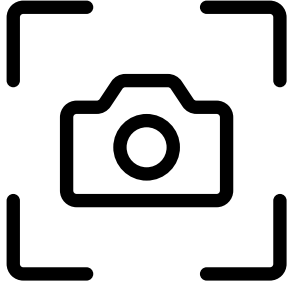




thirdmill

# **Google Ads Campaign Support**

**Thirdmill requested Google Ads campaign support after a long and inefficient period of trial and error process.**



## What did they have to say?

Ahmet was awesome to work with! He came prepared to every meeting with things we needed to discuss, including great ideas for implementing Google Ads campaigns. He was extremely professional, kind, and patient enough to walk me through some of what he was doing so I could learn as well. He put in a lot of work/research in between our meetings. I'm so grateful!



**Laura W.**

Digital marketing strategist

I wholeheartedly recommend Laura and her organization for anyone seeking an outstanding volunteering experience. Their professionalism, strategic thinking, and genuine passion for supporting you make them an invaluable partner. Thank you, Laura. I appreciate this opportunity.

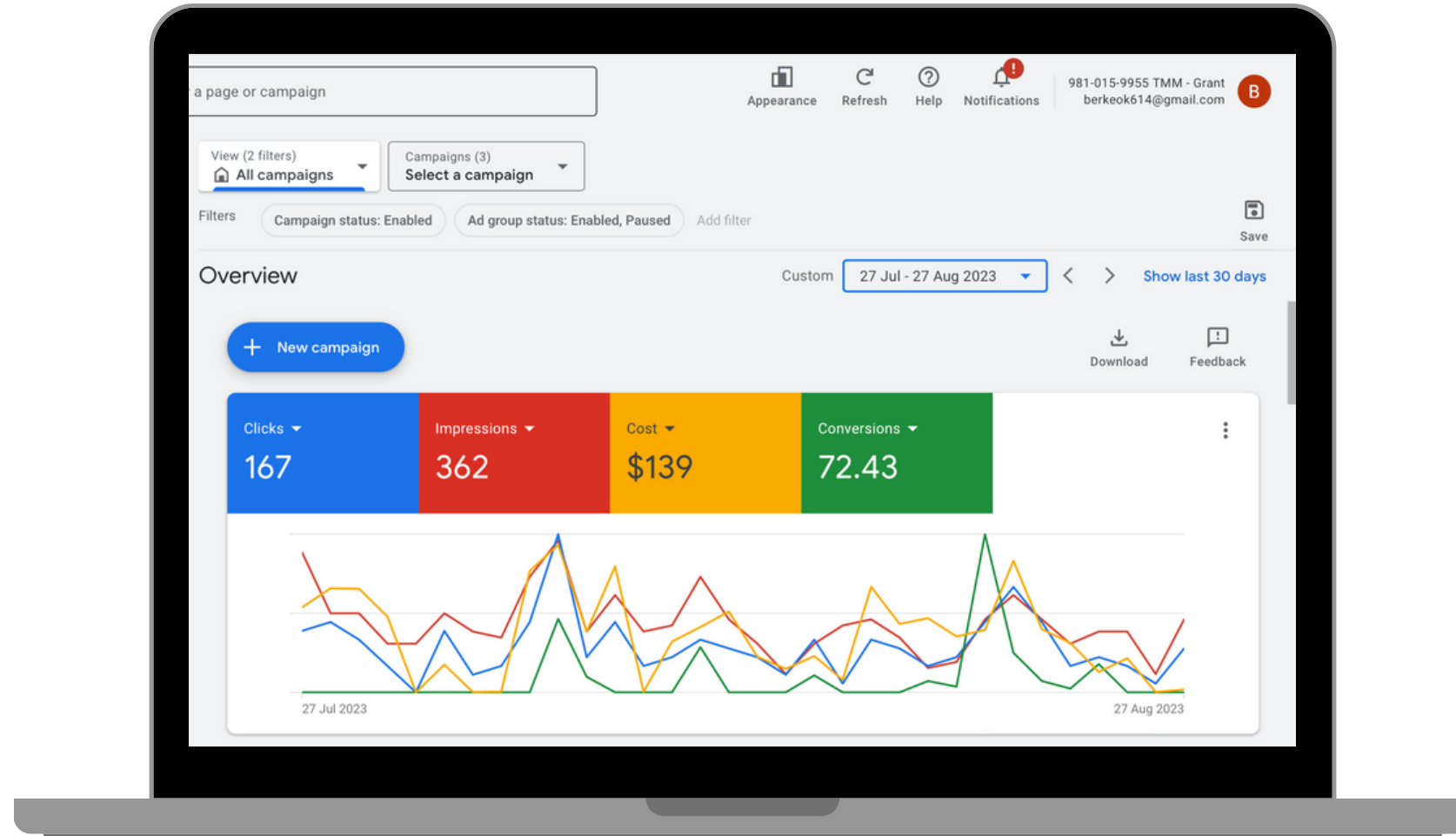


**Ahmet Berke O.**

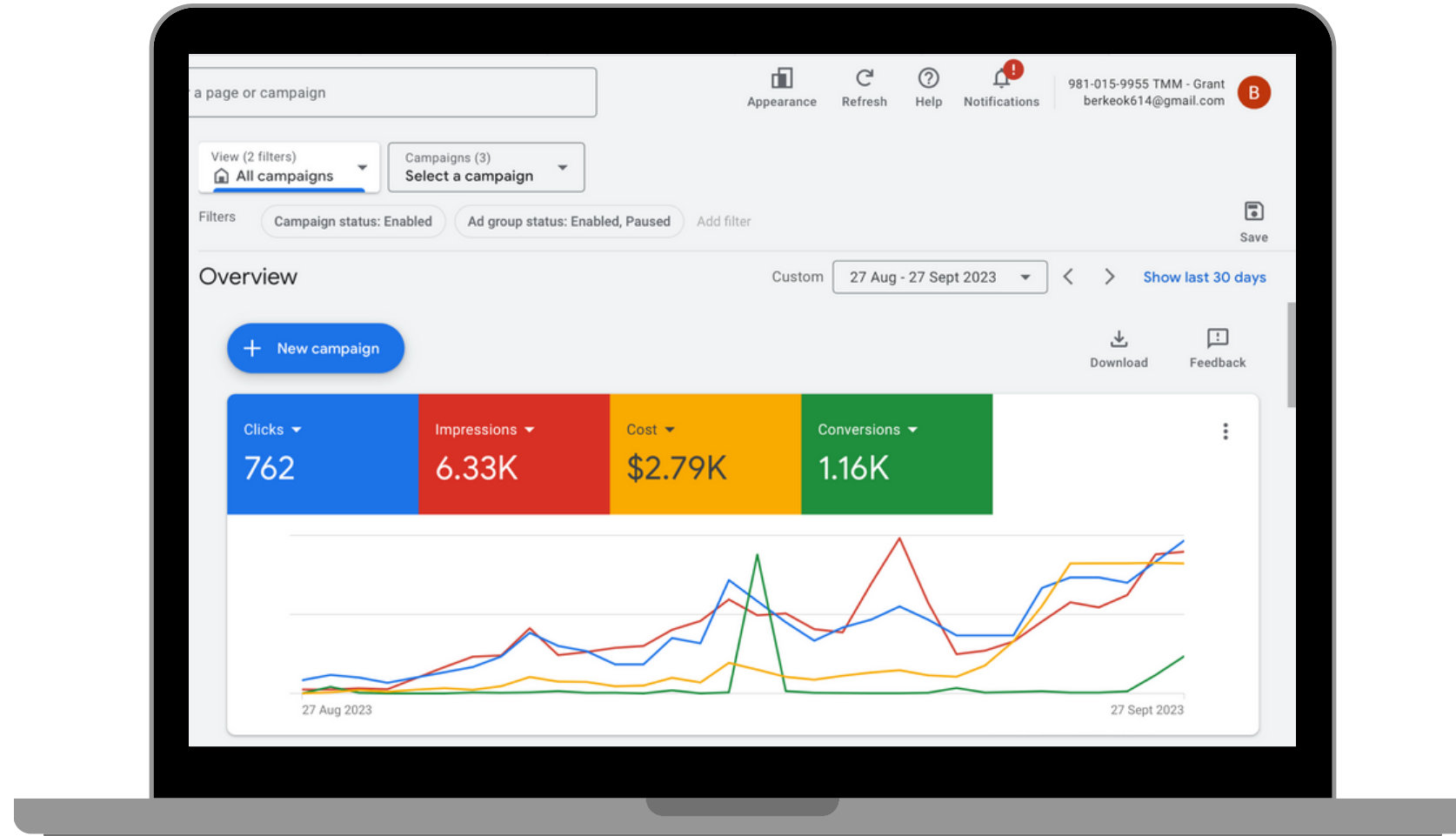
Digital Marketer For Growing Organizations



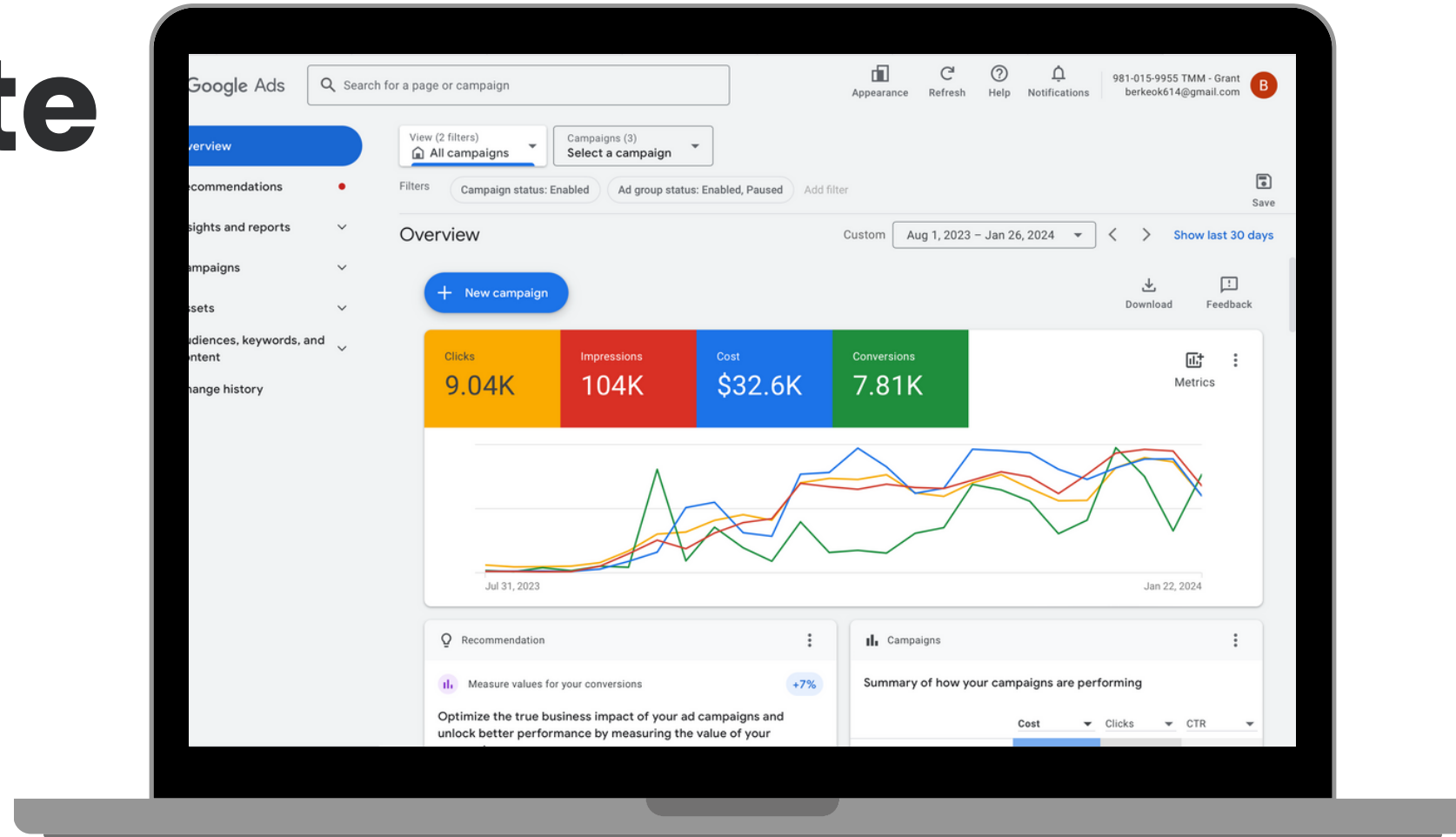
# Before



# After

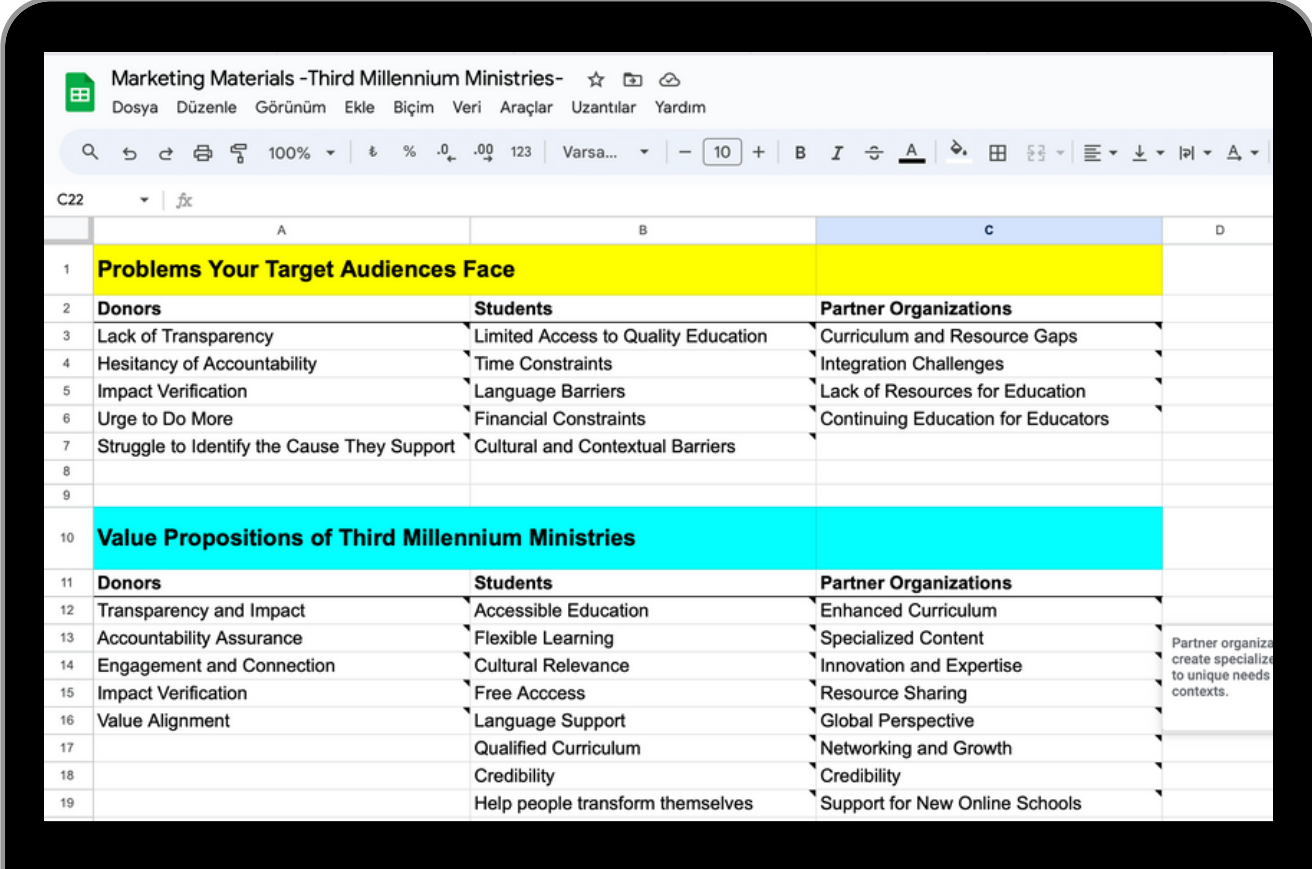


# Last Update



# Thorough Analyses

To get the most out of this project, I made a target audience analysis.



The screenshot shows a Microsoft Excel spreadsheet with the following data:

	A	B	C	D
1	<b>Problems Your Target Audiences Face</b>			
2	<b>Donors</b>	<b>Students</b>	<b>Partner Organizations</b>	
3	Lack of Transparency	Limited Access to Quality Education	Curriculum and Resource Gaps	
4	Hesitancy of Accountability	Time Constraints	Integration Challenges	
5	Impact Verification	Language Barriers	Lack of Resources for Education	
6	Urge to Do More	Financial Constraints	Continuing Education for Educators	
7	Struggle to Identify the Cause They Support	Cultural and Contextual Barriers		
8				
9				
10	<b>Value Propositions of Third Millennium Ministries</b>			
11	<b>Donors</b>	<b>Students</b>	<b>Partner Organizations</b>	
12	Transparency and Impact	Accessible Education	Enhanced Curriculum	
13	Accountability Assurance	Flexible Learning	Specialized Content	
14	Engagement and Connection	Cultural Relevance	Innovation and Expertise	Partner organizations create specialized content to unique needs contexts.
15	Impact Verification	Free Access	Resource Sharing	
16	Value Alignment	Language Support	Global Perspective	
17		Qualified Curriculum	Networking and Growth	
18		Credibility	Credibility	
19		Help people transform themselves	Support for New Online Schools	

# Keyword Research

The screenshot shows a Google Ads Keyword Planner spreadsheet with the following data:

	A	B	C	D
1	<b>Third Millennium Ministries Google Campaign Keywords By Ad Groups</b>	<b>Ad Group For Partners</b>	<b>Ad Group for Students</b>	<b>Ad Group for</b>
2		church of christ	letter of hebrews	donation tax
3		christian church	studies of the bible	
4		church of god	theology systematic	donate money
5		mission work	bible study courses online free	search nonpr
6		churches of god in christ	free online bible classes	donation of m
7		mission church	paul missionary journeys	charity event
8		church of christ international	free online theological courses	donate online
9		christian ministry	free online bible courses	nonprofit mis
10		non profit organizations list	theology class	donate now
11		christian and missionary alliance	bible courses online	nonprofit par
12		<u>church ministries</u>	history of the bible	best nonprof
13		christian church international	bible study topics	nonprofit list
14		word of god ministry	jesus in the old testament	church giving
15		nonprofit corporation	gospel project	top nonprof
16		christian organizations	online bible college	christian non
17		<u>corporate partnership</u>	free bible study	giving to chu
18		global ministries	bible interpretation	recurring dor
19		nonprofit partnership	best way to study bible	deductible dc
20		international ministries	christian videos	church donat
21		christian education association	bible study topics for adults	<u>donate monit</u>
22		corporate relationships	bible doctrine	donation in h
23		christian schooling	short bible study topics	donation fund
24		florida christian schools	online christian schooling	donate check
25		online christian schooling		best charitie



# Location Based Optimization

The screenshot shows an Excel spreadsheet with the following data:

	A	B	C	
1	<a href="#">Most Charitable States in America</a>	<a href="#">US States by Evangelical Protestant Population</a>		Evangelical Protest
2	New York	Tennessee	52%	Nigeria (58 million)
3	Virginia	Alabama	49%	India (28 million)
4	Maryland	Kentucky	49%	Kenya (20 million)
5	Utah	Oklahoma	47%	Ethiopia (18 million)
6	Massachusetts	Arkansas	46%	Indonesia (16 millio
7				Democratic Republ
8				South Africa (15 mi
9				
10				
11				
12				
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16				
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**AHMET  
BERKE OK**

**LEAVE A QUICK  
MESSAGE**