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The Shadow Project Google Grant PPC Case Study



NEW VISITORS
UP 86%



Overview:

The Shadow Project is a non-profit in Portland, Oregon that partners with teachers to help close the achievement gap for students with complex learning challenges. Anvil was tasked with building online brand awareness for The Shadow Project, through paid search.

Objective:

Since The Shadow Project is a 501(c)(3), The Shadow Project and Anvil wanted to apply to Google Grant Program. The Google Grant offers \$10,000/month of free Google AdWords advertising and would be used to increase The Shadow Project's brand awareness and generate donations.

Challenge:

In a competitive non-profit community and restrictions that come with the Google Grant (max \$1.00 CPC), Anvil needed to find creative ways to increase brand awareness through Google AdWords, utilizing the Google Grant.

Strategy:

Anvil and The Shadow Project worked together to apply for the Google Grant, researching keyword opportunities, outlining goals and determining targeting strategy for future campaigns.

Once The Shadow Project was accepted into the Google Grant Program, Anvil focused on local and national brand awareness campaigns concentrating on longtail keywords due to CPC restrictions.

Results:

After launching PPC campaigns with the Google Grant:

- Traffic from Google AdWords brought in 86% new visits to the site, 26% higher than any other medium

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- Oregon's state Public Health Employees selected The Shadow Project as its beneficiary of its school supply drive, after finding The Shadow Project via paid search promotions, and helping to refine the searcher's intent.
- After finding The Shadow Project via Google AdWords volunteers, donors, businesses and organizations dealing with learning disabilities have contacted The Shadow Project asking how to become involved.

[Full SEM Case Study »](#)

URL:

[The Shadow Project](#)

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