**Pick.Click.Give.**

## Online Advertising: Why and How?

The answer to this question is simple: In 2017, everyone is online. The internet is used at work, at home, and everywhere in between, thanks to the advent of smart phones and tablets. The question isn't whether you should do it; it's where you should do it to have the easiest and most effective experience possible.

There is a multitude of online options, from local services like ADN.com and KTUU.com to streaming services like Pandora or Hulu. Depending on your budget, these may be the right options for your campaign; however, Google offers three simple, effective, and inexpensive options to consider:

- **Google AdWords:** These advertisements show up in both mobile and desktop searches when a user within your targeted demographic searches for a specific keyword (word or phrase used in Google search).
- **Google Display Network:** Banner advertisements that show up on Google's expansive Display Network, which covers 90% of online Americans (per Google). You can target by location, demographics, keywords, subject matter, etc.
- **YouTube:** Video ads that display on YouTube. Targeting is similar to the Google Display Network. You're only charged for the service when your video is viewed for its full length or for 30 seconds, whichever amount of time is shorter.

The above options are all very powerful advertising tools. They're all highly targeted, inexpensive, exist on the same advertising platform (AdWords.Google.com), and don't require a set budget. See below for best practice recommendations.

## Google AdWords Best Practices

- **Search Network Only:** Select the "Search Network Only" option, as it ensures you're displaying only in 'Google Search' rather than in additional formats for which your ads aren't built.
- **Plan your keywords:** Use the Google Keyword Planner tool to identify which keywords will yield the best results.
- **Remove ineffective keywords:** If certain keywords are generating poor performance, remove them to optimize your online advertising budget.
- **Use Ad Extensions:** While your ad should be PCG focused, you can use ad extensions (additions to your ad found in the AdWords platform) to include additional information, such as phone numbers, additional pages on your website, etc.
- **Link to a specific landing page:** For an AdWords campaign to be successful, users who click your ad must be sent to a relevant page on your site (such as your donations).
- **Don't link directly to the PCG site:** It is a violation of AdWords policies for multiple AdWords accounts to link to the same website. Linking directly to the PCG website instead of your own landing page could result in your AdWords account being shut down.

## Google Display Network Best Practices

- **Don't link directly to the PCG site:** The landing page you send people to is extremely important, so make sure it's related to the text of your ad, not the PCG website.

- **Keep it simple:** These are banner ads, so you'll need to create ads with simple messaging and an effective visual. Focus on quickly and effectively conveying your message.

- **Creating display ads:** If you don't have existing ads or the ability to make them, you can input images, text, logos and more and have Google create them for you on the spot. You can even have them scan your website to pull the items you need for you.

- **Create responsive ads:** Google has found that campaigns running both available types of ads - image ads and responsive ads (mobile-friendly ads that resize for different devices) - are much more effective than image ads alone. Google can create responsive ads for you.

## YouTube Best Practices

- **Listed as Video Ads:** YouTube ads are labeled 'Video Ads' in the Google AdWords platform, not 'YouTube ads.'

- **Use In-Stream Ads:** In-Stream ads play before other videos on YouTube and can be skipped after five seconds. These are the most effective type of ad on YouTube, even if a large number of people choose to skip. You will not be charged for an ad unless a user watches it for 30 seconds or otherwise interacts with it.

- **Use existing video (if you have it):** There's no need to reinvent the wheel. Use existing PCG related video you've created, or utilize the existing PCG video with your own tag added at the end.

- **Keep your video short:** Optimal video length is between 15 and 60 seconds.