

GREEN

CALIFORNIA
GREEN BUSINESS
NETWORK



Marketing Green Business for the New Millenia

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California Green Business Network

Google Ad Grants

Google Ad Grants

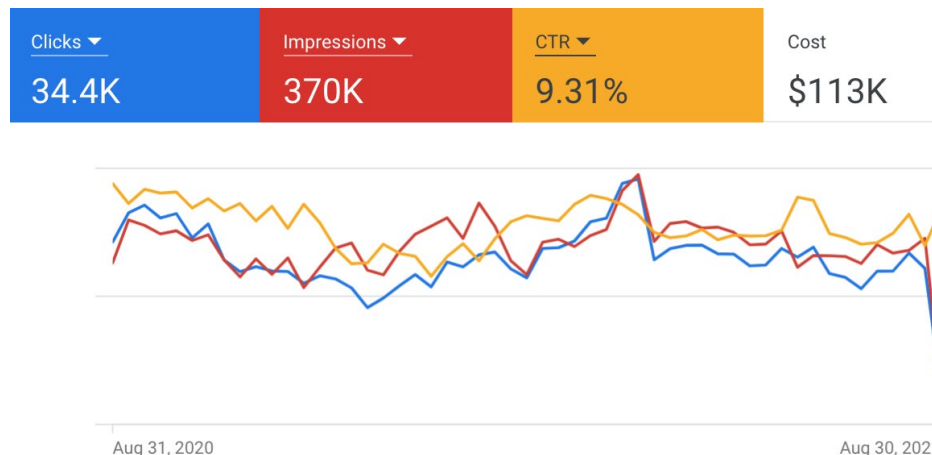
Pros

- Free advertising for 501c3 non-profits!
- Up to \$10,000 per month in search ads shown on Google.com
- Management can be a challenge, consultants are helpful
- Do other platforms offer something similar for non-profits?

Cons

- Can be hard to manage without help, specifically keeping the account in compliance with Google

September 1, 2020 - August 31, 2021



Google Ad Grants

Sample Ads

Mobile

Ad · greenbusinessca.org/research/cleaners

CDC Recommended Disinfectants | The Best, Non-Toxic Options

We recommend using the least toxic disinfectants possible. View a list of safe cleaners! We also recommend ways to DIY your own Hydrogen Peroxide Cleaner. Read more here. Antimicrobial Products. Hydrogen Peroxide-...

[Help Small Businesses](#)

[How To Get Certified](#)

[Locations Served](#)

[Resource Center](#)

Ad · greenbusinessca.org/bay_area/restaurant

Find a Green Business | East Bay Green Restaurants | Find The Best Meals Near You

Enjoy a meal at a restaurant that cares about your community and the environment. California Green Business NetworkCalifornia Green Business Network. Certified Green Business. Customize Your Options. Eat...

[Find A Green Business](#)

[Green Food & Drink Places](#)

[Shop Sustainable Clothes](#)

[Sleep Eco-Friendly Hotels](#)

Ad · www.greenbusinessca.org/los_angeles

Check Out Our Recommendations | View Our Top LA Restaurants

Enjoy a meal at a restaurant that cares about your community and the environment. Find restaurants that are neighborhood-minded with a focus on creating a sustainable world. Breakfast, Lunch & Dinner. Eat...

[Find A Green Business](#)

[Green Food & Drink Places](#)

[Shop Sustainable Clothes](#)

[Sleep Eco-Friendly Hotels](#)

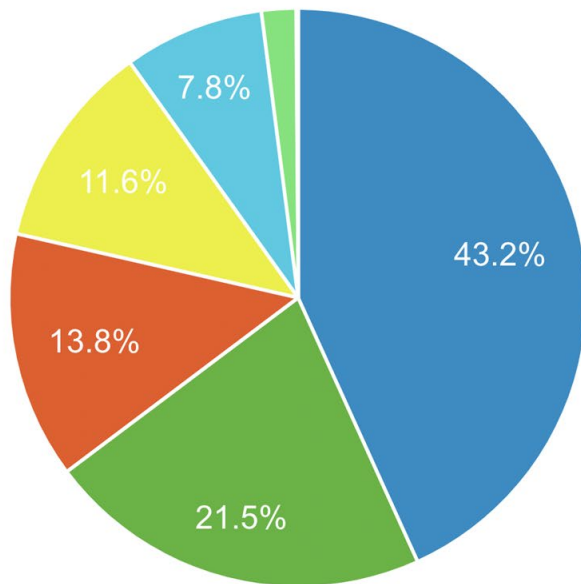
Google Ad Grants

September 1, 2020 - August 31, 2021

Campaign	Campaign type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion:
 Green Businesses (Restaurants)	Search	14,298	116,597	12.26%	\$4.07	\$58,178.83	889.00
 Seasonal Traffic: Find A Green Business	Search	12,094	162,692	7.43%	\$2.96	\$35,799.65	139.40
 Green Biz Tracker (Santa Barbara)	Search	3,131	28,525	10.98%	\$1.77	\$5,533.03	238.00
 Find A Green Business	Search	1,803	23,196	7.77%	\$3.46	\$6,241.46	<u>286.03</u>
 Green Biz Tracker (Napa)	Search	1,276	15,152	8.42%	\$2.19	\$2,790.93	128.00
 Green Biz Tracker (Los Angeles)	Search	585	7,951	7.36%	\$2.21	\$1,295.25	69.00
 Green Biz Tracker (San Jose)	Search	223	3,340	6.68%	\$2.98	\$664.41	13.00
 Become A Green Business	Search	210	1,313	15.99%	\$2.09	\$437.95	163.82
 Become A Green Business (Spanish Targeted)	Search	169	1,074	15.74%	\$3.01	\$508.92	<u>101.85</u>
 Green Biz Tracker (San Francisco)	Search	152	3,372	4.51%	\$2.43	\$369.56	17.00
 Resources	Search	143	2,462	5.81%	\$2.02	\$289.52	24.59
 Dynamic Find A Green Business	Search	128	789	16.22%	\$2.84	\$363.41	<u>83.53</u>
 Become A Green Business (Location Specific)	Search	90	1,392	6.47%	\$5.65	\$508.55	15.41

Google Ad Grants

Google Analytics Audience Acquisition
September 1, 2020 - August 31, 2021

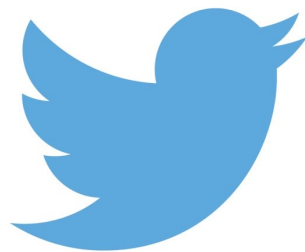


- Paid Search
- Direct
- Display
- Organic Search
- Referral
- Social
- Email



Paid Ads Retargeting

Platforms



Google Ads: Retargeting



 Become Biz No Remarket

Cost
\$2.45K

Impressions
1.01M

Clicks
5.71K

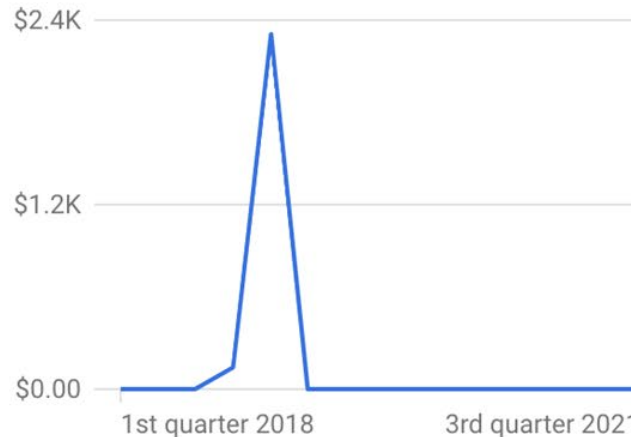
Avg. CPC
\$0.43




< 1 / 3 >

Performance

Cost ▼



Status

 **Paused campaign**

This campaign is paused ; showing ads. To begin sh this campaign.

[ENABLE CAMPAIGN](#)

 **PAUSED** ▼

Goal: Website traffic

Type: Display

Subtype: Standard

Budget: \$40.00/day

[EDIT CAMPAIGN](#)

Google Ads: Retargeting



 Remarket Become Business

Cost
\$1.11K

Impressions
47.4K

Clicks
1.36K

Avg. CPC
\$0.81



< 1 / 1 >

Performance

Cost ▼



Status

⏸ **Paused campaign**

This campaign is paused showing ads. To begin sh this campaign.

[ENABLE CAMPAIGN](#)

⏸ **PAUSED** ▼

Goal: Website traffic

Type: Display

Subtype: Standard

Budget: \$20.00/day

[EDIT CAMPAIGN](#)

Ad Design

A vintage black typewriter is shown from a top-down perspective. A white sheet of paper is inserted into the carriage. The text "Ad Design" is overlaid in large, white, sans-serif font across the center of the image. The typewriter features a keyboard with keys labeled with German characters: "2", "3", "4", "5", "6", "7", "8", "9", "0", "RÜCK", "Q", "W", "E", "R", "T", "Z", "U", "I", "O", "P", "Ü", "FEST", "A", "S", "D", "F", "G", "H", "J", "K", "L", "Ö", "Ä", "UM", "Y", "X", "C", "V", "B", "N", "M", "?", "!", ":", ";", "UM". The carriage has a ruler with markings from 0 to 10. The typewriter is set against a plain white background.

Tips for Ad Design

For all ads: use a high quality image, ideally with a business or local environment focus, a short headline, and succinct body copy that compels the reader to take action.

Sample Full-Page and Large Ad Examples



A full-page advertisement featuring a smiling woman in a white apron holding a sign that says "COME IN WE'RE OPEN". The background is a blurred restaurant interior. On the left, there is a green vertical banner with the text "GREEN CALIFORNIA GREEN BUSINESS NETWORK" and "SHOP GREEN VOTE WITH YOUR WALLET." Below this, a small text block states: "Certified California Green Businesses meet a verified set of standards that conserve resources and protect your community." In the top right corner, it says "FOR MORE INFORMATION VISIT greenbusinessca.org".



A large advertisement featuring a man and a woman in aprons standing behind a counter with food. The headline "GO GREEN." is in large green letters at the top. Below the image, the text reads: "Become a Certified Green Business Today!" followed by a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse." At the bottom left, it says "Learn more at greenbusinessca.org". At the bottom right is the "GREEN CALIFORNIA GREEN BUSINESS NETWORK" logo.



A large advertisement featuring a woman in a white shirt and blue apron standing with her arms crossed in front of a storefront. The headline "HEADLINE CAN GO ON IMAGE." is in large white letters over the image. Below the image, the text reads: "Become a Certified Green Business Today!" followed by a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse." At the bottom left, it says "Learn more at greenbusinessca.org". At the bottom right is the "GREEN CALIFORNIA GREEN BUSINESS NETWORK" logo.

Tips for Ad Design

Sample Small and Digital Ads



GO GREEN.
Become a Certified Green Business

GREEN
CALIFORNIA
GREEN BUSINESS
NETWORK

For more information, visit
greenbusinessca.org



GO GREEN.
Become a certified Green Business!

GREEN
CALIFORNIA
GREEN BUSINESS
NETWORK

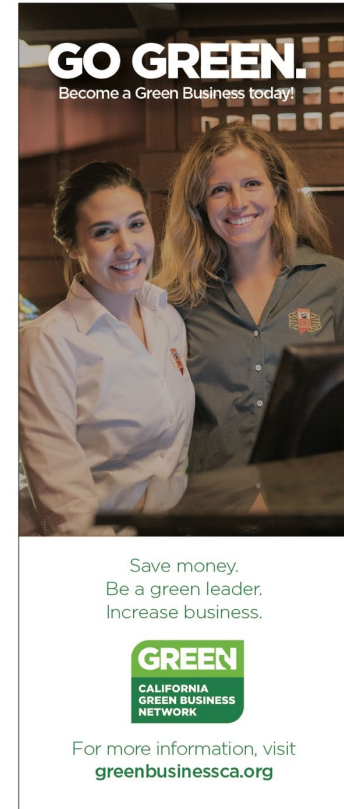
Save money. Be a green leader. Increase business.
For more information, visit greenbusinessca.org



GREEN
CALIFORNIA
GREEN BUSINESS
NETWORK

Join the Green
Business Program!

For more information, visit greenbusinessca.org



GO GREEN.
Become a Green Business today!

Save money.
Be a green leader.
Increase business.

GREEN
CALIFORNIA
GREEN BUSINESS
NETWORK

For more information, visit
greenbusinessca.org












Tips for Ad Design

Responsive ads are a great fit when you don't have a designer in-house.

Details

- Select a set of images
- Your logo
- Headlines
- Descriptions
- Landing page link
- Ads scale automatically and combinations that perform well receive more of the ad's budget

Top image-based combinations

	Sea Un Empresa Certificada La Red de Negocios Verdes trabaja con empresas para crear una economía verde.	
	Ahorros para su Empresa Aprenda cómo la implementación de iniciativas ecológicas puede beneficiar a su empresa.	
	Ahorros para su Empresa Implemente prácticas que generen ahorros en las facturas de energía, agua y basura.	
	Guía para ser un Negocio Verde Implemente prácticas que generen ahorros en las facturas de energía, agua y basura.	
	Guía para ser un Negocio Verde Implemente prácticas que generen ahorros en las facturas de energía, agua y basura.	
	Ahorros para su Empresa Implemente prácticas que generen ahorros en las facturas de energía, agua y basura.	

Top text-based combinations

Ahorros para su Empresa Implemente prácticas que generen ahorros en las facturas de energía, agua y basura.	
Guía para ser un Negocio Verde Implemente prácticas que generen ahorros en las facturas de energía, agua y basura.	
Consultoría Ambiental Gratuita Implemente prácticas que generen ahorros en las facturas de energía, agua y basura.	
Sea Un Empresa Certificada La Red de Negocios Verdes trabaja con empresas para crear una economía verde.	
Sea Un Empresa Certificada Aprenda cómo la implementación de iniciativas ecológicas puede beneficiar a su empresa.	
Ahorros para su Empresa Aprenda cómo la implementación de iniciativas ecológicas puede beneficiar a su empresa.	

Running Ads for Businesses

Many of California's Green Business Programs run ads for businesses

Details

- Dual benefit

California Green Business Network
Sponsored · 🌱

peacebank yoga studio is open for online classes! Join for vinyasa, yin, beginners classes, free meditations and more! Take advantage of the opportunity to connect with instructors, fellow yogis, and our community virtually. See you on the mat (online)! Thank you for supporting a local Green Business!
#shoplocal #shopgreen #yoga

SAN MATEO COUNTY OPEN FOR BUSINESS

GREEN
CALIFORNIA GREEN BUSINESS NETWORK
SAN MATEO COUNTY

PEACEBANKYOGA.COM
PeaceBank Yoga Online Classes
An assortment of live classes beamed into your living room!

[Learn More](#)

GIFs

Details

- Process involves creating multiple images and stitching them together
- Motion helps with engagement
- Can run on Google Ads, Facebook, local newspapers (online), etc.
- One option: <https://ezgif.com/maker> but there are many



Shop your values.



Google Display Ad Sizes



Details

According to Google, the best performing display ad sizes are (in pixels):

- 300 x 250 – Medium Rectangle.
- 336 x 280 – Large Rectangle.
- 728 x 90 – Leaderboard.
- 300 x 600 – Half Page (Large Skyscraper)
- 320 x 100 – Large Mobile Banner.



A/B Testing

A female scientist with long brown hair, wearing a green lab coat, safety goggles, and green nitrile gloves, is working in a laboratory. She is using a red pipette to transfer a green liquid from a test tube into a petri dish. The petri dish contains a green, textured substance. In the background, there are several large, clear plastic containers filled with green liquid, and various laboratory equipment is visible. The text "A/B Testing" is overlaid in large white letters across the center of the image.

A/B Testing: Email

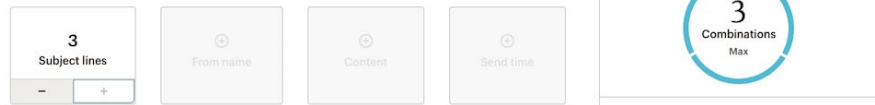
Details

- Whether you're communicating with existing GB's or a pool of leads, using A/B testing can help you make sure your emails are as effective as possible
- Choose a variable to test
- Select the variations you'd like to test
- Determine the % of your mailing list should receive the winning variation



What would you like to test?

Choose the variable you want to test. We'll generate a campaign for each combination of those variable—up to 3 combinations.



Combo	↑	Send time	Open rate	Click rate	Sales	Sends	Unsub
1		Aug 31, 2021 10:45 am	33.9% ± 1.1%	1.8% ± 0.5%	\$0.00	3,208	9
2		Aug 31, 2021 4:30 pm	26.9% ± 1.0%	2.0% ± 0.4%	\$0.00	3,207	7
3		Aug 31, 2021 2:00 pm	26.3% ± 1.0%	1.0% ± 0.3%	\$0.00	3,207	15

A/B Testing: Facebook

Best Practices:

- Similar concept: pick a variable to test

[Create New Campaign](#) Use Existing Campaign ×

Buying Type


Auction




Choose a Campaign Objective
[Learn More](#)


Awareness
☐ Brand awareness
☐ Reach

Consideration
☒ Traffic
☐ Engagement
☐ App installs
☐ Video views
☐ Lead generation
☐ Messages

Conversion
☐ Conversions
☐ Catalog sales
☐ Store traffic


Traffic
Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

 [New Traffic Campaign](#) >  1 Ad Set >  1 Ad

[Edit](#)  Review

Campaign Details
Buying Type
Auction
Campaign Objective ⓘ
Traffic
[Show More Options ▾](#)

A/B Test Create A/B Test ☒
Try different images, ad text, audiences, and more to see which one performs best. [Learn More](#)

Campaign Budget Optimization Off ☐
Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

A/B Testing: Facebook

Best Practices:

- Need enough spend to make it a large enough sample size
- Once winning ad found, can run that ad with more spend

A/B test results

California Green Business Network - Page Likes

Ended 02/13/2019 at 12:30 PM

🟢 Winning ad found

Ad is the winning ad with the lowest cost per result at \$1.94.

There's a 72% chance you'd get the same winner if you ran this test again. ⓘ

Run Winning Ad

Share Link

[Create A/B Test](#)

View By **Cost per Result** ▼

Version A

Ad

\$3.50

Version B

Ad

🟢 \$1.94

■ Cost per Result



Other Marketing Channels

AudioGo

Details

- Easy way to advertise on digital radio. Platforms include the iHeartRadio app, Pandora, and a few others.
- Advertising directly on Spotify or Pandora has very high minimum spend requirements
- Minimum \$250 “budget”
- [Audio Clip](#)

Results

- **Holiday Campaign** \$250: 13,940 impressions, 98.8% listen through, 0.23% click through
- **Earth Week Campaign** \$52: 2,145 impressions, 99.2% listen through, 0.1% click through



Traditional Radio/TV

Details

- Pros and Cons
- Sample ads
- Underserved - try Spanish/Chinese language channels, e.g., Univision

[Sample Interview](#)
[Spanish Univision](#)

Central Valley,
CA

