



Promoter Motor

Easily Reach and Inspire Your Target Audiences

PromoterMotor™ Automates Ad Grant Applications,
Ad Copy Writing, and Campaign Maintenance

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Why Google Ads?

- **Raise awareness about your cause.** Your nonprofit will show up on the search engine results page (SERP). Your ideal client will learn about your mission and make a contribution.
- Get more visibility, donations, and volunteers.
- **Share your story** with supporters around the world to boost your nonprofit's funding.
- Get excellent **Return on Investment**
- Benefit from **market research** when Google Ads determines which keywords are most relevant to your goals.

What is Google Ads?

- "Google Ads" is Google's advertising service which displays ads on Google search results based on keywords.
- Place your keywords in the Google Ads auction to be displayed on Google Search Results.
- Your ads show up first with an icon that says "Ad". (See example below)
- Your keywords and website content determine your ad ranking.
- **You will reach your target audiences.** Google ads target people by their geographic location. Your ads display because your keywords reflect the goal of the person doing the search.

Nonprofits **don't pay for clicks** on Google Ads, as we will explain on the next page.

Example ad on Google search result by searching "donation for children":

The image shows a Google search interface. The search bar contains the text "donation for children". Below the search bar, there are navigation options: All, Images, News, Videos, Shopping, and More. The search results show "About 310,000,000 results (0.67 seconds)". An arrow points to the top result, which is an advertisement for World Vision. The ad text reads: "Ad · donate.worldvision.org/gift-catalog/donate", "World Vision® Donate For Kids - Give Goats, Water Wells & More", "The Simplest Way To Make Your Donations Do More. Give To Children & Families In Need. Send A Gift To A Family Affected By Disaster, Poverty & Famine. Shop Needed Gifts Today.", "Financial Accountability Know exactly how your donation supports World Vision programs.", and "World Vision Gift Catalog Donate A Goat, 2 Chickens & More. Browse Hundreds Of Unique Gifts."

Google Ad “Grant”

An Ad Grant is a waiver of fees for [most](#) 501(c)(3) nonprofits to advertise via Google Ads (**text based ads only**). The Google Ad Grant Program gives nonprofits a chance to promote themselves and share their mission on Google without charge from Google, but ads must satisfy quality and content criteria.

The Ad Grant is a “credit” valued at a cash equivalent (dollar for dollar) of **up to \$120,000 per year** (\$10,000 per month). There is a daily budget of up to \$329 for your ads.

Normally, there is a limit of \$2 per click for bidding keywords from the Google Ad Grant budget, but our services have a way of exceeding the limit without any extra cost to your nonprofit.

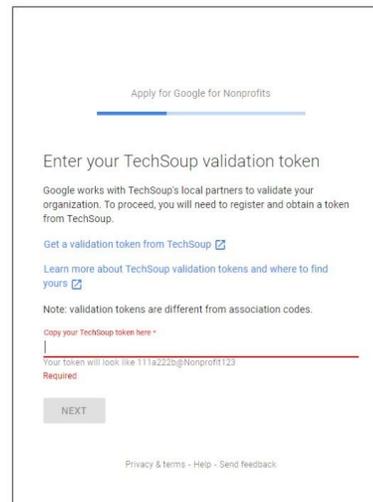
The many benefits of utilizing this opportunity include:

- Driving traffic to your website
- Earning recognition of your nonprofit
- Sharing your mission with a wider audience
- Improving your campaigns through access to Google Analytics data

Ad “Grant” Application

Applying to the Google Ad Grant service requires **400+** steps. For some nonprofits, the application is unclear, frustrating, and your non-profit may not get the grant despite completing all those steps.

The Google Ad Grant user interface is notoriously difficult to use. To even begin to understand the terminology and functions, your team would need to complete all existing training programs - over 100 pages of documentation.



Once approved, your organization must closely monitor compliance in step with ever-changing Ad Grant rules and conditions. Compliance monitoring involves **200+** steps for setup and many hours for Google Ad training and certification. It can take months for your ads to display on Google because of Google’s policy changes. Promoter Motor ensures ads comply with Google Ad rules. Building and maintaining a strong ad campaign is vital, it also takes time. We are here to do the tedious work for you!



Google Ads and Google Ad “Grants” are Hard to Maintain

Maintain a 5% click through rate. Your account must maintain the 5% click through rate each month. With Promoter Motor, you can manage compliance, while keeping your nonprofit relevant in Google search results.

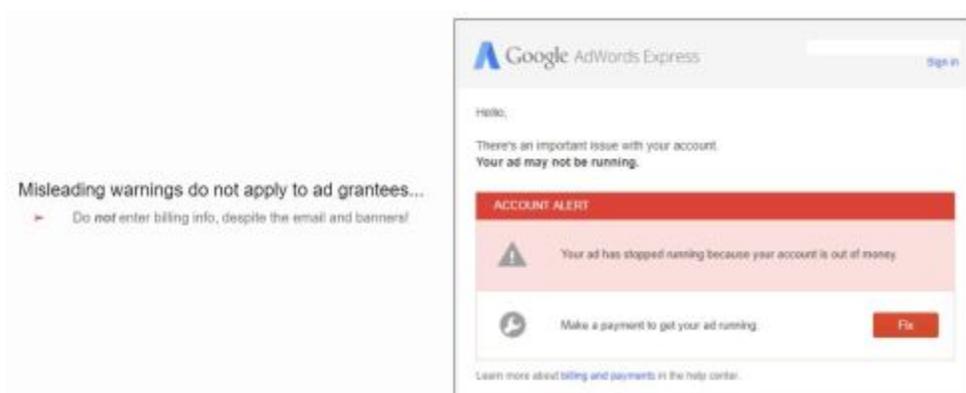
The content on your website must be substantial. Your website should be easy to read, navigate, and understand. Google tracks user experience. The website that is easy to use will be chosen to be displayed on Google Ads.

Train to be Google Ads certified. Certification is required to demonstrate your expertise in Google advertising. The certification lasts for one year, and you will need to retake the assessments to retain your certification.

Actively Manage Your Account. For reasons of optimization, if there is no change being implemented within 90 days, your account will be deleted, and you must reapply for the Ad Grant.

Set up Google Tag Manager. Google Tag Manager is a platform that allows our specialists to track what happens on your website as a result of our ads. However, this platform is difficult to navigate without significant expertise in configuring tags and triggers.

Reach out to Google Support when problems rise. You will need to communicate with Google for troubleshooting. Their guidance is not always clear. We have the experience and understanding of how Google Ads work to better assist your nonprofit.





The hours spent maintaining the Ads could be spent for better purposes with our help.

Conversions: What We Can Measure

What is conversion tracking? Conversion tracking is a free tool provided by Google Analytics that shows you what user actions happen during your ad campaign. The conversion categories include signups, donation, viewing a page, etc. Conversions can be broken down into subcategories - one time, recurring, and over the phone donations - to name a few.

What is a conversion goal? A conversion goal is your conversion objective: the number of actions, by category, you want website visitors to take. These goals can be signing up for your newsletter, calling your organization, etc. They help us measure marketing campaign performance and set benchmarks for improvements. We can help you measure your conversion goals and give recommendations!

Why is conversion tracking important? Conversion tracking provides data that can be used for decision making, such as future campaigns, website content, and budget allocation. Using conversion tracking, we are able to improve audience segmentation by comparing and tracking ad performance over time, ultimately increasing your nonprofit's ability to reach your goals.

We use conversion tracking to ensure your ads continue to appear on Google Search results. We help you minimize cases where Google cannot identify the exact sources of direct traffic, by using Google's tools to tag all your marketing campaigns with custom campaign variables.

Example Conversion Goals



Donations

Increase online donations.



Raise Awareness

Educate more people about your organization.



Newsletter Sign-ups

Generate email subscriptions.



Volunteer Sign-ups

Get more people involved in giving back.



Registering for an event

Increase the number of attendees and supporters.

The next page will go over what we do and how we can help!



Promoter Motor Services

- ★ *Google Ad Grant Application*
- ★ *Technology Configuration*
- ★ *Keyword Research*
- ★ *Ad Copy Writing*
- ★ *Monthly Reporting*
- ★ *SEO/SEM Consulting*
- ★ *Newsletter Analysis*
- ★ *Sponsorship Consulting*
- ★ *Compliance Handling*
- ★ *S(ROI) Analysis*
- ★ *Web Page Consulting*

- **Get in touch with us at any time, speak to a real person**
- Allow your ads to appear in the geographic locations that you choose
- Social Return on Investment (SROI) consulting available separately
- Strategy consulting available separately

We're here to make the most of your Google Ad Grant!

Why Promoter Motor?

We have a **100%** success rate getting ad grants activated, reactivated, and maintained in active status. More reasons to choose us:

- **We Employ Certified Google Ads Specialists.** Our specialists are certified by Google, taking training once a year to stay on top of the advertising game. Our expertise with Google Analytics ensures we understand the process of maintaining the ads.
- **We work exclusively with nonprofits** and know what it takes to get that much-desired "first page placement" on Google. We write ads to encourage potential clients to get involved.
- **You save many hours every week** on ad writing and account maintenance. Our specialists handle the hundreds of steps needed to start using Google Ads, as well as the analytics for your monthly reporting.
- **We know the relevance of Keywords is Vital** to utilize the grant well. We understand Search Engine Marketing (SEM), and how to choose the best keywords for your ad campaigns.
- **Promoter Motor GUARANTEES your Ad Grant application will be successful or your money back***. If the Google Ad Grant application is unsuccessful, your contract will end with no additional commitment.



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Our Values

Passion - We care about your cause and strive to provide services to make tasks easier.

Helpfulness - We help nonprofits help the world make positive change for itself. We will help all nonprofits, even those that don't become our customers, by providing useful information.

Impact - We expand the reach of good causes to their audience around the world.

Flexibility - We're always here to help. Contact us at any time.

About PromoterMotor.com

Promoter Motor is user-friendly software that provides a space to organize and generate the necessary components of an optimized ad account saving time and ensuring the best possible ad performance. As a service provided by [Bashpole Software, Inc.](#), a multiservice, technology research and development firm, we believe in the power of doing good for the world by doing well for our clients - who are the real heroes. Founded in 2006, Bashpole Software is a contractor with the Department of Defense through the Small Business Innovation Research (SBIR) program. Our services are possible thanks to government funding from Defense Advanced Research Projects Initiative (DARPA), the National Science Foundation (NSF), the state of Indiana, and others. Neither Promoter Motor nor Bashpole Software is owned by or affiliated with Google or its parent company.



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Client Testimonials

"I can tell you that website traffic has increased by 119%, and we are setting record numbers for volunteer recruitment. Thanks to you and some of our additional promotions, we're very happy with the progress we've made online & in the media."

childadvocates

"The Ad Grants for Nonprofits sponsorship program increased my online visitors by more than 3,000 new visitors in the first three months."



"We were thrilled with the professionalism in helping us secure our Google Ad Grant and their expertise with setting up our Google Adwords campaigns. We could not have done this without them."



"We couldn't have found a better way to get the word out about the atrocities of human trafficking than online advertising using the Ad Grants Program. It's been a remarkable program for our spreading the word and engaging people to help with our cause."





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A Recent Case Study

Once the Ad Grant account is up and running, nonprofits can expect increased traffic to their website, new interest in their cause, and increased visibility in Google search results. In our case study, results at the one-year mark showed the following:

Impressions ▼ 782K	Clicks ▼ 60.1K	Conversions ▼ 50.8K	Cost ▼ \$84.7K
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- *Number of Impressions*: a count of each instance of the organization's ad appearing on a search result page
- *Clicks*: a count of each click on their ads
- *Conversions*: a count of the actions taken by the user *after* they clicked on an ad, including viewing the home page, making a donations, signing up for the mailing list, and completing the contact us or subscription forms
- *Cost*: the sum of credits for ad spending drawn down from the budget \$10,000 per month for the year

Our client had a high number of clicks and conversions based on our ads. We ensure you get the most out of your grant and can see its value in terms of positive results.

Our Guarantees

When you sign with Promoter Motor, we guarantee:

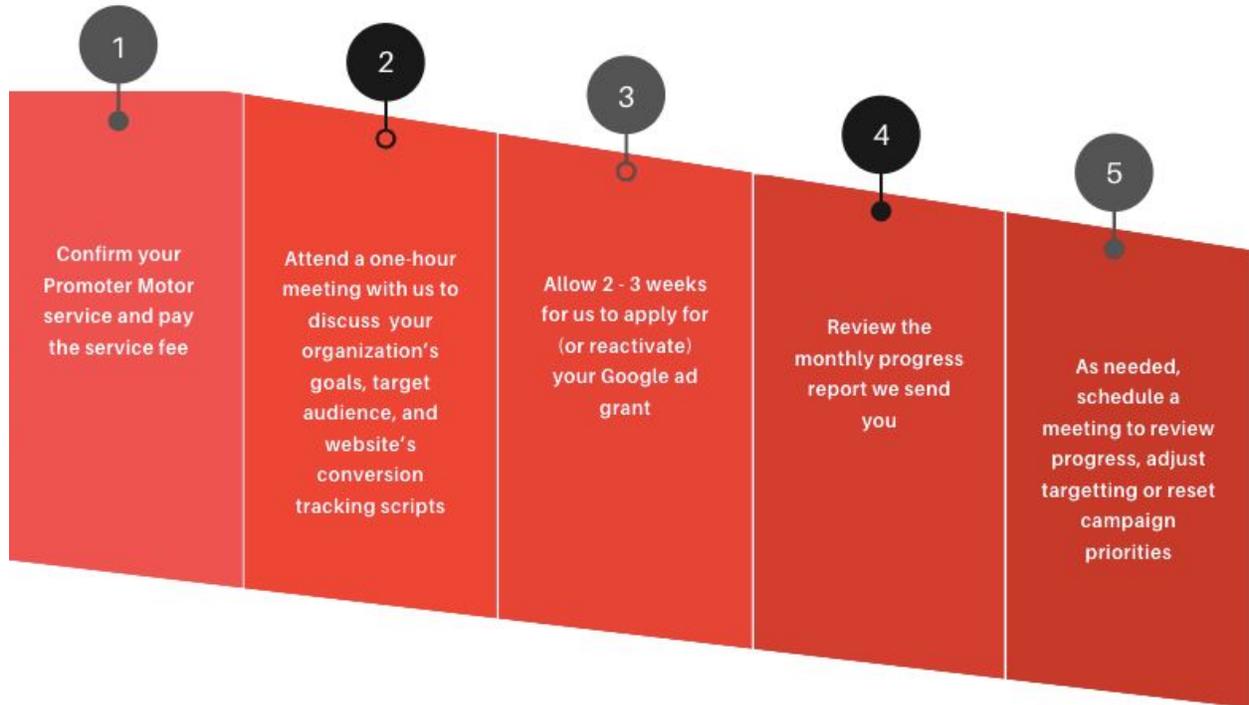
- Your ad grant application or reactivation will be successful.
- Your organization stays relevant in Google search results thanks to our extensive library of ad templates and suggestions for optimizing your website.
- You will see increased website traffic with measurable outcomes.
- Your ad campaigns maintain compliance with Google's Ad Grants rules and standards.
- Your organization keeps up with evolving market changes.

We're here to provide you with the best marketing results and to save you headaches.



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Timeline of the Steps in the Promoter Motor Service



Optional: We can suggest ideas for changing your website to get the most out of our advertising.

For a Free Consultation:

Email: bashpole@bashpole.com

Phone: (215) 760-1613



Frequently Asked Questions (FAQ)

Are Google Ad Grants worth it?

When managed properly, yes. We understand the challenges that come with using Google Ads. Our service eliminates those challenges to ensure the greatest social return on investment (SROI).

Can we change our conversion goals later on in the service if we want?

We provide a flexible service because our ultimate goal is to expand the reach of nonprofit organizations and the amount of good they can do. However, it is in your organization's best interest not to change goals often. It takes a few months for a Google Ad campaign to ramp up into maturity, since Google displays successful ads more and more often in a snowball effect.

How do you make the Google Ad Grant process easier for nonprofits?

We have a dedicated team that tracks our Google Ad client accounts and makes adjustments as necessary. We are also developing software that will adapt to the frequent and unpredictable changes that Google makes to their algorithm and will use it to fine tune your Google Ads account, as well.

How do you use the information we share?

Bashpole Software, Inc. uses your information to create the best advertising that resonates with your cause and mission. We also merge your data with data collected from other nonprofits to identify trends and gaps that can be resolved by technology.

How long have you been doing this? What experience do you have?

We've been doing this for over 5 years. Our knowledge and success come from serving nonprofits exclusively. Nonprofits and for-profits have entirely separate goals, ways of running advertising campaigns, and measuring return on investment, thus making their successful use of Google Ads very different. We have years of experience accomplishing nonprofits' goals. We've worked with dozens of organizations.

How many ads will you create for us?

Since the keys to optimal use of Google Ad Grants is volume, trial, and error, we create a variety of ads. We can't, therefore, fix the number of ads per month. The amount of work required on each account is unpredictable from month to month. For example, sometimes Google Ads reviewers will flag ads that should not have been requiring a lot of interaction with customer service on our part. We will track, document and resolve any issues that arise with your account. At the same time, we will create as many ads as possible to optimize your organization's reach.

How will COVID-19 impact my ad campaign?

Right now is actually a great time to advertise. A lot of nonprofits are minimizing their operations because of the pandemic, so there is less competition for people's attention.



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Meanwhile, people are spending a lot more time online. As people are browsing the web, they will see your Google Ads and be more likely to engage with your nonprofit.

How will we track your success or see whether our investment in you is worthwhile?

We will provide a monthly report listing impressions, click-through actions, and successful conversions. We are happy to meet with you when you wish to discuss progress and results.

Ours is a niche cause that is hard to market. We've seen exposure in the past that didn't translate into financial support or concrete action. How can Google Ad Grants help us?

The good news is that, thanks to the proven technology behind Google's text ads, your ads will appear when your mission is top-of-mind for the searcher. You will reach people who are actively looking for information or resources related to what your organization does.

Who do I contact?

You can send an email to Benjamin Ashpole, bashpole@bashpole.com



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Pricing is Based on Goals = Web Pages

The pricing of our service is calculated by the number of landing pages you want to be advertised and which conversions you want to track. A landing page is a web page to which an ad directs people for a target action for a target audience. The pricing is based on the number of landing pages, not the type of landing page.

✓ = Our Suggestion; You can Choose Others

Landing Page Example	Ads for up to 8 Landing Pages	Ads for up to 3 Landing Pages	Ads for up to 1 Landing Page
Homepage	✓	✓	✓
Newsletter	✓	✓	
Volunteer/Join	✓	✓	
Event	✓		
Donate	✓		
Contact Us	✓		
Custom	✓		
Custom	✓		
Subscription	\$2000/month	\$1000/month	\$500/month

Cancellation policy: We want to help nonprofits succeed. If we aren't providing the results you are looking for, you can cancel with no strings attached. Keep all of your Google ads and accounts.



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Let us know if you only want to include Ad Grant Application or Reactivation plus Tech Setup at \$500. If you upgrade to any on-going Ad Grant Service Level (see previous page) within 2 months of engaging us for application or reactivation, we will apply this \$500 fee to future service fees!*

*Bashpole Software's Money-Back Guarantee requires that your organization be eligible for and comply with the [Google Ad Grants Policy](#) within 90 days of receiving payment for Bashpole's services. Bashpole Software will provide detailed guidance and expert technical assistance to customers during the Google Ad Grant application or reactivation process. However, if your organization does not perform the steps required by the Ad Grants Policy within 90 days, the Money-Back Guarantee will no longer apply. See also Bashpole's [Terms & Conditions](#).



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Service Agreement

Conversion Goals We Discussed on Date of Meeting: _____:

What Conversion Goals You Want to Measure:

New Contract to Start on _____, 2020

for the following price plan: _____

per the descriptions above hereby agreed to by:

Bashpole Software, Inc.

Organization: _____

Signed: _____

Signed: _____

Benjamin Ashpole

Printed: _____

CEO, Bashpole Software, Inc. /dba/
PromoterMotor.com

Title: _____

Date: _____

Date: _____



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