" and "Call Our 24/7 Admission Helpline". At the bottom, another ad is partially visible for "help.lionrockrecovery.com/drug" with the phone number (800) 495-2282.

Google Adwords

Pros & Cons



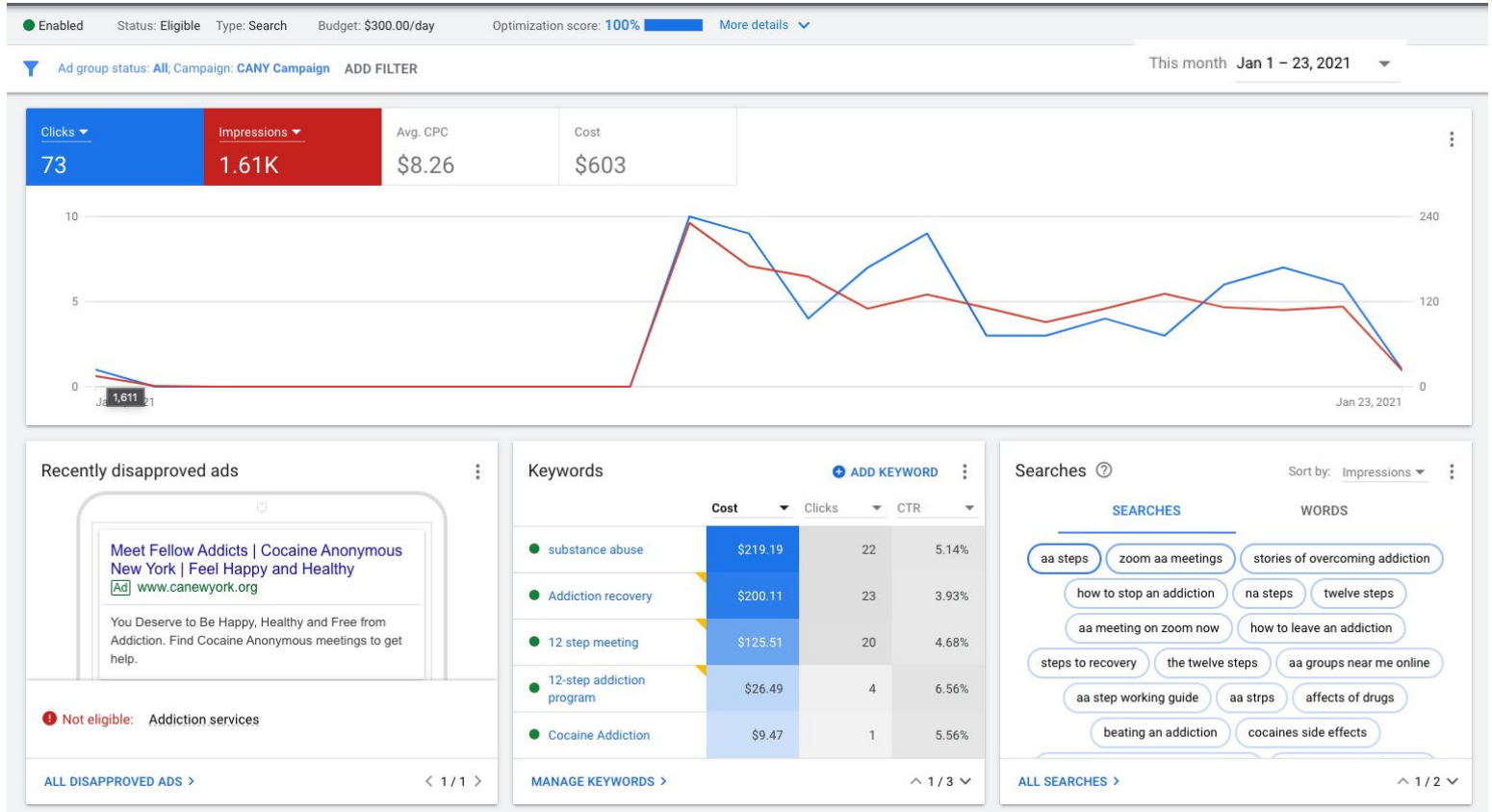
Pros:

- Everyone uses Google search
- Reach large audience
- Easy to start
- Can set up budget to not overspend
- Direct at target audience

Cons:

- Learning curve
- Google Adwords services policy
 - Needs LegitScript certification (\$)
- Can get costly
- Can be time consuming to maintain and improve

Google Adwords - Campaign



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Google Adwords - Campaign



Most-shown ads

● CA Ad Group

[Meet Fellow Addicts | Cocaine Anonymous New York | Feel Happy...](#)

[www.canewyork.org](#)

You Deserve to Be Happy, Healthy and Free from Addiction. Find Cocaine Anonymous meetings to get help.

[Stop using drugs](#) · [Stop using cocaine](#) · [Cocaine Anonymous](#)

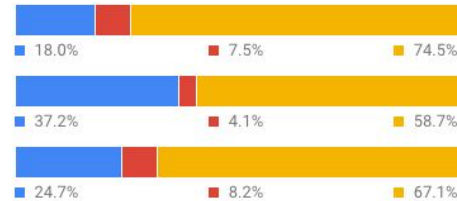
Ad	Impressions	Clicks	CTR
● Enabled	1,487	63	4.24%

[ALL ADS >](#)

< 1 / 3 >

Devices

Mobile phones Tablets Computers



Bid adjustments

Mobile phones: — Computers: — Tablets: —

[DEVICES >](#)

Locations

Targeting United States, N... (2)

Impressio... ▾



[LOCATIONS >](#)

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Google Adwords

Google Ad Grants for Nonprofits

\$10,000 USD every month

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

Steps:

1. Get IRS 501(c)(3) determination letter
2. Get Tax return
3. Get Google for Nonprofits
4. Apply for Google Ad Grants

Worked with TechSoup to provide paperwork. Started 11/14.
Got Google for Nonprofits account 12/8. Got Google Ad Grant
12/10.

Google Ad Grants activation approved Inbox x

The Google for Nonprofits Team <googleforprofits-nor... Thu, Dec 10, 2020, 11:37 AM ☆ ↶ ⋮
to me ▾

Google for Nonprofits

My account

Hello,

Congratulations! Google Ad Grants is activated for Cocaine
Anonymous - New York, Inc.

Google Adwords

CA New York



Questions?

Reach out to :

canewyorkwebsite@gmail.com

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