



Watch Federation of Canadian Artists' Case Study in action on YouTube.

CASE STUDY

Ad Grants helps The Federation of Canadian Artists connect people interested in art to a range of courses and exhibitions using Google Ads Smart Campaigns.

Mission

The Federation of Canadian Artists (FCA) was founded in 1941. The organization is dedicated to advancing the knowledge and appreciation of art and culture to all Canadians, offering education, exhibition and communication in the Visual Arts, and to support and promote emerging to professional member artists.

Marketing Goals

The FCA is focused on increasing awareness to grow their artistic community, promoting class and exhibition engagement from the Canadian public and driving donations. Ad Grants helped the organization achieve these goals by increasing their website traffic, promoting activity signups and driving donations through online membership registrations.



FEDERATION
of CANADIAN
ARTISTS

Federation of Canadian Artists

Vancouver, Canada

www.artists.ca

“[Smart Campaigns] have proven to be one of the easiest and most efficient ways to reach out beyond our current members and clients.”

— Patrick Meyer, Executive Director, Federation of Canadian Artists

70k

Clicks to their website

23%

Increase in online activity

About Google Ad Grants: Google Ad Grants is a social impact program that connects people to causes through free Google ads. Since 2003, the Ad Grants Program has awarded over 115,000 Ad Grants and \$8B dollars in free advertising to organizations in 50+ countries

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Google Ad Grants

The Approach

To achieve the FCA's marketing objectives, Patrick Meyer, the Executive Director of FCA, needed to ensure that he structured his Ad Grants' account effectively. Google Ads Smart Campaigns offered a broad range of categories for Patrick to choose from. He carefully selected categories that represented his organization and the system automatically generated a list of related search terms that would trigger the FCA's ads. Location targeting was another effective Smart Campaign targeting strategy implemented by Patrick, which he used to show exhibition ads internationally but art classes ads to show locally, within a region people would be willing to travel. Patrick was able to further refine his campaigns by monitoring the Smart Campaign dashboard which displays search phrases assigned to his ads. He identified search phrases that may be driving irrelevant traffic to his ads and removed those phrases.

Impact Of Google Ad Grants

Smart Campaigns allowed the FCA to easily reach their target audience and drove new visitors to their website and through their gallery doors. Their Smart Campaign ads received 70,000 clicks, online signups for activities increased by 23% and regular donor registrations increased by 7%. The flexible functionality of Smart Campaigns allowed Patrick to tailor and target his message but has enough automation to make ongoing management of the account maintainable. The FCA will continue to rely on Smart Campaigns to meet their marketing goals and advance the mission of their organization.

Product features

[Smart Campaigns](#)

[Geo-targeting](#)

[Search Phrases](#)

“Implementing conversion tracking has reassured our organization that investing in paid Google Ads is worth it. The data shows just how much value this channel can offer.”

— Michael Keating,
Digital Communications Manager,
Samaritans