



WHOLE WHALE

Social Media & Search for Child Care

How a soon-to-be dad finds care in SF



WHOLE WHALE

STRATEGY IN A SEA OF WEB DATA

Takeaways

- Identifying data that is driving real value on these platforms
- The point of view from a millennial parent currently looking for care (sample size: 1)
- Learn to identify user trends on your website (via Google Analytics) and social platforms/profiles (via Facebook Insights, Twitter Analytics, and Youtube Analytics)
- Understand basics of search optimization on Google and major social platforms
- Tools/platforms to be discussed: Facebook, YouTube, Twitter, Google Analytics. Also included: Instagram, LinkedIn, Snapchat, Pinterest

Contents

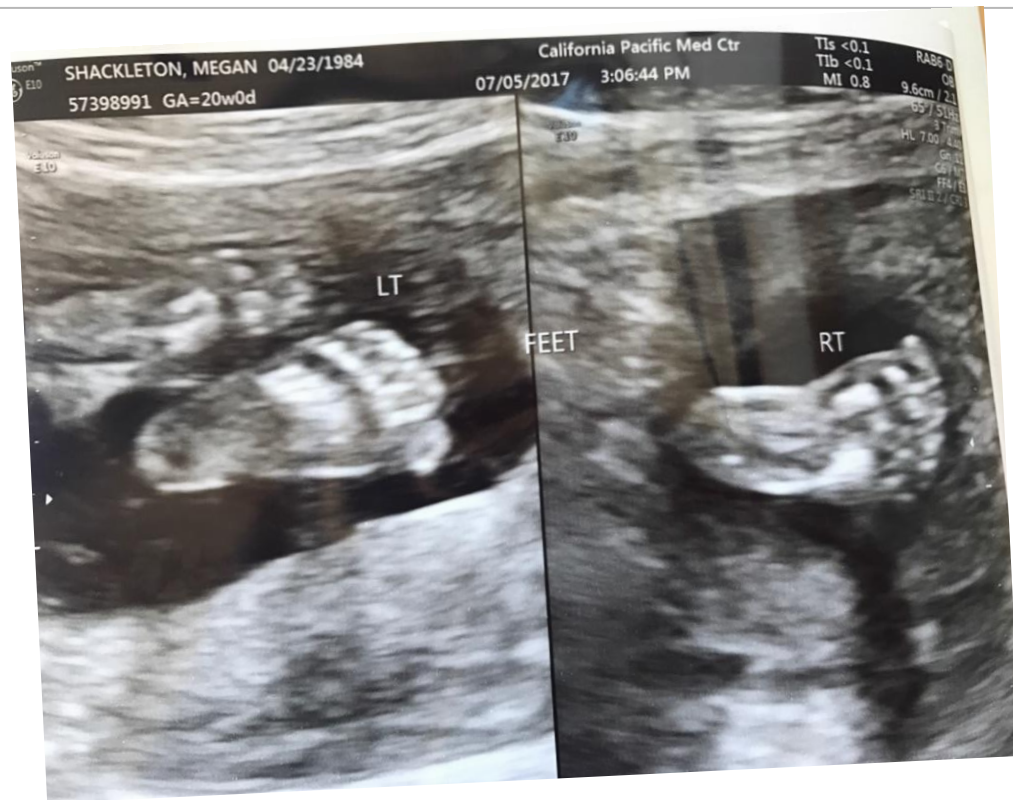
- Child care find and seek
- How we search
- Process for analyzing
- Website metrics
- Social metrics

Curse of knowledge

“Just call your CA R&R



Soon-to-be...



Searching for answers

Advice for soon-be-dads?

Child care in SF?

Nanny services in SF?

How to interview nannies?

Cost of day care vs nanny?

Nanny Share in SF?

How to hire a nanny?

Nanny payroll system costs?

Most popular baby names?

Parenting classes in SF

How to find a doula?

Birthing plan checklist

How to pick a pediatrician

Baby shower activities

Baby shower gift ideas

Time off policies California

Best strollers for running

4 Categories of Searchers

1. **Informational:** answers a question or clarifies an uncertainty.
2. **Navigational:** drives the searcher to a pre-determined destination.
3. **Commercial Investigation:** aids researching while implies a future transaction.
4. **Transactional:** aids the searcher in making a purchase or completing a specific task.

Searching

See

Largest addressable qualified audience!

Think

Largest addressable qualified audience,
with some commercial intent.

Do

Largest addressable qualified audience,
with loads of commercial intent

Care

Current customers,
With two commercial transactions.

Avinash
Kaushik

Approach

Avinash
Kaushik
“See, think, do”



AdWords Tool



Real-time reports
Client: 055-001-0000

Home

Campaigns

Opportunities

Reports

Tools

Display Planner

Add ideas to your plan

Your customers are interested in

child care (keyword) ×

Child Care (topic) ×

Your landing page

www.website.com

Get ideas

M

Campaign Targeting

Sacramento, United States

English

Ad Scheduling

No campaign exclusions

Device preferences

CPC bidding

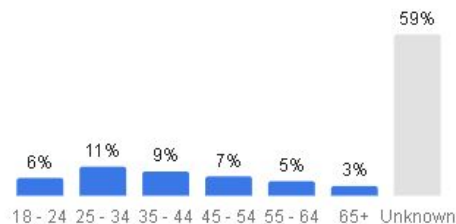
Filters

Ad formats and sizes
Text, Image, HTML5

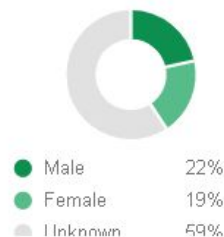
Total network inventory (Weekly) ?

1B – 5B Cookies 10B+ Impressions

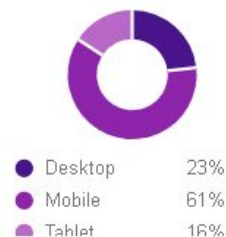
Age



Gender



Device



Ad group ideas

Individual targeting ideas

Total network inventory:

ON



All ad groups

Keywords












Interests










Topics

Placements

Columns

Add all (69)

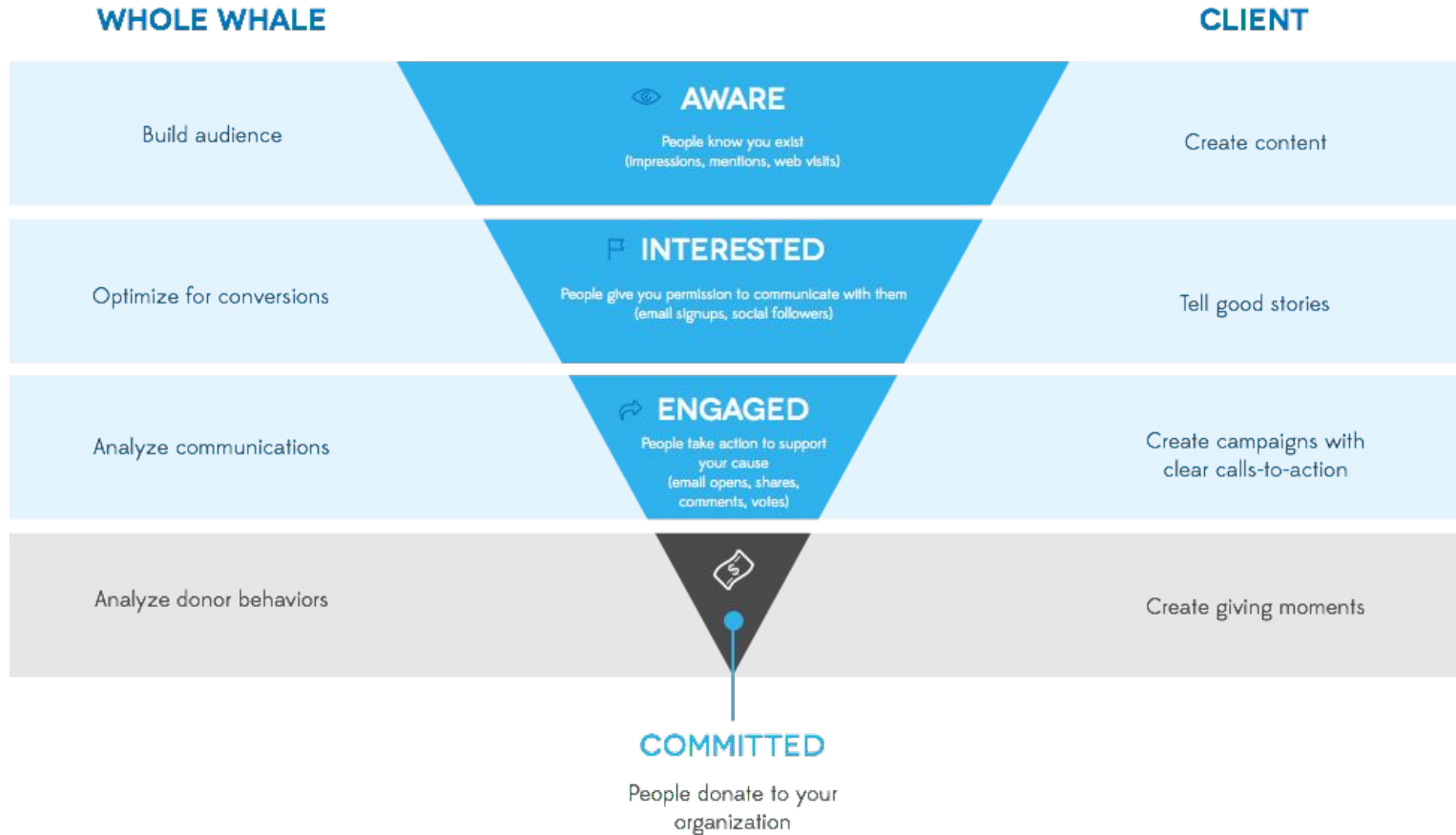
Ad group ideas	Keyword ideas	
Keyword (by relevance)		Avg. monthly searches  Competition
day care		6,600 Low
daycare		14,800 Low
child care near me		4,400 Medium
child care services		320 Medium
day care center		1,600 Low
daycare centers near me		880 Medium
child care assistance		590 Low
family day care		480 Low
infant care		720 Low
baby daycare		590 Low

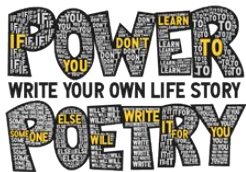
Ad group ideas	Keyword ideas	
Keyword (by relevance)		Avg. monthly searches  Competition
childcare centres		10 –
childcare centre		140 Medium
local daycares		70 Medium
child care agency		140 Low
affordable child care near me		110 High
kids daycare		170 Medium
weekend child care		70 High
family child care		320 Low

Process



IMPACT MARKETING FUNNEL





AWARENESS

Traffic & Off Platform Impression

Awareness



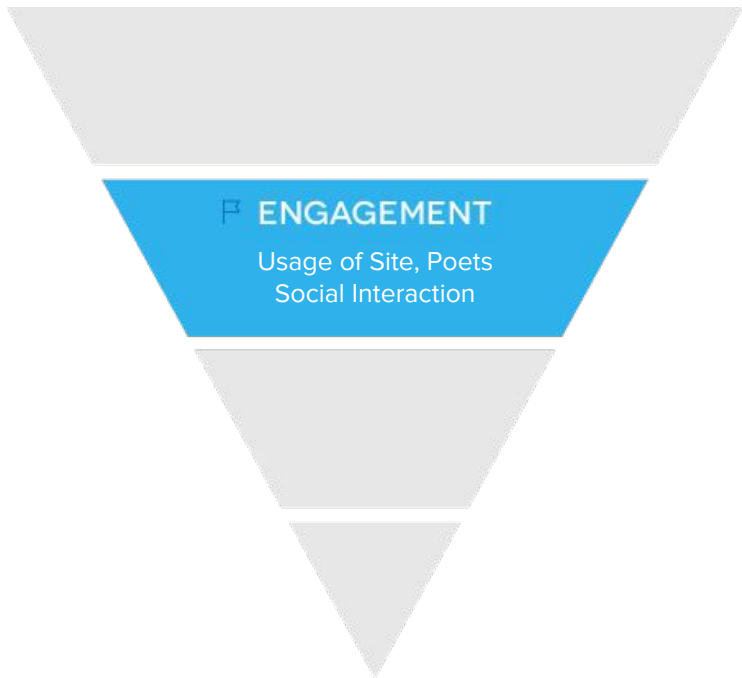
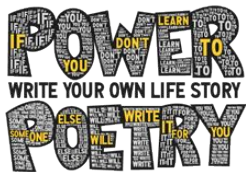
Goal

Teens find PP online



Metrics

- # Site users by source
- Organic Sessions
- Video views
- Social Reach



Engagement



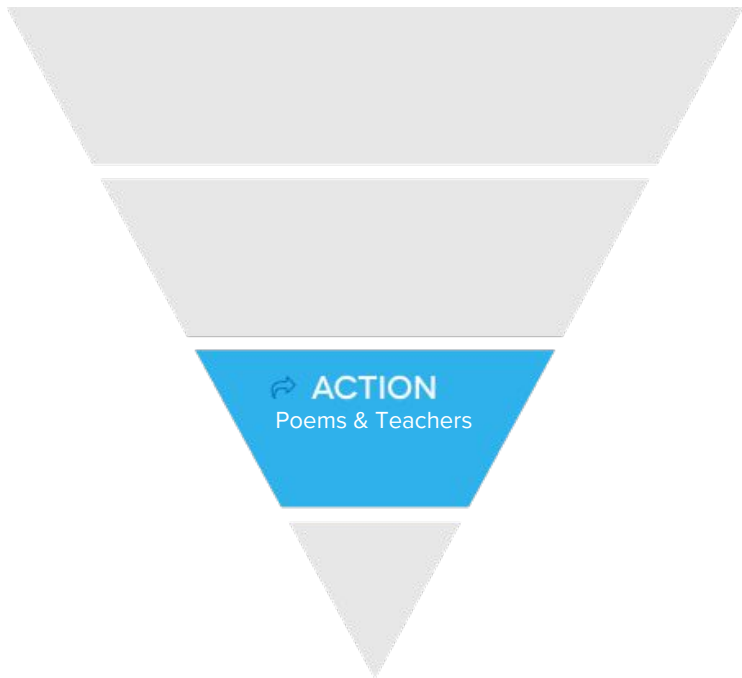
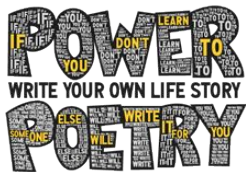
Goal

People interact with PP's content



Metrics

- Poets
- Newsletter
- Time on page +5min
- Resource engagement
- Download + video views
- Social engagements + follows



Action



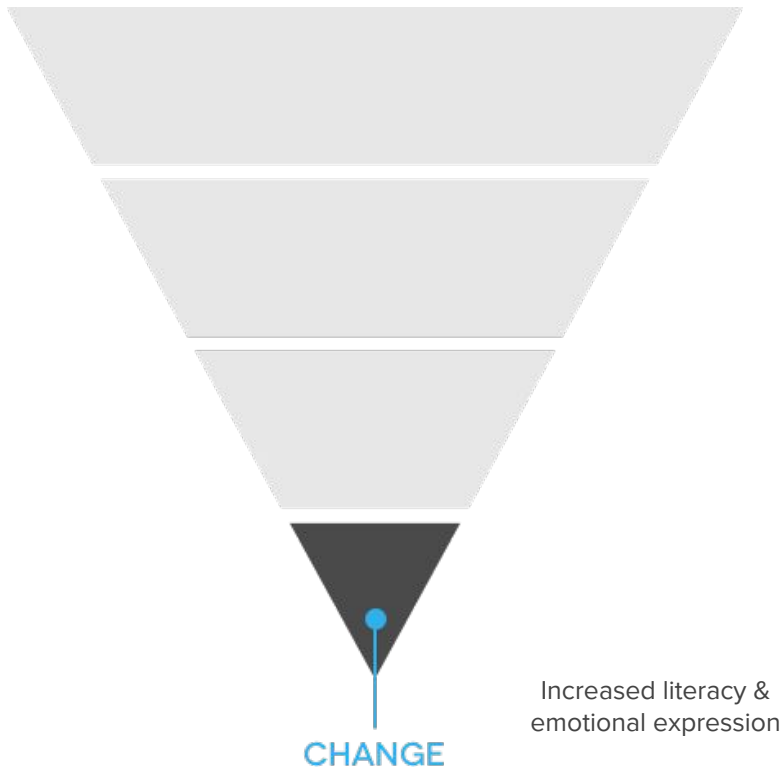
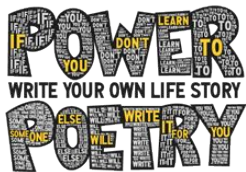
Goal

Poems created, teachers taking course



Metrics

- Poems created
- Teachers taking training
- Super Poets (+10 poems/poet)



Change



Goal

Increased youth literacy

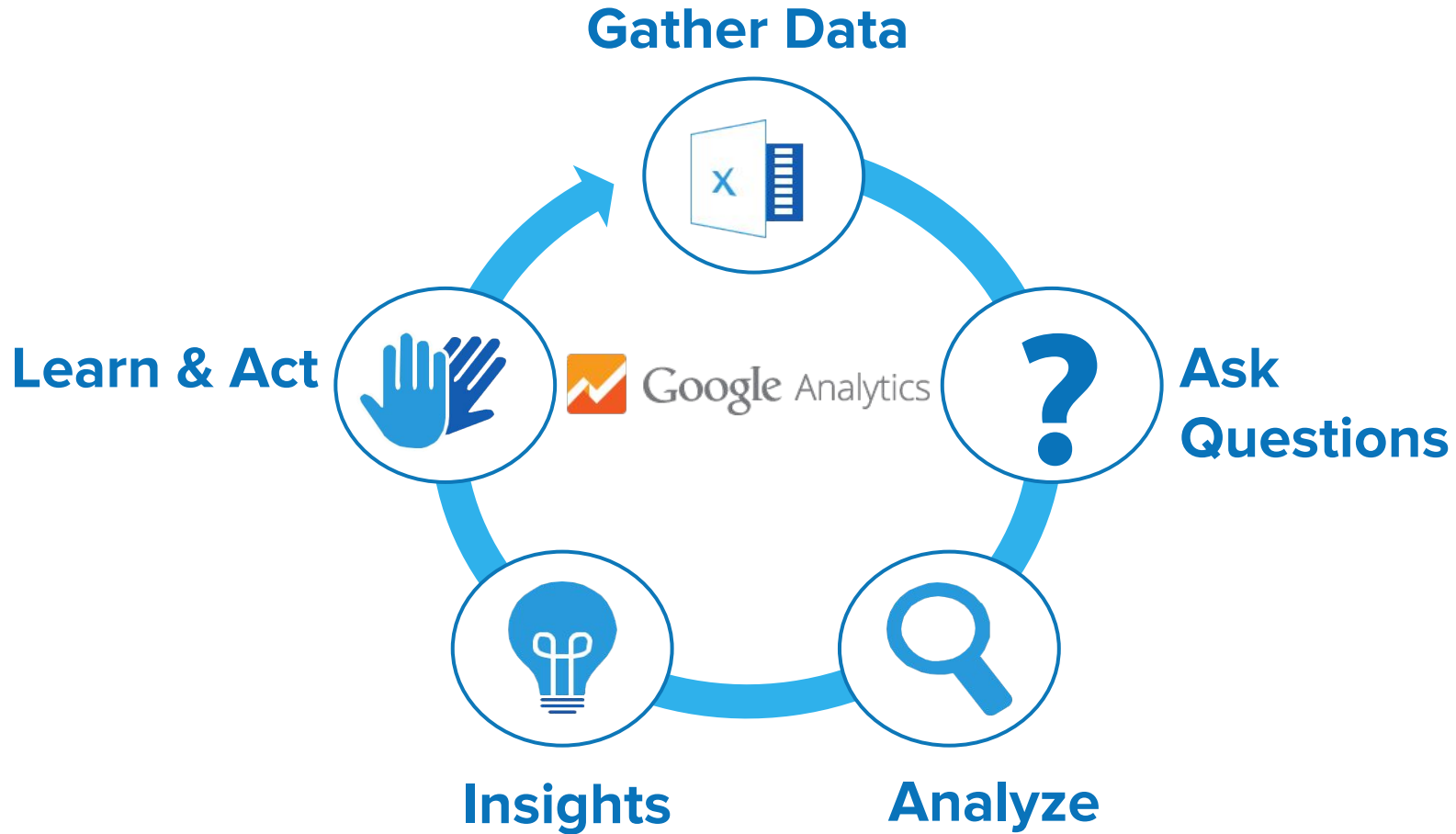


Metrics

- Qualitative improvement of super poet's work over time

Longterm

- College rates
- Prison rates



Website Behavior

Google Analytics



What is it?



Google Analytics

Google.com/analytics

- Free
- Web analytics for your website
- Javascript that lives on every page
- Every website codebase can handle this
- Takes less than 30min to install
- Shows what/where/how/when activities on your website (not so much why)



What are users doing?



GOALS



Google Analytics

POWER POETRY

IF YOU DON'T LEARN TO WRITE YOUR OWN LIFE STORY SOMEONE ELSE WILL WRITE IT FOR YOU

SLAMS BROWSE POEMS TAKE ACTION RESOURCES

ADD POEM LOG IN SIGN UP

SIGN UP

Username

george

Confirm password

First Name

Birthday

☒ Email Updates

SUBMIT

EXCUSE ME WE NEED A SLAM FOR FERGUSON

Thinking about Mike Brown and #Ferguson? Want to respond with your words? This is a digital poetry slam

Google Analytics Administration | View Goals

Power Poetry / Power Poetry / Power Poetry

VIEW

Power Poetry

View Settings

User Management

Goals

Content Grouping

NEW GOAL Import from Gallery

Goal	Id	Past 7 day conversions
Interested user	Goal ID 6 / Goal Set 2	5495
New poem added	Goal ID 2 / Goal Set 1	1963
New User	Goal ID 1 / Goal Set 1	1795
refer a friend	Goal ID 7 / Goal Set 2	0

GA GOALS

Goal Completions

1,437,607




Goal Value

\$209,440.00



Goal Conversion Rate

24.99%




Total Abandonment Rate

21.17%




New Poet (Goal 1 Completions)

209,438



New poem added (Goal 2 Completions)

148,193



User has shared PP (Goal 3 Completions)

5,574




Interested User (Greater than 5 min) (Goal 4 Completions)

243,029



Interested User (Pages per Session) (Goal 5 Completions)

214,774



refer a friend (Goal 7 Completions)

2



Browse Groups (Goal 8 Completions)

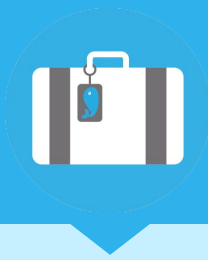
4,033



Group requests (Goal 9 Completions)

111





Traffic & Acquisition Case Study

Power Poetry



**350k
Users**

WW helped this platform grow from **0 to 350,000 teen poets in 4 years** with digital strategy services, creating the largest teen poetry community in the world.

Avg 200k monthly users.



April 2012

July 2016

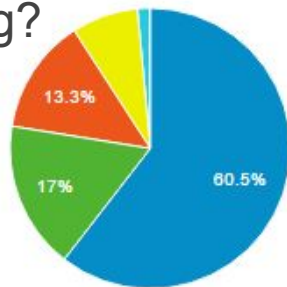
4 Example Questions

1. Is our organic traffic growing YoY?
2. Where is our front door?
3. Which generation likes us?
4. Which social platforms are working for us?

Q1: How is organic traffic YoY?



- Are we growing/flat/declining?
- Month vs Month last year
- What % total?



■ Organic Search
■ Direct
■ Paid Search
■ Referral
■ Social
■ Email
■ (Other)

Nov 1, 2016 - Nov 30, 2016

Compare to: Nov 1, 2015 - Nov 30, 2015

Date Range: Custom

Nov 1, 2016

Nov 30, 2016

☒ Compare to: Custom

Nov 1, 2015

Nov 30, 2015

Apply cancel

Audience	Acquisition		
	Sessions	% New Sessions	New Users
→ Acquisition Overview	13.95% ↓	3.91% ↑	10.58% ↓
▼ All Traffic			
Channels			
Treemaps			
Source/Medium			
Referrals			
1 Organic Search	4.55% ↓		
2 Direct	32.93% ↓		
3 Paid Search	2.26% ↑		

Q1: Action



- Set up Google Search Console and connect to GA!
- Explore keywords that are working or declining
- Learn more about SEO/Content Marketing (or hire firm)

Acquisition

Overview

▼ All Traffic

Channels

Treemaps

Source/Medium

Referrals

▶ AdWords

▼ Search Console **NEW**

Landing Pages

Countries

Devices

Queries



Primary Dimension: Search Query

Secondary dimension

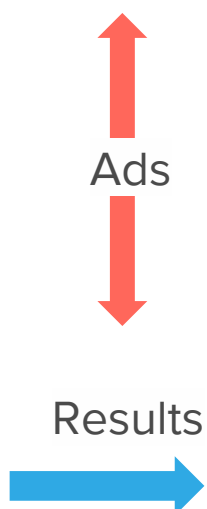
advanced

Search Query	Clicks	Impressions	CTR	Average Position
	335,197 % of Total: 100.00% (335,197)	4,406,428 % of Total: 83.88% (5,253,370)	7.61% Avg for View: 6.38% (19.22%)	9.1 Avg for View: 9.9 (-7.98%)
1. (not set)	162,584 (48.50%)	2,265,469 (51.41%)	7.18%	8.0
2. spoken word poetry	4,878 (1.46%)	60,208 (1.37%)	8.10%	3.6
3. spoken word	3,759 (1.12%)	66,303 (1.50%)	5.67%	4.1
4. how to write slam poetry	2,901 (0.87%)	4,986 (0.11%)	58.18%	1.0
5. slam poetry	2,506 (0.75%)	62,914 (1.43%)	3.98%	7.5
6. 유희조타	2,504 (0.75%)	76,806 (1.74%)	3.26%	6.8
7. power poetry	2,352 (0.70%)	2,946 (0.07%)	79.84%	1.0
8. how to write an ode	2,176 (0.65%)	7,462 (0.17%)	29.16%	2.1

What is SEO?

Search Engine Optimization (SEO) – the practice of improving and promoting a website in order to increase the number of visitors the site receives from search engines.

Basically, it's about ranking higher in the search engine results for keywords related to your site.



Google

giving tuesday ideas

All Images Shopping News Videos More Settings Tools

About 37,900,000 results (0.63 seconds)

This Giving Tuesday - Support Open Doors USA - opendoorsusa.org
Ad www.opendoorsusa.org/ ▼
Serving Persecuted Christians In More than 60 Countries Since 1955.

#Giving Tuesday - Nov. 29th - SOS Children's Villages® - sos-usa.org
Ad give.sos-usa.org/GivingTuesday ▼
Give A Gift That Matters This Year. Provide Food & Shelter To Children In Need.
Provides Necessities · BBB accredited charity · Non-Profit Organization
Awarded A Top-Rated Nonprofit – Great Nonprofits
[Make A Special Gift](#) · [Sponsor A Child](#) · [Monthly Giving](#)

Give Trees For Giving Tuesday - National Wildlife Federation - nwf.org
Ad online.nwf.org/GivingTuesday ▼
Nurture Wildlife for Generations - Give Trees for **Giving Tuesday**. \$10 Per Tree!
Parent's Choice Top Pick! · Fun Learning & Discovery! · Parents Choice Gold Award
[NWF Action Center](#) · [NWF Kids](#) · [One-Time Donation](#) · [12 Wins for Wildlife](#)

For #GivingTuesday - Help people with disabilities - convio.net
Ad secure2.convio.net/donate/online ▼
Make Easterseals your charity of choice for **GivingTuesday** and help improve lives

29 Ideas for #GivingTuesday 2016 - Whole Whale
<https://www.wholewhale.com/29-ideas-for-giving-tuesday/> ▼
29 **#GivingTuesday** ideas for 2016 that you haven't thought of yet, so your nonprofit can make the most of the biggest giving day of the year.



Q2: Where is our 'front door'?



AKA where are most people landing on our site as their first page?

Behavior

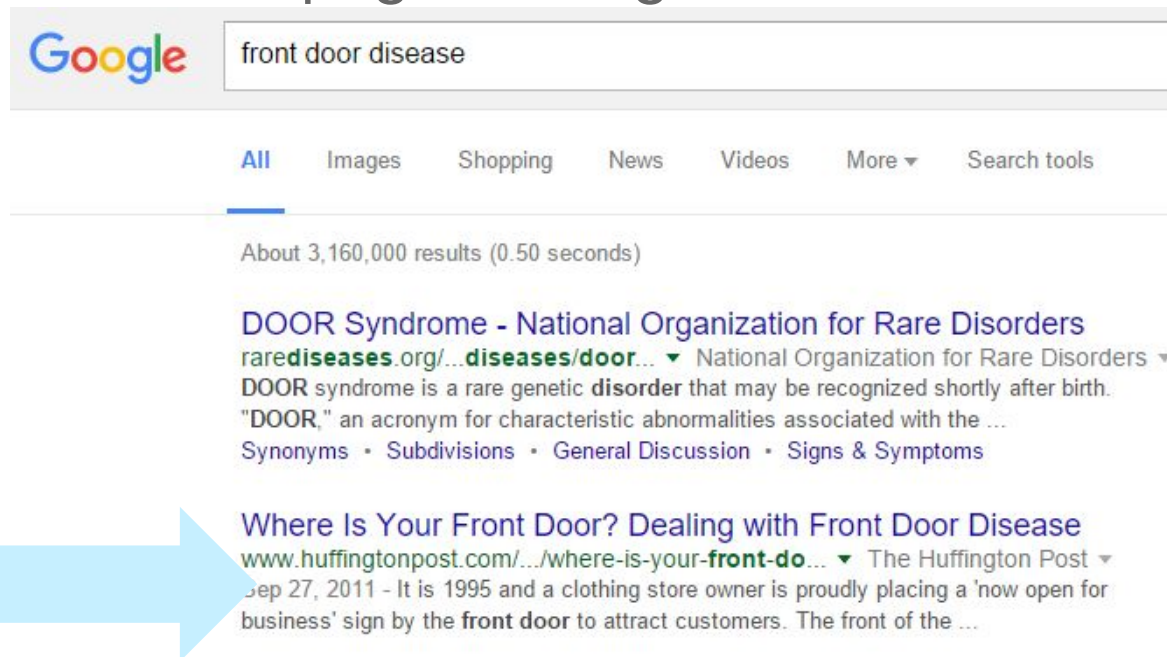
- Overview
- Behavior Flow
- ▼ Site Content
 - All Pages
 - Content Drilldown
 - Landing Pages**
 - Exit Pages

Landing Page		Sessions	
		2,178,002 of Total: 100.00% (2,178,002)	2,178,002 % of Total: 100.00% (2,178,002)
1.	/	100,657	4.62%
2.	/actions/7-tips-writing-rap		
3.	/actions/7-ways-teach-poetry-lessons-power-poetry		
4.	/actions/5-tips-spoken-word		
5.	/join	77,329	3.55%
6.	/poetry-slams	67,407	3.09%
7.	/resources/writing-ode-poem	66,758	3.07%
8.	/poetry-slams/i-am-scholarship-slam	62,619	2.88%
9.	/poetry-slams/everything-awesome-scholarship-slam	49,177	2.26%
10.	/poetry-slams/nofilter-scholarship-slam	48,203	2.21%

Only 4.6%

Q2 Action: fix your real front door

Focus on site-wide call-to-actions, and strong brand templates that make all pages look great.



Q3: Which generation likes us?



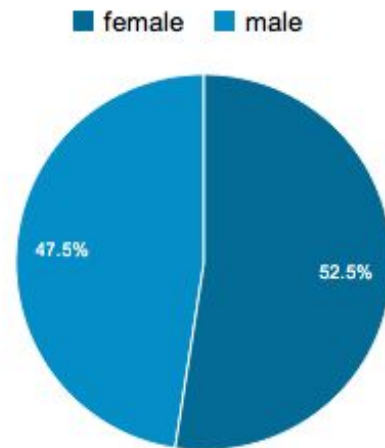
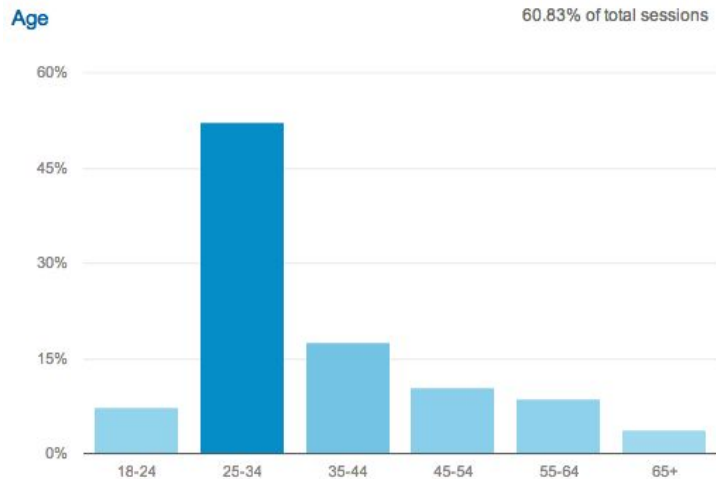
Are we AARP friendly?

Age ?	Sessions ? ↓	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	66,858 % of Total: 42.25% (158,246)	36.12% Avg for View: 34.26% (5.42%)	2 A		Goal Conversion Rate (compared to site average)	
					24.50% Avg for View: 29.11% (-15.83%)	
1. 18-24	29,285 (43.80%)	30.59%				39.71%
2. 25-34	14,226 (21.28%)	36.07%			-27.26%	
3. 35-44	9,002 (13.46%)	40.61%			-34.52%	
4. 45-54	7,159 (10.71%)	42.81%			-30.95%	
5. 55-64	4,508 (6.74%)	45.39%			-31.45%	
6. 65+	2,678 (4.01%)	48.28%			-37.66%	



Demographic Info

Upgrade to Universal Analytics for...



How to tell in Code

Universal Analytics = Analytics.js

Old Analytics = ga.js

Q3 Action: Find what is working

- Update your GA code to track!
- Create a segment of your desired audience to see what is working to acquire and engage them.

The screenshot shows the Google Analytics 'Create Segment' interface. At the top, there's a header with 'All Users' (100.00% Sessions) and a '+ Add Segment' button. Below this, a search bar contains 'Young Men' with 'Save', 'Cancel', and 'Preview' buttons. A sidebar on the left lists various demographic and behavioral categories. The main area is titled 'Demographics' and includes a description: 'Segment your users by demographic information.' It features several filter sections: 'Age' with checkboxes for 18-24, 25-34, 35-44, 45-54, 55-64, and 65+; 'Gender' with checkboxes for Female, Male, and Unknown; 'Language' with a 'contains' dropdown; 'Affinity Category (reach)' with a 'contains' dropdown; 'In-Market Segment' with a 'contains' dropdown; 'Other Category' with a 'contains' dropdown; and 'Location' with a 'Country' dropdown and a 'contains' dropdown. The right sidebar shows a 'Summary' section with a donut chart indicating '6.64% of users'. Below this, it lists 'Users: 10,642' and 'Sessions: 12,761' (6.84% of sessions). At the bottom right, a 'Demographics' summary box shows 'Age: 18-24, 25-34', 'Gender: male', and 'Country: contains "United States"'.

All Users
100.00% Sessions

+ Add Segment

Young Men Save Cancel Preview Segment is visible in any View Change

Demographics 3
Segment your users by demographic information.

Age ? ☒ 18-24 ☒ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

Gender ? ☐ Female ☒ Male ☐ Unknown

Language ? contains

Affinity Category (reach) ? contains

In-Market Segment ? contains

Other Category ? contains

Location ? Country contains

Summary



6.64% of users

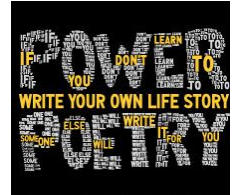
Users
10,642

Sessions
12,761
6.84% of sessions

Demographics ?
Age: 18-24, 25-34
Gender: male
Country: contains "United States"

Q4: Which social platform is working?

Behavior				Conversions	
				Goal 1: New User	
	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	New User (Goal 1 Conversion Rate) ?	New User (Goal 1 Completions) ?
7 5% (73)	63.56% Site Avg: 64.02% (-0.72%)	2.94 Site Avg: 3.17 (-7.17%)	00:02:40 Site Avg: 00:02:48 (-4.56%)	1.59% Site Avg: 4.79% (-66.78%)	401 % of Total: 0.81% (49,766)
	63.07%	3.02	00:02:50	1.89%	309 (77.06%)
	62.27%	3.05	00:02:53	0.78%	35 (8.73%)



Assisted Conversions

MCF Channel Grouping ?	Assisted Conversions	↓ Assisted / Last Click or Direct Conversions
1. Direct	4,923 (48.79%)	0.48
2. Organic Search	2,427 (24.05%)	0.38
3. Referral	2,055 (20.37%)	0.47
4. Social Network	353 (3.50%)	0.80
5. Paid Search	332 (3.29%)	0.35

Assisted Conversions

There were 101,860 total conversions

 Conversions: **101,860**

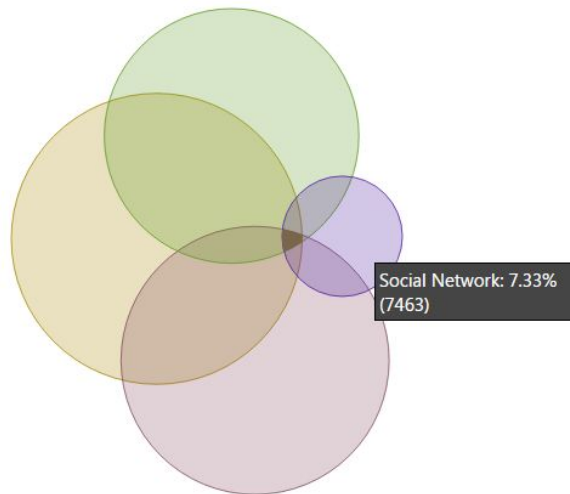
 Assisted Conversions: **32,338**

Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included combinations of the channels below. Select up to four channels.

Channel	% of total conversions
<input checked="" type="checkbox"/> Direct	42.78%
<input checked="" type="checkbox"/> Referral	36.35%
<input checked="" type="checkbox"/> Organic Search	32.77%
<input checked="" type="checkbox"/> Social Network	7.33%
<input type="checkbox"/> Paid Search	3.13%

Direct & Referral & Organic Search & Social Network: 0.11% (114)





Social Media Tactics



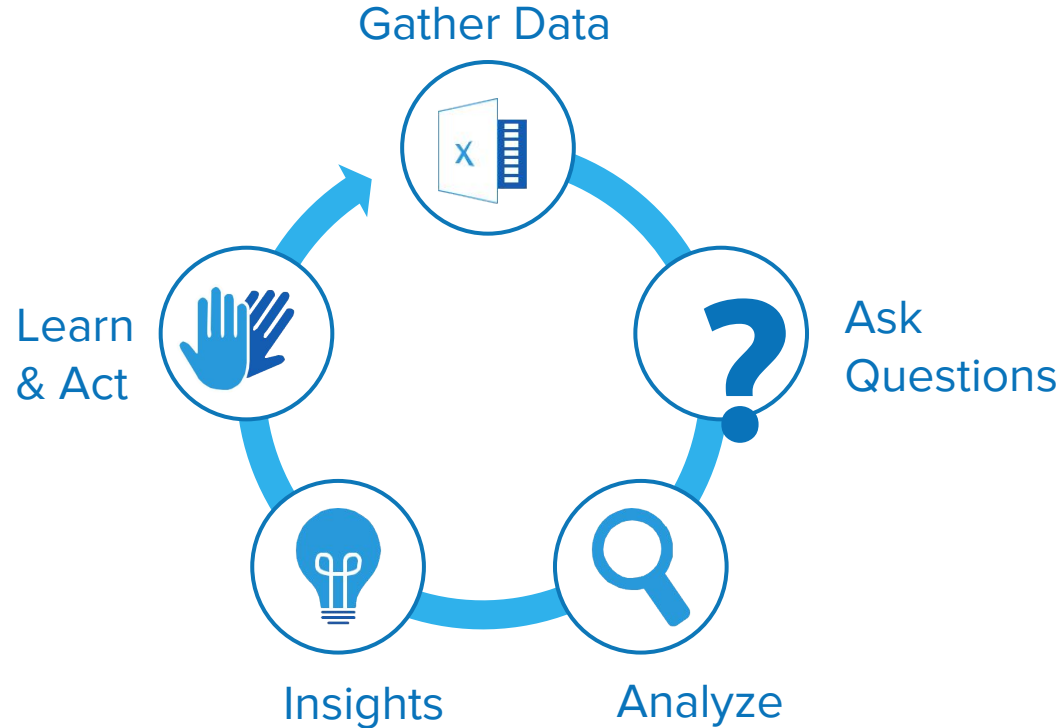
Campfire metrics

- Conversation Rate
 - # of Comments/Replies Per Post
- Amplification Rate
 - # of Retweets Per Tweet
- Applause Rate
 - # of Favorite/likes/hearts Per Post
- Economic Value



- Avinash Kaushik - best social media metrics

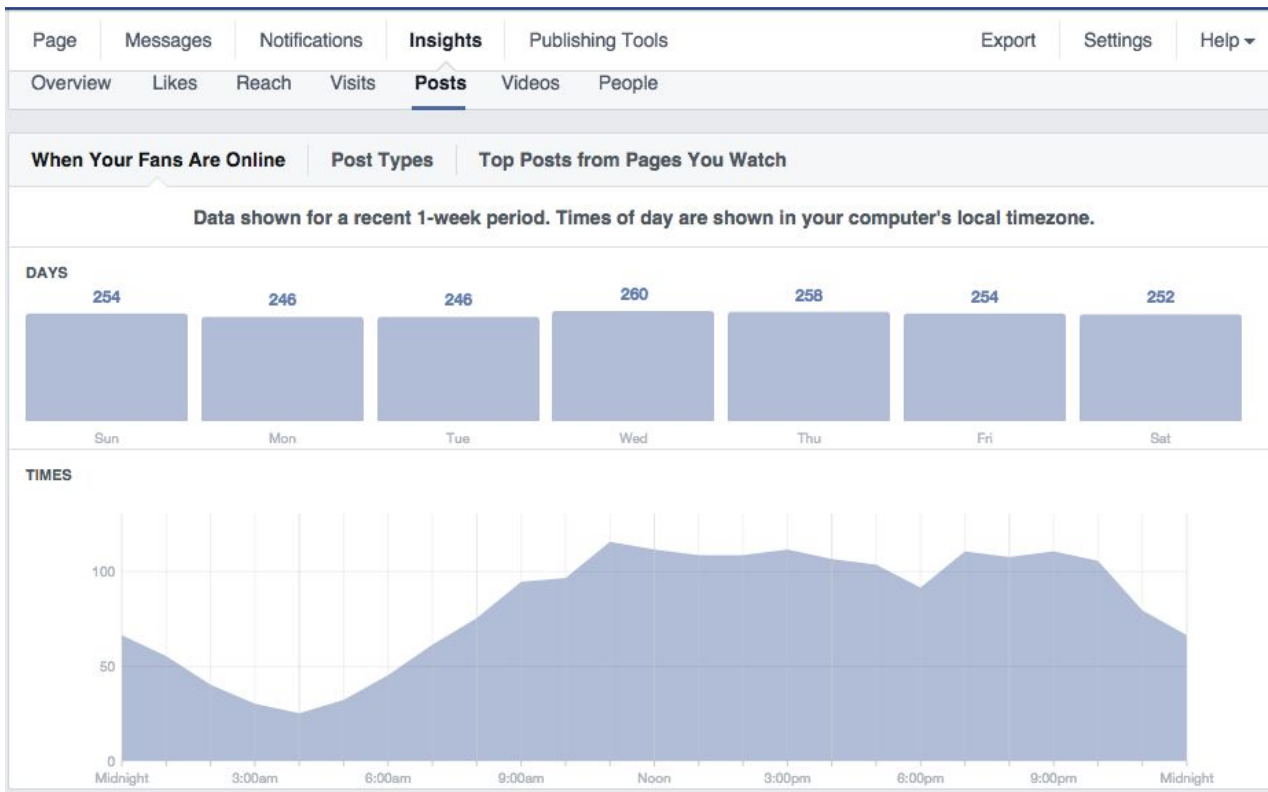
Minimum Viable Product **POST**



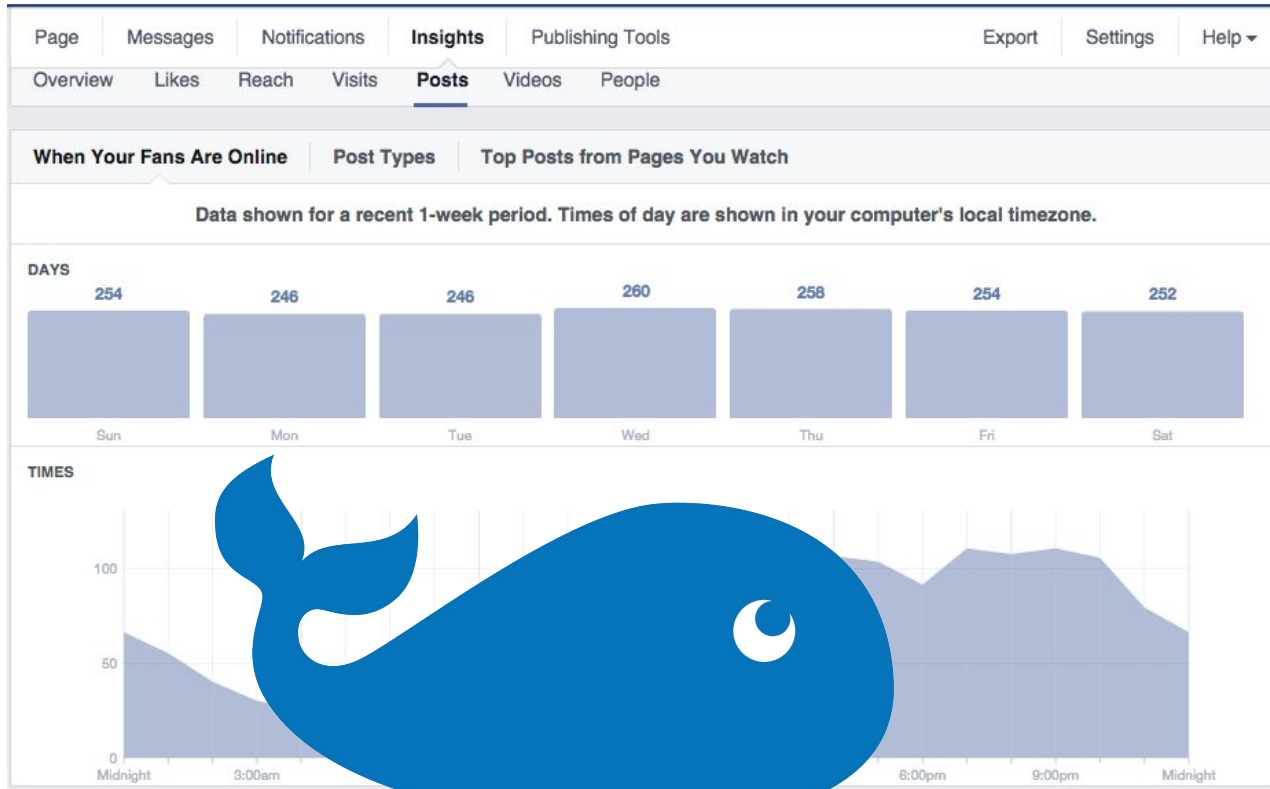
What to ask

- When should I post?
- Am I posting too much?
- Who am I talking to?
- What should I post about?
- What gets people talking?

When to post?



When to post?



Am I posting too much?



Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.



BENCHMARK

Compare your average performance over time.

Hide Post

Hide All Posts

Report as Spam

Unlike Page



Am I posting too much?



Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.



BENCHMARK

Compare your average performance over time.

Hide Post

Hide All Posts

Report as Spam

Unlike Page



Who am I talking to?



Your Fans

People Reached

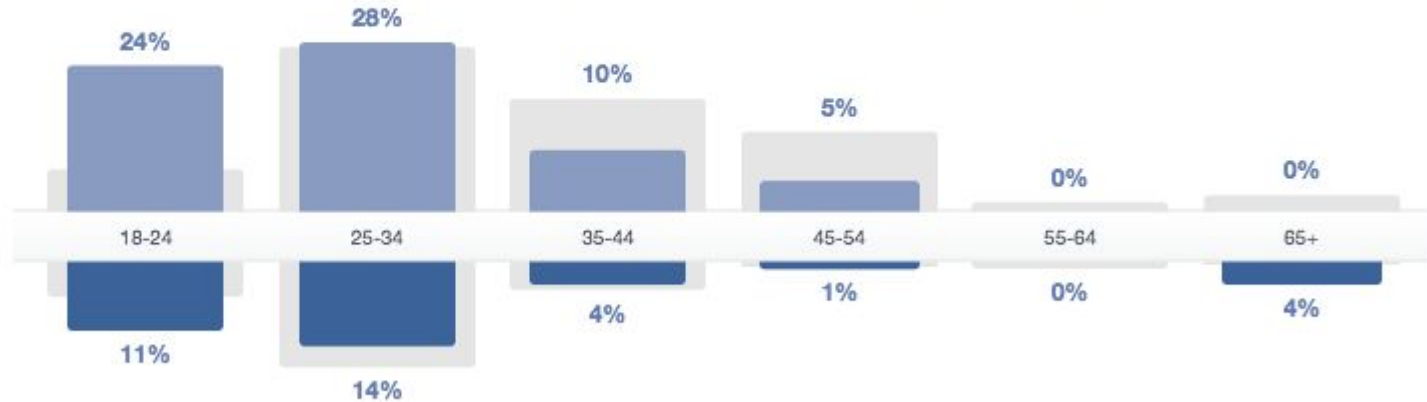
People Engaged

The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.

Women

66% People Engaged

69% Your Fans



Men

34% People Engaged

30% Your Fans

Who am I talking to?



Household Income

Estimated income for US households based on survey responses and estimates using demographic data...

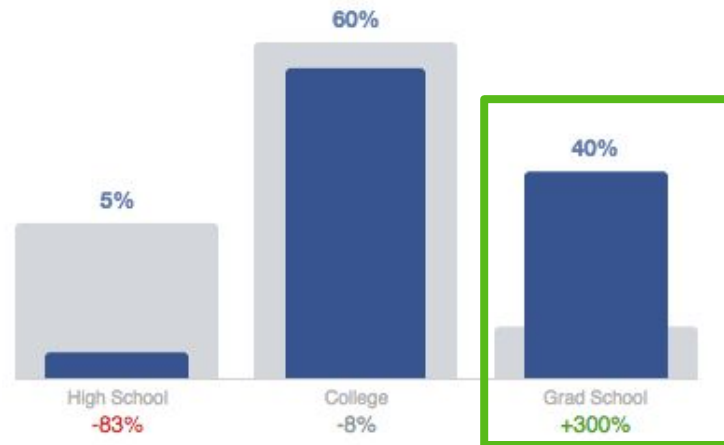
In Thousands of US Dollars



40% of audience matched

Education Level

The highest level of education reached based on self-reported data...



Organic Facebook reach dwindling



Facebook Ad Objectives



 Boost your posts

 Promote your Page

 Send people to your website

 Increase conversions on your website

 Get installs of your app

 Increase engagement in your app

 Reach people near your business

 Raise attendance at your event

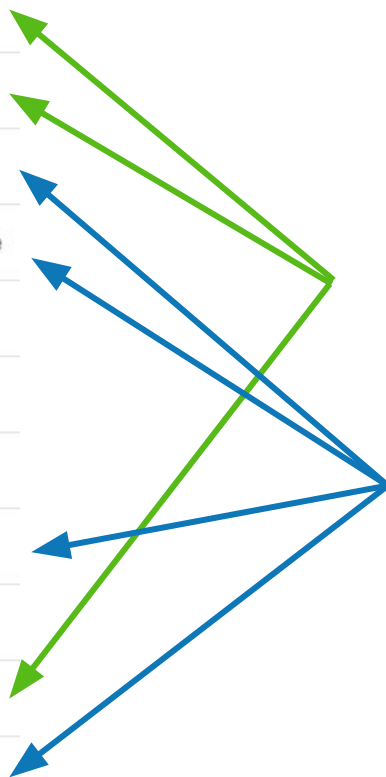
 Get people to claim your offer

 Get video views

 Collect leads for your business

On-platform

Off-platform



Video ads



- Upload directly to FB
- Pay per 3-second view
- Can gain clicks

**Ensaaf**

Written by Julie Leary [?] · November 17, 2015 · 

A Light of Justice: Commemorating human rights defender Jaswant Singh Khaira.



25,703 people reached



[Boost Post](#)

13K Views

 Like  Comment  Share 

 Baldev Singh Randhawa, Malkiat Gill and 291 others


Chronological ▾

224 shares

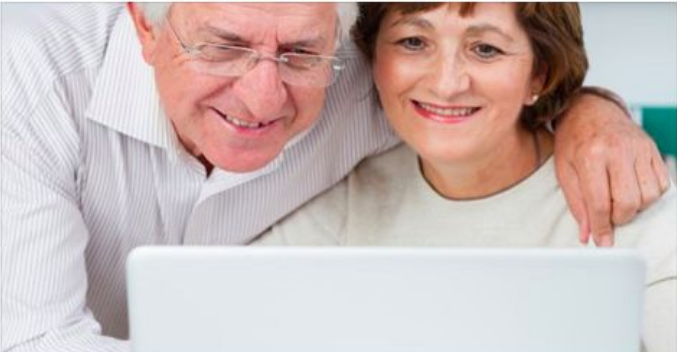
11 comments

Lead generation ads






**National Stroke Association**
Sponsored (demo) · 🌐


Educate yourself and others about stroke. Sign up to receive the latest news and research!



Stay Informed about Stroke
Keep up to date on National Stroke Association news, educational programs and information with our monthly newsletter.

WWW.STROKE.ORG ✓ Sign Up

   545

17 Comments 



I am interested in signing up because:

✓ Select

I am a stroke survivor


I am a caregiver of a stroke survivor

A family member had a stroke

I am a healthcare professional


I feel that I am At Risk for stroke


I just want to be informed


 Nothing you share will be posted on Facebook.
This info is sent to National Stroke Association.

Next



Email 

Zip code 

 Nothing you share will be posted on Facebook.
This info is sent to National Stroke Association.

Submit

Lead generation ads



Connections ⓘ

Facebook Pages ▼



People who like your Page ▼

National Stroke Association

Add another Page

Custom Audiences ⓘ

Customer List

Current Emails Excluded

Choose a Custom Audience

Audience Definition



Results ⓘ	Reach ⓘ	Cost ⓘ	Amount Spent ⓘ
331 Leads (Form)	27,031	\$2.42 Per Lead (Form)	\$800.00

Anatomy of an ad



Headline

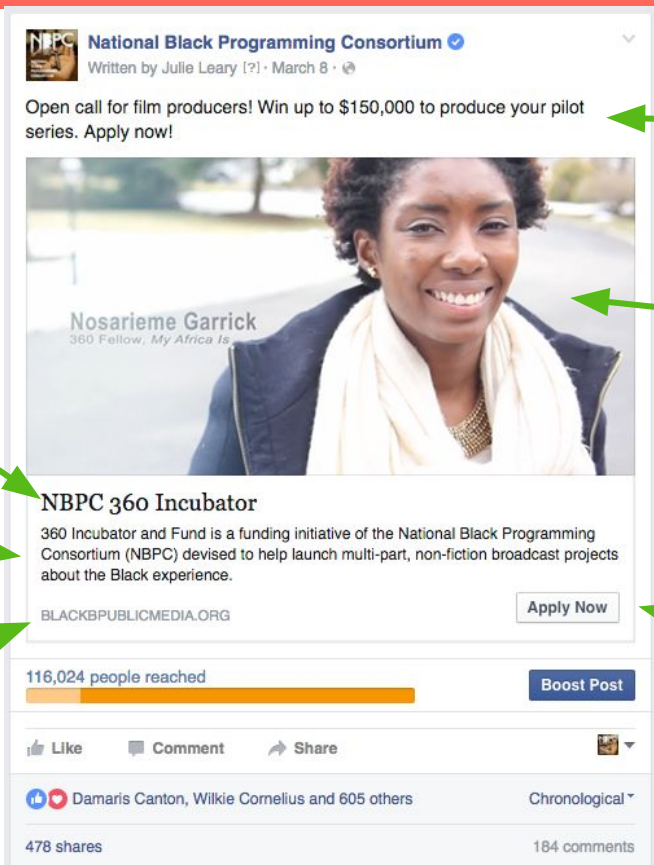
Link description

Display URL

Text

Image

Call to action button



The image shows a Facebook post from the National Black Programming Consortium (NBPC). The post features a profile picture of NBPC, a headline, a text description, a large image of a smiling woman (Nosarieme Garrick), a link description, a display URL, and a call to action button. The post also shows engagement metrics like '116,024 people reached' and '478 shares'.

NBPC National Black Programming Consortium ✓
Written by Julie Leary [?] · March 8 · 🌐

Open call for film producers! Win up to \$150,000 to produce your pilot series. Apply now!

Nosarieme Garrick
360 Fellow, My Africa Is

NBPC 360 Incubator
360 Incubator and Fund is a funding initiative of the National Black Programming Consortium (NBPC) devised to help launch multi-part, non-fiction broadcast projects about the Black experience.

BLACKBPUBLICMEDIA.ORG

Apply Now

116,024 people reached

Boost Post

Like Comment Share

Damaris Canton, Wilkie Cornelius and 605 others

Chronological

478 shares 184 comments

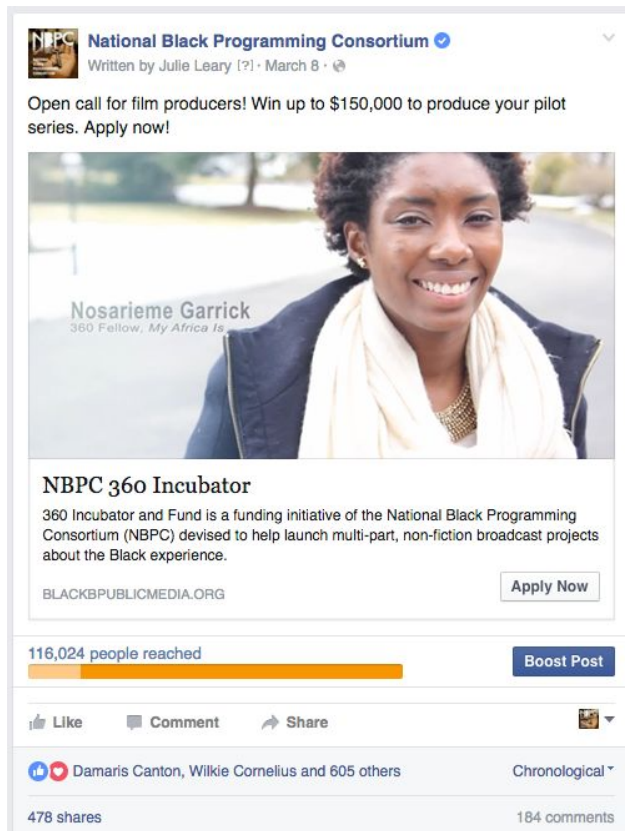
Writing Great ads



Static ad specs

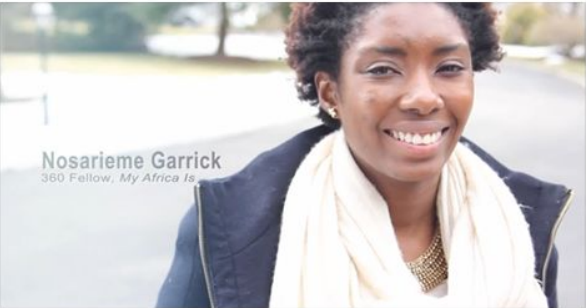
- Recommended image size: 1,200 x 628 pixels
- Image ratio: 1.9:1
- Text: 90 characters
- Headline: 25 characters
- Link description: 30 characters
- Your image may not include more than 20% text.

[Facebook ad specs guide](#)



NBPC National Black Programming Consortium ✓
Written by Julie Leary [?] · March 8 · 🌐

Open call for film producers! Win up to \$150,000 to produce your pilot series. Apply now!



Nosarieme Garrick
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BLACKBPUBLICMEDIA.ORG [Apply Now](#)

116,024 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👤 Damaris Canton, Wilkie Cornelius and 605 others Chronological ▾

478 shares 184 comments

Budgeting + Scheduling



Budget type

- Per day
- Lifetime

Budget ⓘ

Daily Budget ▾

\$20.00

\$20.00 USD

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date



Who's going to moderate?



Account: 298044280286553 > Campaign: Afib January > Ad Set: Afib interested - Copy 2

Ad: Afib Warning Ad

Search

Filters

Lifetime

Performance Audience Placement

4,452
Results: Website Clicks

102,942
People Reached

\$1,128.86
Amount Spent

Custom

4,452 Results: Website Clicks \$0.25 Cost per Result 3.71% Result Rate




This Ad

Create Similar Ad

Columns: Performance

Breakdown

Export

<input type="checkbox"/>	Ad Name	Delivery	Results	Reach	Cost	Amount Spent
<input type="checkbox"/>	 Afib Warning Ad Afib January > Afib interested - Copy 2	● Not Delivering Ad Set Completed	4,452 Website Clicks	102,942	\$0.25 Per Websi...	\$1,128.86
Results from 1 Ad			4,452 Website Clicks	102,942 People	\$0.25 Per Websi...	\$1,128.86 Total Spent

Ad



If you have Afib, you are 5X more likely to have a stroke. Learn how to manage your risk!



Afib Resources and Tools

Afib is the most common type ...

www.ALittleAfib.org

Learn More

Objective
Clicks to Website
See Post

Targeting: Geolocation



Locations ⓘ

- ✓ Everyone in this location
- People who live in this location
- People recently in this location
- People traveling in this location

Locations ⓘ Everyone in this location ▾

United States

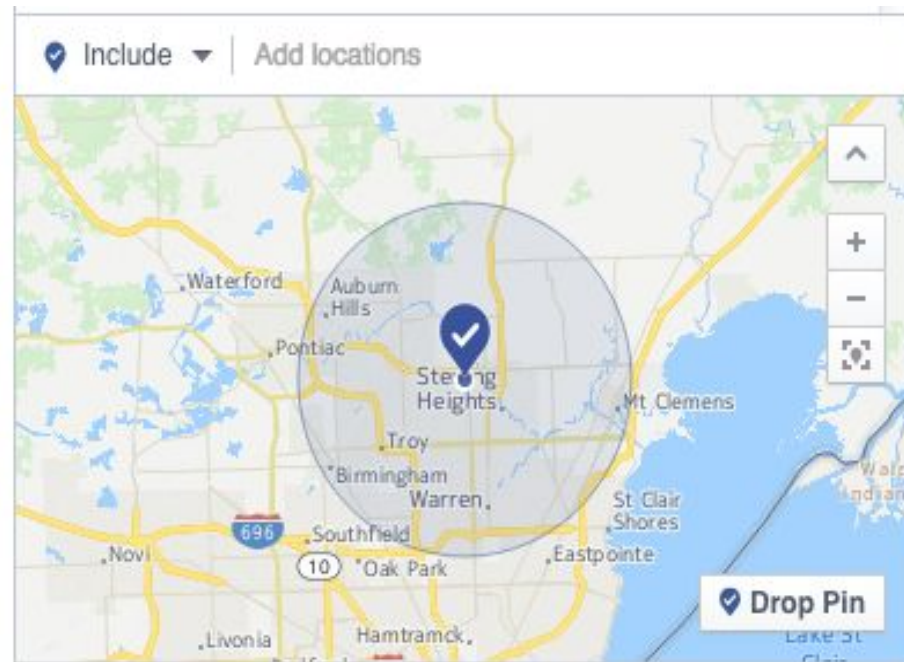
📍 Detroit, Michigan + 25mi ▾

📍 Include ▾ | Add location

Current city only

✓ Cities within radius

10 50 25 mi



Targeting: Demographics



Age ⓘ

13 ▼

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

english|

English (All)

English (UK)

English (US)

Additional Targeting ⓘ



Ethnic Affinity

African American (US)

Asian American (US)

Hispanic (US - All)

Hispanic (US - Bilingual)

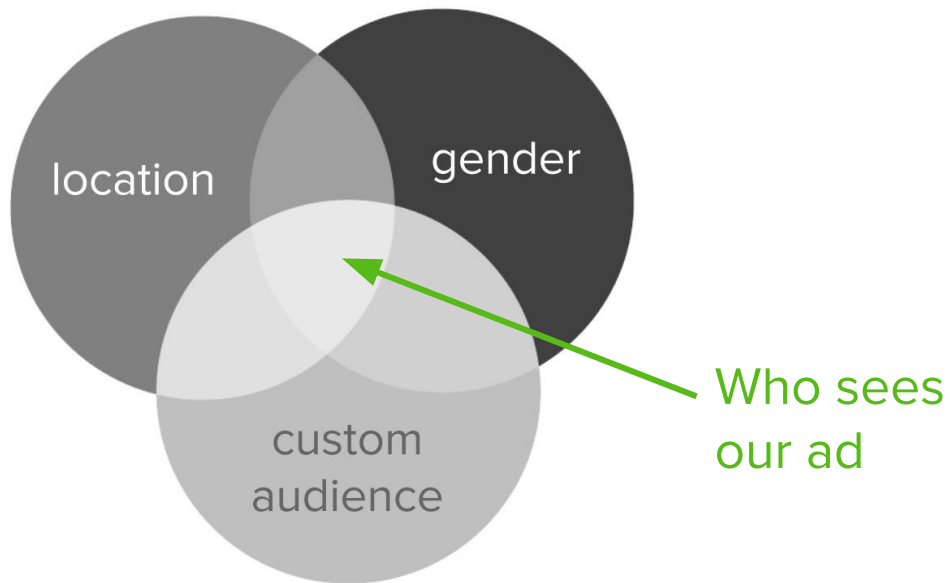
Hispanic (US - English dominant)

Hispanic (US - Spanish dominant)

Targeting: Demographics



So far, targeting is an *intersection*, not a *union*.



Targeting: Psychographics



▼ Hobbies and activities
▶ Arts and music
Current events
▶ Home and garden
▶ Pets
▶ Politics and social issues
▶ Travel
▶ Vehicles

▼ Work
Employers
▶ Industries
Job Titles
▶ Office Type

▶ Self reported
US Politics (Conservative)
US Politics (Liberal)
US Politics (Moderate)
US Politics (Very Conservative)
US Politics (Very Liberal)

Targeting: Psychographics



▼ Behaviors
▶ Automotive
▶ B2B
▼ Charitable donations
All charitable donations
Animal welfare
Arts and cultural
Cancer Causes

▼ Net Worth
\$1 - \$100,000
\$1,000,000 - \$2,000,000
\$100,000 - \$200,000
\$200,000 - \$500,000
\$500,000 - \$750,000
\$750,000 - \$1,000,000

▼ Purchase behavior
▶ Business purchases
▶ Buyer profiles
▼ Clothing
▶ Men's
▶ Seasonal
▶ Women's
▶ Food and drink

Targeting: Psychographics



unicycle|

Unicycle

Unicycle trials

Self-balancing unicycle

unicycles

Mountain unicycling

unicycling

Street unicycling

1,473,170 people

Interests > Additional Interests >
Unicycle

Description: People who have expressed an interest in or like pages related to *Unicycle*

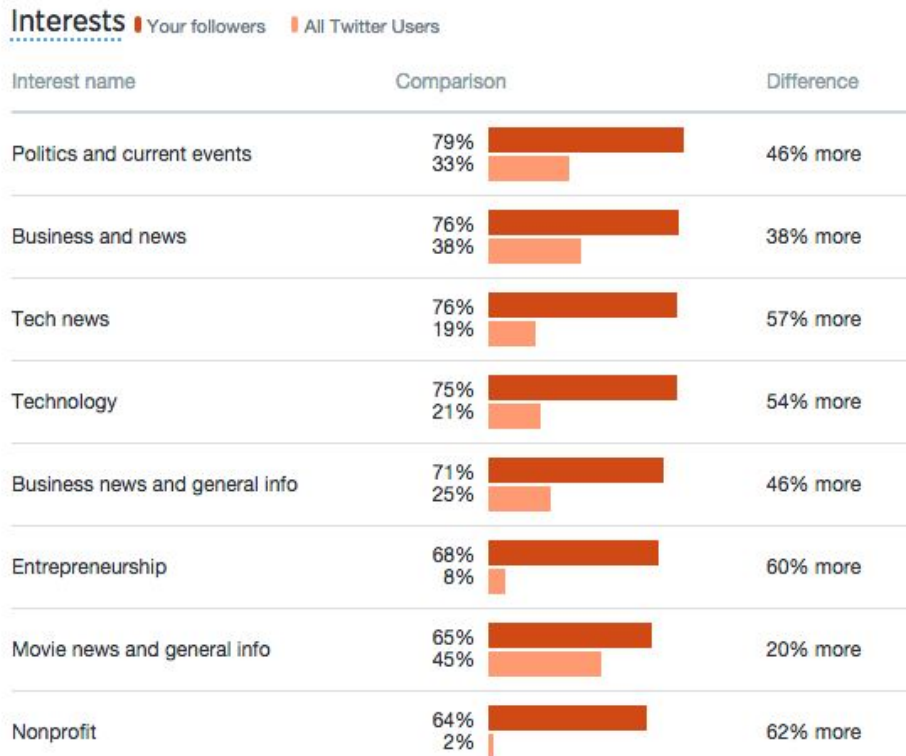


Twitter: What gets people talking?





		Impressions	Engagements	Engagement rate
	
	Whole Whale @WholeWhale · Jul 15 Hey! Confused about those new Google Tag Manager updates? We're here to help :) wholewhale.com/tips/google-ta... #WholeWhale #Nonprofit #Tech View Tweet details	519	2	0.4%
		Promote		
	Whole Whale @WholeWhale · Jun 24 "You can't win the overall fight, if you just have one player" Deep stuff from @amy_hoodlum at #MCON #MCON2015 View Tweet details	393	12	3.1%
		Promote		




What should I post about?














Nextdoor

- Share resources
- Participate
- Ask supporters to share

 Child care 

 Home
 Central Haight
 Map


Categories
 Recommendations New
 For Sale & Free
 Events
 Real Estate New
 Crime & Safety
 Lost & Found
 Documents
 General
 Pet Directory


People
 Neighbors
 Public Agencies


Groups


Results for "Child care"


Businesses recommended by neighbors Filter by

 [Modern Education Family Childcare IV](#) ❤️ 1
San Francisco, CA 94158

 [Bradys Bunch Childcare](#) ❤️ 2
151 Downey St, San Francisco


 [LePort Montessori School](#) ❤️ 1
1450 63rd St, Emeryville

 [Maroo Quintero](#) ❤️ 1
393 Arguello Blvd, San Francisco

 [Children's Council of San Francisco](#) ❤️ 3
445 Church St, San Francisco

[See 10 more](#)

Neighbor conversations

 LaRue James, Anza Vista · 17 Feb

Pinterest

Tips Infographics Cute stuff!



Childcare

Center

Provider

Ideas

Family Tree

Forms

Business

Design

Costs

Quotes

Home

Director



Sensory moon sand for the munchkins



cleanup song...

Daycare Provider

Although I'm not their mother,
I **care** for them each day.
I cuddle sing and read to them,
And watch them as they **play**.
I see each new accomplishment,
And help them **grow** and learn.
I understand their language,
And **listen** with concern.
They come to me for comfort,
And I kiss away their tears.
They **proudly** show their work to me,
I give the loudest cheers.
I am not their **mother**,
But my role is just as strong.
I **nurture** them and keep them safe,
Though maybe not for long.
I know someday the **time** may come
When we will have to part.
But I know each child I've cared for
Is forever in my **heart**.

Yes. Made me tear up. I love all my kiddos.



Child Care Checklist — great resource for parents of infants...

Canva.com/Nonprofits



We're here to help

With Canva for Nonprofits, nonprofits can bring their vision to life, and through beautifully crafted content inspire a community to action.

Instagram

- Find influencers
- Grow audience
- Share stories with #
- Ads?
- Advice posts
- others?



Childcare



Sign up to see photos and videos from your friends.

- Tips
- How to
- Advice
- Training



- Home
- Trending
- Subscriptions
- Competitors
- Trend alerts
- Most viewed

LIBRARY

- History
- Watch later
- How to Optimize ...
- Google Analytics ...
- Show more

SUBSCRIPTIONS

- G Suite 3
- Y Combinator 2
- Video Creators 2

About 1,030,000 results



Child Care & Development : Baby Development Milestones

eHow 45K views • 8 years ago

As a baby develops, recognize the common milestones, such as gross motor skills, fine motor skills, communication, interpersonal ...

CC



Child Care Expert: Advice on Finding Nanny

Associated Press • 1.3K views • 4 years ago

In light of the murder of two **children** in New York City Thursday allegedly at the hands of their nanny, parents are re-thinking who ...



Daycare Tips : Child Daycare Forms

eHow 2.7K views • 8 years ago

Forms required for **child daycare** include a caregiver and parent agreement, an admissions form and a discipline and guidance ...

CC



Meet Childcare Expert - Caroline Jens

ChildCareBizHelp • 23 views • 1 month ago

Meet **child care** industry leader, Caroline Jens, of **Child Care Biz Help**. CHECK OUT OUR TWITTER: ...

Google AdWords Grants

\$10k PER month in search ads!

google.com/nonprofits

wholewhale.com/adwords

The world is yours to change.
We're here to help.

When you aim to solve big problems, you need to have the right tools to be successful. With Google for Nonprofits, you'll be able to fundraise more easily, collaborate more efficiently, and share your story with a wider audience.

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G Suite for
Nonprofits



Google Ad Grants



YouTube Nonprofit
Program



Google One Today



Google Earth
Outreach

Q&A



WholeWhale.com/University



WHOLE WHALE
UNIVERSITY

INTRODUCING WHOLE WHALE UNIVERSITY

ONLINE CLASS SERIES FOR NONPROFITS

We create the best online courses on digital topics that will help you amplify the awesome work your org is doing. To date, Whole Whale University has had **over 800 students** go through our courses.

ENROLL IN WWU COURSES



GOOGLE ADWORDS GRANT
FOR NONPROFITS



BE YOUR OWN SOCIAL
MEDIA GURU



IMPACT HACKING: DIGITAL
STRATEGIES FOR
NONPROFITS

Thank you!

