

Americares, a non-profit, vastly improves visibility with digital marketing and PPC.

Americares is a health-focused relief and development organization that responds to people affected by poverty or disaster with life-changing health programs, medicine, and medical supplies.

The global 501 (C) (3) nonprofit organization saves lives and improves health for people so they can reach their full potential. The 3 Media Web team works closely with the organization, acting as an extension of their digital staff to deliver program strategy and execution.

THE CHALLENGE

Americares needed to maintain a high-quality web experience across all sites and chart a road forward for growth and excellence.

As a lean organization with a tiny digital staff, they required a trusted partner with broad capabilities in digital marketing, design, and development to help with all things digital, including technical and branding initiatives.

The Solution

THE SOLUTION

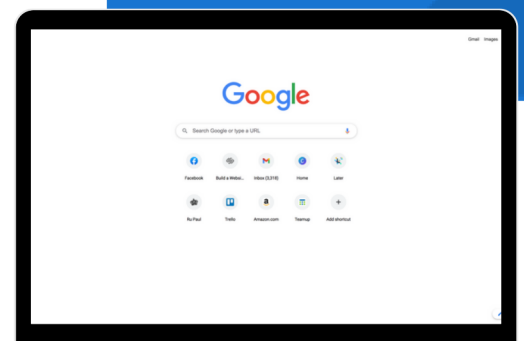
Our team works closely with Americares to innovate, build, and grow its digital presence. Our work generates quality web traffic and meaningful site engagement, laying the foundation of a web community that finds value in Americares' web content and organizational mission.

The Google Ad Grant is arguably the most missed marketing opportunity for nonprofits. With over 10 million nonprofits worldwide, only around 150,000 nonprofits are currently enrolled in the program.



"Google was gracious enough to provide us with additional funding to raise awareness for the Ukraine-Russia war, along with other initiatives. We were able to spend over \$1.1M in grant money for 2022, along with almost 450K clicks and 6.7M impressions."

Carlos Vizcardo
Paid Media Manager
3 Media Web



- Google Grants provides nonprofits \$10,000 per month in FREE Google Ads advertising credit.
- The \$10,000 must be split evenly throughout the month, giving you a daily budget of \$329 that can be spread across all campaigns.

Effective PPC Campaign

The successful management of the Google Grant, which is a donation program that distributes free in-kind advertising to select 501 nonprofit organizations, has helped to more than double the site's daily traffic to specific pillar pages by leveraging search interest in key areas, such as War in Ukraine, COVID-19 Pandemic, and Extreme Weather disasters.

SEO & Website Updates

By identifying key pages and optimizing them along with an overall site approach to seize search opportunities, Americares has seen a steady growth in organic search results. The client is very pleased with the large growth in traffic from the Google Grant management and the successful page and site design and build work, such as the COVID-19 page and the Roadmap to Health Equity site.

On-Demand Support

We manage fast-turn requests, including the need for quick completion on web pages when the client's bandwidth is over extended. We've worked on a variety of projects including compliance with web content accessibility guidelines and development of a brand identity to differentiate the organization from others in their sector.

Monthly Reporting

As a foundation for all our work, we provide ongoing strategy and monthly reporting, including a usage report featuring all activities from the previous month. Our 90-day plans explain marketing activities and call out target completion dates. Between calls, we communicate with clients to analyze results and strategize the next steps.

THE RESULTS

The results speak for themselves. With the increased funding from successful management of the Google Grants monies, we increased spend from \$480K yearly in the past, to almost \$1.2M this past year. That increased spend resulted in:

- Over 350,000 clicks and almost 6 million impressions for the Americares website, all at a cost per click (CPC) of less than \$2.
- The campaign also delivered over 10,000 conversions for the Americares brand, with a conversion rate of 23.33%.

We look forward to continuing our work with Americares and helping the organization further increase its reach and impact.

**3 Media is
an
excellent
partner.
They pay
attention
and listen."**

Ted Davis
Senior Web Director
Americares

