

# Ad Grants Online Marketing Challenge Pre-Campaign Report **eQuality Time**

Team 2 | MVDM | IE University

# Nonprofit Overview

**NGO Name:** eQuality Time

**Website:** <https://equalitytime.co.uk/>

**Current Projects:**

- White Water Writers [www.whitewaterwriters.com](http://www.whitewaterwriters.com)
- Open Voice Factory [www.theopenvoicefactory.org](http://www.theopenvoicefactory.org)

**Location:** Luton, England

**Company Size:** 10-15 employees

**Years in Business:** 7

**Concept:** Individual projects driven by one core idea, leveraged through external funders

**Mission:** “Our mission is to employ original critical thinking to solve problems of inclusion and equality through the use of technology and education”



# Target Audience Analysis:

## White Water Writers / The Open Voice Factory

**Fraser:** Fraser is 15 and participated in a White Water Writers camp. He is proud he attended and wants to do it again. We want to remind him regularly of how much fun he had at the camp. Fraser uses Facebook and Instagram.

**Amy-Leigh:** Amy-Leigh is a 30-year-old teacher. She cares about her students and wants them to have cool opportunities. She is wary of outside interventions because they overpromise and underdeliver. We want to show her how our approaches work and resolve any fears she might have about getting involved. Amy-Leigh's social media is very locked down, but she does have a Twitter account and occasionally looks at Facebook.

**George:** George is a 20-year-old English student who believes in changing the world. He's looking for a cool new initiative to talk about. He's on Facebook and Instagram.

**Steve:** Steve is a 36-year-old failed writer who thinks that you CAN'T mechanise creativity. We want to change his mind. He's mostly on Twitter but also willing to rant on Facebook.

**Nate:** Nate is a journalist. He's interested in good photos, clicks, and the number of likes posts get. He's a Twitter user and occasionally responds to email, but is more likely to write about whatever is getting good Reddit traction that day.

**Janet the Funder:** JTF is an old-school (and old, school) funder. She doesn't understand technology but decides what to fund based on how much smart people talk about it. (Obviously, this doesn't include any of our current (2018) funders, because they all understand technology.) Janet reads what Nate writes and is willing to Google new topics. (Janet also includes headteachers and politicians.)

**Saqib:** Saqib is 24 and works for us as a staff member. They know their job, but they are also interested in internal changes, such as policy updates and new project features..

# Current Marketing

**Current and Potential Market Reach:** XX

**Current Marketing Budget:** 3K / year

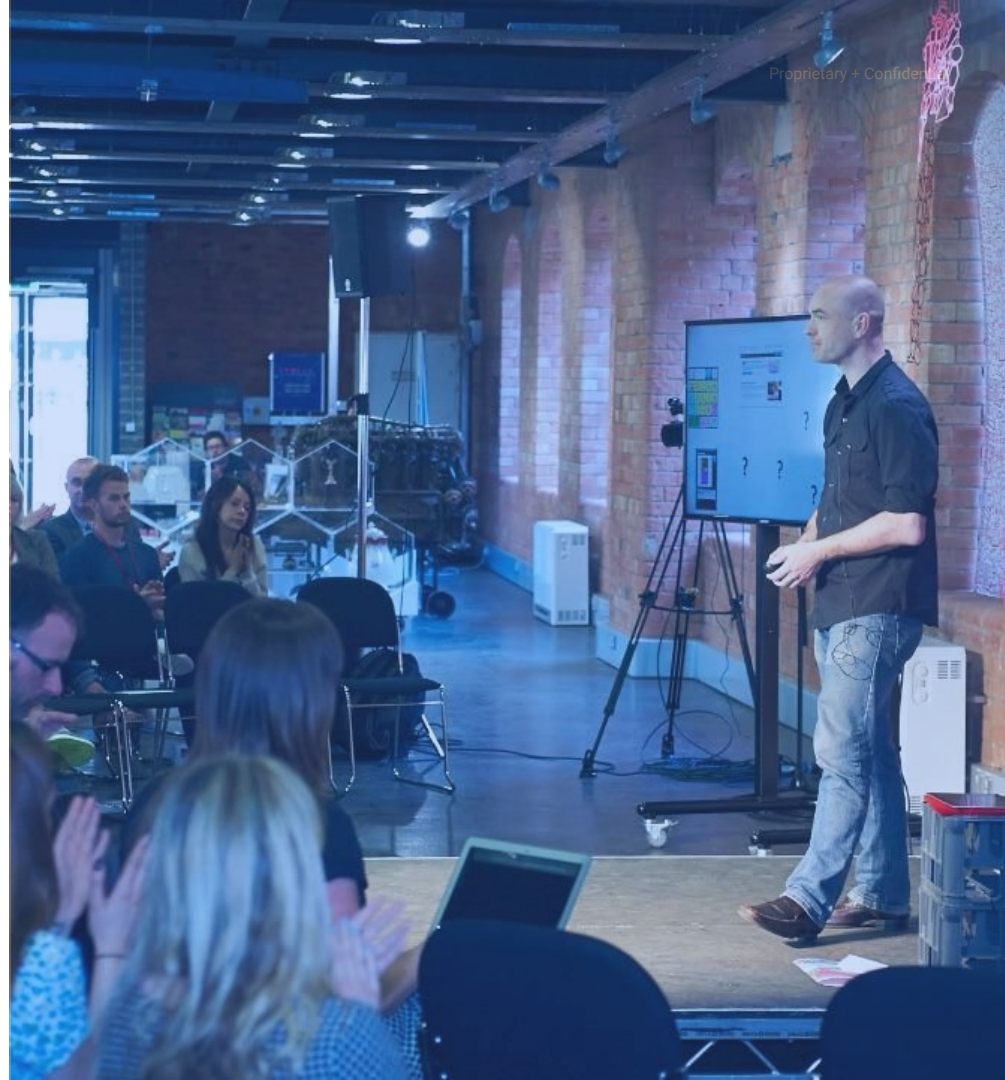
## Online Channels

- 1 main NGO website accompanied by 2 individual project web pages
- Social Media: Facebook
  - Most prominent SM platform with a variety of posts*
  - <https://www.facebook.com/equalitytimecharity/>
  - <https://www.facebook.com/whitewaterwriters/>
- Social Media: Twitter
  - Infrequent posting with higher number of followers*
  - <https://twitter.com/wwaterwriters>
  - [https://twitter.com/eQuality\\_Time](https://twitter.com/eQuality_Time)

## Offline Channels

- Word of mouth (most common outreach method)
- Newspaper advertising (infrequent)
- Congresses for funders

**Each project is financially realized by external funders.**



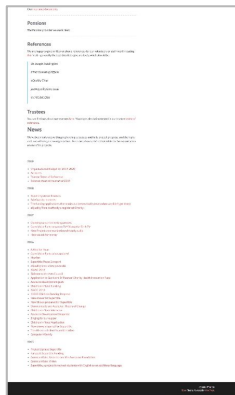
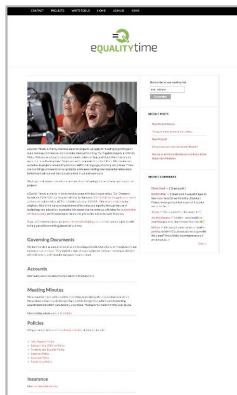
# Website Analysis

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## Main NGO Website:

### eQuality Time

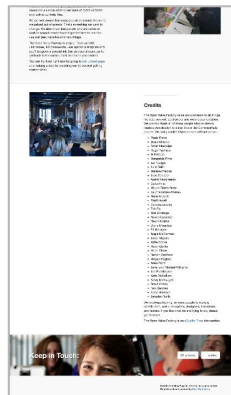
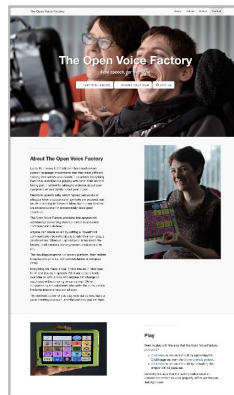
- Extremely text-heavy
- No direct mention or link for current individual key projects at first glance
- No clear CTA button design that differentiates from normal text posting
- No form inputs
- Clear CTA to join mailing list
- Overall lacking interaction possibilities
- No implementation of quick chat options
- Outdated design



## Individual Project Website::

### The Open Voice Factory

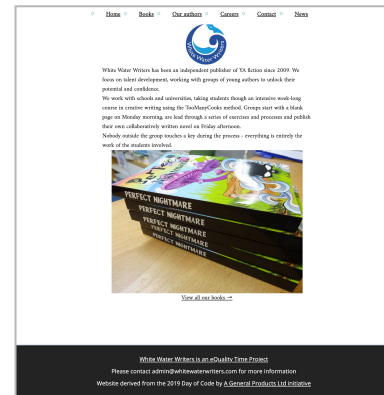
- Great use of imagery
- Landing is visually eye catching, but there is no clear explanation to the project and multiple CTAs may be confusing for overall user journey
- “Upload” CTA is not clear on header menu, words like “Try” or “Create” with bolder design will lead to more interaction
- Consistent page designs, but with the same banner image



## Individual Project Website:

### White Water Writers

- Clear Menu Sitemap and clear selection when hovering over
- Short understandable landing page
- Multiple great linkage points to other NGO resources, pages and social media
- Links in Books Portfolio page not working
- Inconsistent brand design with serif typography
- Contact could be more engaging with form input and title e.g. “Get Involved”



# Overview of Goals

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## **Spread Mission / Increase Awareness**

Four different campaigns running right now.  
Goals are set on increasing traffic and interaction with “The Open Voice Factory” and “White Water Writers”.  
Increase conversions for contacting via email.

## **Cultivate Funders**

Funders want to see traffic on websites before they get engaged.  
Funders need to be reached online, although they only have a little understanding for technology.

## **Recruit Volunteers**

Volunteer numbers vary from 5 to 15 in active projects.  
Volunteer conversion is not tracked right now.

## **Promote Events**

No events hosted annually, nothing planned for future.  
No seasonal campaigns right now.



### **The Open Voice Factory**

1. Drive up traffic
2. Increase mail interaction

### **White Water Writers**

1. Drive up traffic
2. Motivate teachers to get in contact



# Keyword Research

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## The Open Voice Factory

1. Electronic speech aids
2. Speech impairments
3. Speech problems
4. Speech disorders in children
5. Delayed speech
6. Speech and language disorders
7. Voice output communication aids
8. Augmentative communication
9. Alternative communication
10. Speech therapy machine
11. Assistive communication app
12. Communication help
13. Communication aid software
14. Patients who can't talk
15. Speech app
16. Speech disability app
17. Aac
18. Aac for kids
19. Software aac
20. Charity
21. Teachers
22. Open voice
23. CommuniKate help

## White Water Writers

1. Writing charity
2. Teachers support writing
3. Students learn writing
4. Young authors
5. Toomanycooks method
6. Writing competition
7. National writing day 2021
8. Charity publisher
9. Literacy project
10. Publish own novel
11. Secondary school
12. Games for handicapped adults
13. First novel
14. First story
15. National authors day
16. First lines of poems
17. I wrote this
18. White water
19. White water book
20. Student writing
21. Student writer
22. Writing camp







# Proposed AdWords Strategy

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# Core Performance Metrics to Track

Metrics	Goal	How
<b>Lift in website traffic</b>	Increasing clicks and CTR	<ul style="list-style-type: none"><li>• Strong keywords to make ads that are highly relevant and very compelling to customers</li><li>• Update keyword list regularly (keep them in broad match for the beginning)</li><li>• Use search terms report</li></ul>
<b>Contact interaction</b>	Increase conversion on mail button	<ul style="list-style-type: none"><li>• Use and create custom landing pages for wished interaction</li><li>• Optimize landing page</li><li>• Try out SKAG (Single Keyword Ad Group)</li><li>• “Speak their language” in Ads - targeting the audience and their language</li></ul>

# Weekly Action Plan

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