

Creating Value With Google Grants

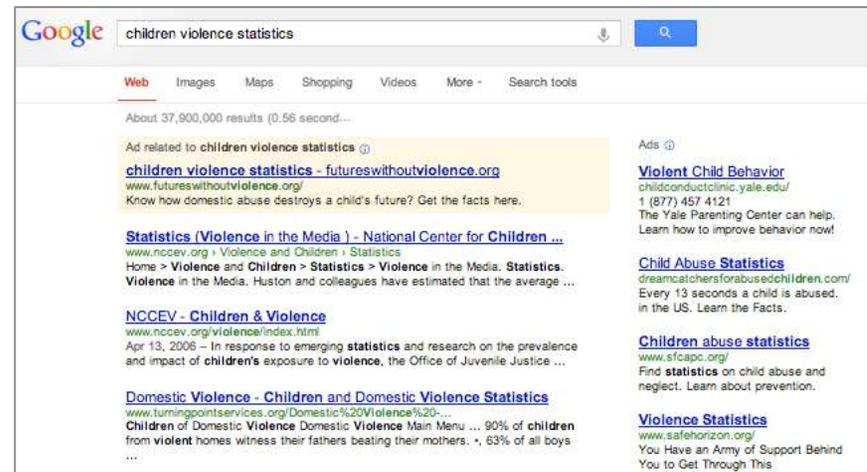
How one change, changed everything for Futures Without Violence

Challenge

San Francisco-based Futures Without Violence (FWV) has an important mission; they work to prevent and end violence against women and children around the world. When they applied for the Google Grant program they wanted to get more individuals involved in this mission. The problem wasn't getting users to their website. Every month tens of thousands of visitors made their way on-site via the Google Grant. The issue was that most visitors to their site only stayed for a few minutes and didn't return. They needed to form a long-term relationship with these visitors in order to create true value from their Google Grant.

Solution

Media Cause created a strategy to create custom landing pages that collected email addresses from FWV supporters. To implement the strategy we used resources that FWV already had available. We discovered through Google Analytics the top downloaded fact sheets and offered them to supporters in exchange for their email address.



We were presented with another challenge when it came to creating an effective landing page - FWV has some limitations with their content management system to create effective landing pages. To solve this problem we enlisted the help of a cloud-based software called Unbounce. We were able to create beautiful, best-practice landing pages that were integrated with both their current website and their email management program.



Results

From January 1 - July 31, FWV sent 105,000 users to their website. They added zero trackable email addresses to their file. In August, we began a trial with Unbounce using 2 different landing pages. In our first month we gained 115 new email address.

“In the three months that followed, 3493 Google Grant clicks turned into FWV supporters by giving their email address in exchange for an informative fact sheet. In some cases, landing pages were converting at 12.59% of traffic.”

Media Cause

A non-profit that helps other non-profits with Google Grants and social media marketing.

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FUTURES WITHOUT VIOLENCE
Formerly Family Violence Prevention Fund

BRUISES FADE.
CUTS HEAL.
BUT SOME SCARS
LAST FOREVER.

GROWING UP IN A VIOLENT HOME IMPACTS EVERY ASPECT OF A CHILD'S LIFE, GROWTH & DEVELOPMENT.

GET THE FACTS.

DOWNLOAD THE FACTS ON CHILDREN AND DOMESTIC VIOLENCE.

THE MORE YOU KNOW,
THE MORE YOU CAN DO.

Email *
First Name *
Last Name *
Postal Code *

GET THE FACTS >>

*Privacy Policy

4051 Visitors

508 Emails Collected

12.54% Conversion Rate

To learn more about how Media Cause can help your organization with Google Grants, contact connect@mediacause.org.