

Client Success STORY

Central PA Food Bank

Strategic Google Grant Spending Leads
to Successful Campaigns



About Central PA Food Bank

For more than 35 years, The Central PA Food Bank has reduced hunger by distributing food and donations to 27 counties across Pennsylvania. By partnering with more than 1,000 agencies and programs across the state, this nonprofit organization serves over 200,000 people in need each month.

The Challenges

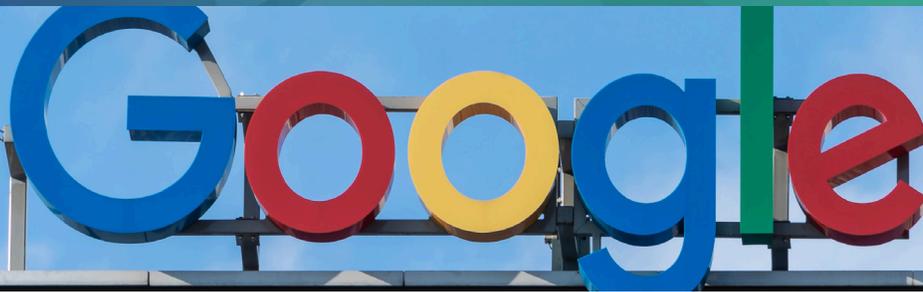
Before working with Higher Information Group, the Food Bank qualified for Google's Ad Grant program. This beneficial program provides the opportunity for nonprofit organizations to receive up to \$10,000 of free advertising per month plus access to Google business tools.

At the time, the Food Bank was working with another company to help them organize their advertising dollars and were disappointed to see they were only taking advantage of \$1,000-\$2,000 of the available \$10,000 each month. They struggled to understand the reporting, making it difficult to strategize for future campaigns and Google Ad

spending. While the Food Bank appreciated receiving reports with data and click-through rates, they wanted more information to explain the fluctuations from month to month.

Client CHALLENGES

- ③ Intimidated by Google Ads - even with the support of another company plus access to Google's free resources, the Food Bank struggled to understand selecting keywords, developing ad copy, and managing the Google Ads account
- ③ Lack of strategic spending - The Central PA Food Bank received \$10,000 as a monthly Google Ad Grant, but were only taking advantage of \$1,000-\$2,000 each month
- ③ Reporting - each month, Google provides reports with numbers and click-through rates, but the Food Bank was looking for deeper insights and a better understanding of user behavior
- ③ No collaboration - the Food Bank felt they lacked strategic direction and partnership from their marketing firm. The firm did not recommend ways to increase the advertising dollars or better manage and implement campaigns based on the data.



The Solution

The Central PA Food Bank brought its challenges to the marketing team at Higher Information Group. With a solid working relationship already established from other marketing efforts, HIG jumped right in by conducting a thorough audit of the Food Bank's Google Ad Grant spending and developed a plan to access and leverage more of the available advertising dollars.





“Moving to HIG to manage our Google Grant was the best decision we made. Not only are the reports easy to understand, but the HIG team takes the time to truly strategize and collaborate in order to use Google Ads to their fullest potential.”

Carla Fisher

Marketing and Communication Coordinator

The Project Involved:

- ⊗ Ongoing reporting and insights that analyze the Food Bank’s spending, campaign strategy, and Google Ad content and implementation
- ⊗ Full Google Ad account management and campaign maintenance by Higher Information Group
- ⊗ A refresh of existing Food Bank ads with updated stats, strategic keywords, and quality ad copy
- ⊗ The setup and evaluation of campaign conversion tracking and Google ad performance
- ⊗ Monitoring ad listing quality and scores to drive more qualified traffic at a lower cost-per-click
- ⊗ Bid rate adjustments to capture qualified leads
- ⊗ Plan campaign adjustment based on keyword search volume fluctuations
- ⊗ Updated location settings to target people outside the 27-county service area
- ⊗ Monthly reporting to the Central PA Food Bank Marketing and Communications Department with recommendations to continually fine-tune campaigns, increase website traffic, and boost the overall Google ranking

The Results

After a year of working with Higher Information Group, the Central PA Food Bank spent \$66,564.46 of their Google Ad Grant in 2020, a 59% increase from 2019. By taking advantage of their free advertising dollars, they saw increased website traffic, click-through rates, conversions, and a decrease in cost per conversion.



Most importantly, all of this led to a major spike in donations to the Central PA Food Bank - specifically, a 240% increase within one year!

With monthly reporting and collaboration from HIG, the Food Bank focuses its brand messaging on 8 Google AdWord campaigns. They now continue to increase advertising spending and take advantage of the \$10,000 monthly Google Ad Grant.



Project RESULTS

- ③ Increase in advertising spend - The Food Bank increased their advertising spend (supported by Google Grant funds) by 59%
- ③ Increased website traffic, click-through rates, and conversions by leveraging Google Grant funds
- ③ Better Reporting – HIG’s monthly reports provide explanations and strategic recommendations on improving future campaigns
- ③ Increase in Donations – The Food Bank realized a 240% increase in donations from 2019 to 2020