



Google Ad Grants online campaigns managed by nonprofitppcmarketing.com helped Securing Our eCity to increase brand-awareness and grow website traffic and resource downloads by over 500%.

Securing Our eCity At a Glance

- Website: www.securingoureocity.org
- Location: San Diego, CA

Ad Grants Marketing Goals

- Increase downloads of Cyber Security Resources
- Drive traffic to website and develop brand-awareness in San Diego County
- Increase workshop registrations

Success Metrics

- Increase the number of Cyber Security Resource opens by 100%
- Drive 60,000 clicks to their website in first 12 months
- Show SOeC ads at least 2 000 000 times in first 12 months

"Peter's efforts on our Web site have helped us from a "limp along" online effort to growing our web presence to nearly maxing out our PPC efforts!"

- **Liz Fraumann**
Executive Director, SOeC Foundation



Specialized in:
 Search ads

Mission

Securing Our eCity Foundation (SOeC) was formed in 2011 with clear mission of enabling every San Diegan to live, work and play safely in the cyber world. SOeC provides awareness of potential issues and offers free cyber security information and education. It assists businesses, families, aging population and youths to be better prepared for a safer cyber experience in rapidly changing technology driven environments.

Google Ad Grants

Google Ad Grants for Nonprofits is a unique program that boosts up nonprofit marketing efforts by giving qualifying NPOs \$10,000 per month in free AdWords advertising credit. Google Adwords help Nonprofits to significantly increase brand-awareness and promote their initiatives on Google search result pages.

Marketing Goals

Before joining the Ad Grants program, SOeC relied mostly on traditional marketing channels that included handover of paper-based collateral, word of mouth and organic website traffic. Student contests and events were announced at schools and important initiatives on local TV channels. Despite initial success, limited human and financial resources left SOeC struggling with expanding its initiatives San Diego County-wide.

New online marketing strategy created by nonprofitppcmarketing.com around free Google Adwords campaigns enabled SOeC to promote their entire website content, drive online event registrations and downloads of digital resources - immediately, in measurable and scalable way.

Impact of Google Ad Grants

Google Ad Grants helped SOeC to broaden their marketing reach in San Diego county and generate over 2,6 mil. unique ad impressions and more than 65,000 clicks to their website in first 12 months alone. SOeC also saw 500% increase in downloads of security resources published by the foundation. Signups for events and contests accelerated at double digit rate as well.

Google campaigns now bring over 80% of highly-relevant traffic to SOeC website. Following this success, SOeC in cooperation with nonprofitppcmarketing.com is planning on participating on Google Ad Grantspro as well as Premium Youtube program and thus further expanding their online presence.

www.nonprofitppcmarketing.com