



# Marketing digital para ONGs

Dezembro 2018

# Agenda

10:00 - 10:15 Apresentações e objetivos do dia

10:15 - 11:00 Website development: Como criar o seu próprio site, como otimizar o seu conteúdo e como analisar as informações do seu site

11:00 - 11:15 Break

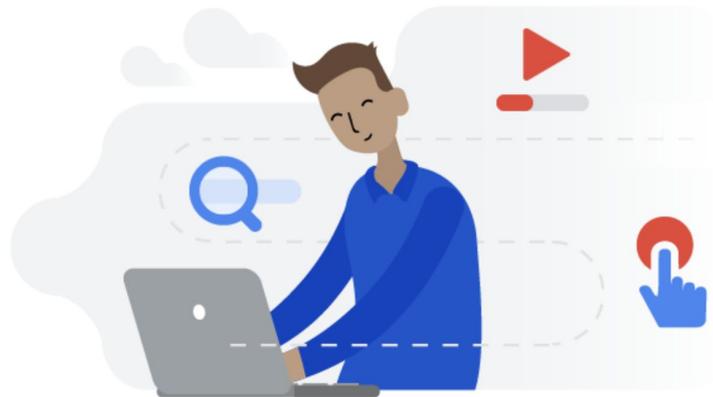
11:15 - 12:00 Ferramentas de Publicidade Online: Google , Facebook & LinkedIn

12:00 - 12:15 Break

12:15 - 13:00: Ferramentas gratuitas da Google para gestão interna

# Obtenha a certificação nos Princípios do marketing digital

[Link](#)



# Website Development

# Como criar o seu site?

[www.wix.com](https://www.wix.com)

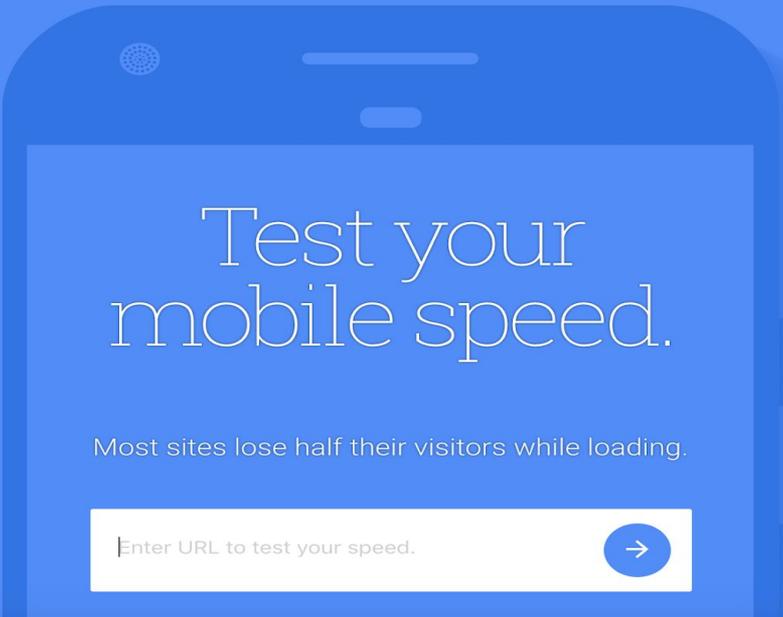


The image shows a screenshot of the Wix website homepage. At the top left is the Wix logo. To its right is a navigation menu with the following items: Recursos, Explorar, Planos (with a dropdown arrow), Templates, and Suporte. On the top right, there is a globe icon and a white button labeled "Entrar". The main content area features a large blue banner with the text "Crie um Site do Seu Jeito" in white. Below this text is a white button with the text "Comece Já". The banner also contains an image of a woman in a white long-sleeved shirt and shorts sitting on a bicycle, holding a coffee cup. The background of the banner is a bright blue sky. The banner is set against a background image of a busy city street with buildings, traffic lights, and cars.

# Como otimizar o seu site?

[www.testmysite.thinkwithgoogle.com](http://www.testmysite.thinkwithgoogle.com)

think with Google

A blue smartphone mockup is centered on a solid blue background. The screen of the phone displays a white text-based interface for a mobile speed test. At the top of the screen, the text 'Test your mobile speed.' is written in a large, white, serif font. Below this, in a smaller white sans-serif font, is the text 'Most sites lose half their visitors while loading.' At the bottom of the screen, there is a white rectangular input field containing the placeholder text 'Enter URL to test your speed.' To the right of the input field is a blue circular button with a white right-pointing arrow.

Test your  
mobile speed.

Most sites lose half their visitors while loading.

Enter URL to test your speed.



# Otimização de sites

think with Google

TEST ANOTHER URL

GET MY FREE REPORT

http://leoesdeportugal.pt/



6s



Loading time on 3G: **Fair**

24%

Est. Visitor loss  
(Due to loading time)

Find out how to speed up your site to keep more visitors.



# Otimização de sites

## Industry comparison



<http://leoesdeportugal.pt/> is slower than the top-performing sites in the **Online Communities** industry

# Otimização de sites

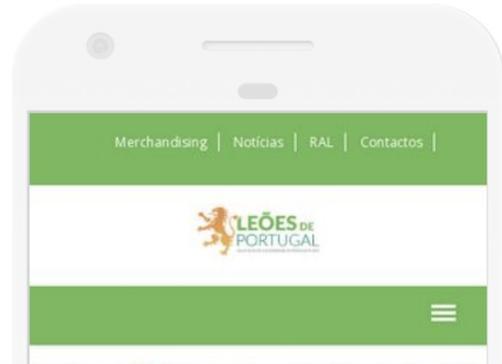
Speed up  
<http://leoesdeportugal.pt/>

A few fixes could **reduce** loading time by:

~ 3s

Reducing load time can help you keep 5% more visitors.

[See top fixes](#)



# Google analytics

Introducing Google signals <sup>BETA</sup>  
Unlock new cross-device capabilities and more. [Get Started](#)

**Analytics** All accounts > CFESL  
All Web Site Data ▾



Search reports and help

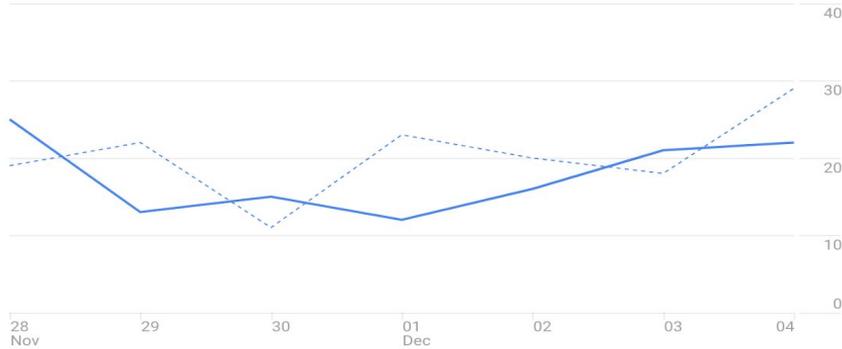
## Google Analytics Home

INSIGHTS

- Home
- Customization

- REPORTS
- Real-Time
  - Audience
  - Acquisition
  - Behavior
  - Discover
  - Admin

Users	Sessions	Bounce Rate	Session Duration
122	137	81.02%	0m 26s
↓ 12.9%	↓ 8.7%	↑ 2.8%	↑ 4.2%
vs last 7 days			



Last 7 days ▾

AUDIENCE OVERVIEW >

Active Users right now

0

Page views per minute

Top Active Pages

Active Users

There is no data for this view.

REAL-TIME REPORT >

# Exercício: Conectar a sua conta de GA e perceber que informações pode ter acesso

**QUEM?** Audiência



**O QUE?** Comportamento



**COMO?** Aquisição



**QUE VALOR?** Conversão



# SEO - Otimização Orgânica do seu site

Google

All Images News Shopping Videos More Settings Tools

About 47,300,000 results (0,73 seconds)

**Support St. Jude - Make a Donation Today - stjude.org**  
[www.stjude.org/Donate](https://www.stjude.org/Donate)  
Leading the Way the World Understands, Treats and Defeats Childhood Cancer.  
Donate Now      Ways to Give  
Get Involved      St. Jude Gift Shop

**Red Cross® Official Site - You Can Help Make A Difference**  
[www.redcross.org/](https://www.redcross.org/)  
Make A Donation Today And Help People Affected By Disasters Big And Small.  
Donate Online - Efficient - 501(c)(3) charity - 100% tax deductible - Transparent  
Services: Disaster Relief, Emergency Assistance, Training & Certification, Blood Services, Volunteer Op...  
Make a Donation · Help Where Needed Most · Learn How to Give · Make a Financial Gift

**Donate Online | Make Online Donations to People You Know!**  
<https://www.gofundme.com/donate-online/>  
Search GoFundMe's online donation websites. Making online donations is easy, safe & secure with GoFundMe! ... Donate Online. The World's #1 Personal ...

**Donate Here | Donation | American Red Cross**  
<https://www.redcross.org/donate/donation>  
\$10.00 is the minimum online donation.All donations are tax deductible. I Want to Support. Disaster Relief. Help people affected by disasters big and small.  
Tiffany Circle · Airline Miles · Giving Day

**Find a Charity & Donate Online | America's Charities**  
<https://www.charities.org/charities>  
Use our website to sort by cause, click on charities that interest you, learn more about their work, and donate to multiple charities at a time.

**Donate Online**  
<https://donate.ymca.net/>  
Step 1: Provide donation information. At the Y, we believe that every person deserves the opportunity to discover who they are and what they can achieve.

**GiveWell | Donate Online**  
<https://secure.givewell.org/>  
Thank you for supporting our recommended charities! Please use this form to make an online donation to GiveWell. If you choose instead to give directly to ...

Contratar alguém para rever o conteúdo do seu site e perceber como otimizar os seus resultados orgânicos de busca

[SEO Video](#)

# Online advertising

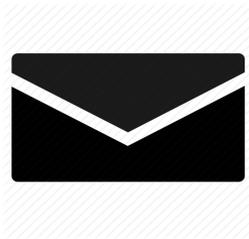
# Componentes do Marketing



Audiência



Meio



Mensagem

# Facebook Ads



Plan International USA  
Sponsored · v

Like Page

Today, a girl living in a developing country faces overwhelming odds from the day she is born.



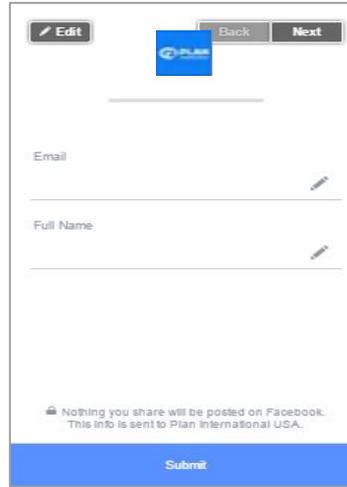
Sign the Promise Today!

Sign up to help girls learn, lead, decide, and thrive. With your help, we can continue the movement to unleash girls' potential and beat the odds.

WWW.PLANUSA.ORG/EMPOWER-A-GIRL

Sign Up

Facebook Ad



Edit Back Next

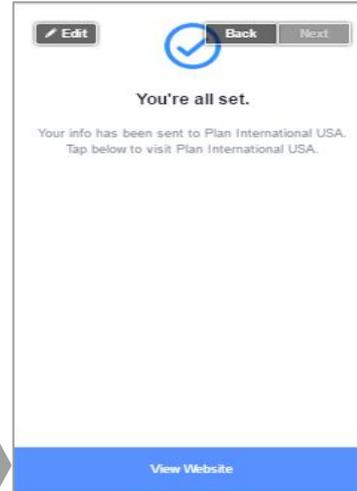
Email

Full Name

Nothing you share will be posted on Facebook. This info is sent to Plan International USA.

Submit

Facebook Lead Capture Form



Edit Back Next

You're all set.

Your info has been sent to Plan International USA. Tap below to visit Plan International USA.

View Website

Facebook Thank You Page



PLAN GET INVOLVED WHAT WE DO ABOUT US DIV

WHEN GIVEN THE CHANCE, GIRLS CAN CHANGE THE WORLD.



Play Video

BECAUSE SHE IS A GIRL

Today, a girl living in a developing country faces overwhelming odds from the day she is born. Because she is a girl, she's more likely to be forced into an early marriage, be subjected to violence, be sold into the sex trade, or become infected with HIV. Because she is a girl, she faces discrimination in her own home. Because she is a girl, she's more likely to be a teacher or even a primary education officer who's able to go to school at all. But with your help, we can continue the movement to unleash girls' potential and beat these odds.

Supporting girls' independence is one of the single best investments a community can make for its own development, when a girl has access to her most basic human rights, she can lift herself out of poverty, alter the economic condition of her family, her community, and ultimately her country.

HOW DOES SPONSORING A GIRL HELP?

When you sponsor a girl through Plan International USA, you can help to strengthen her health, knowledge, and resilience — transforming her life and her community, all while developing an inspiring connection.

Your sponsorship funds can help to equip her with the tools she needs to feed, clothe, and shelter herself. You have the opportunity to become a hand with her.

Landing Page

# Facebook Ads



Ad Placement: Newsfeed, Right Hand Rail

# LinkedIn

Notifications 128

1 comments • 7 mentions • 120 likes and shares

See all



TribalVision

Marketing and Advertising • Boston, MA • 1,692 followers

 **+39** 42 connections work here. [See all 63 employees on LinkedIn](#) →

[Manage page](#)

[See jobs](#)

## About us

TribalVision is a marketing consulting firm whose mission is to help small and mid-size companies market smarter. As a marketing department for hire, TribalVision is a flexible, cost effective alternative to the traditional marketing solutions available to the business community. TribalVision's value add includes crafting strategy, optimizing channel mixes, implementing tactics, providing executive leadership, and building highly differentiated brands.

## Recent update

See all



Check out TribalVision Senior Marketing Associate Sophia Capone's blog post on ...

1 Like

2d

## Recently posted jobs

See all



**Senior Marketing Associate**

See job

Greater Boston Area



**Marketing Associate**

See job

Providence, Rhode Island Area



**Marketing Manager**

See job

Warwick, Rhode Island

Ad

Get the

Messaging



# Google Ads

- Como funciona
- Como criar a primeira conta
- Como criar uma campanha de pesquisa

Adwords é uma ferramenta que chega

# 1.5 Billiões

De usuários

# 7 Google properties

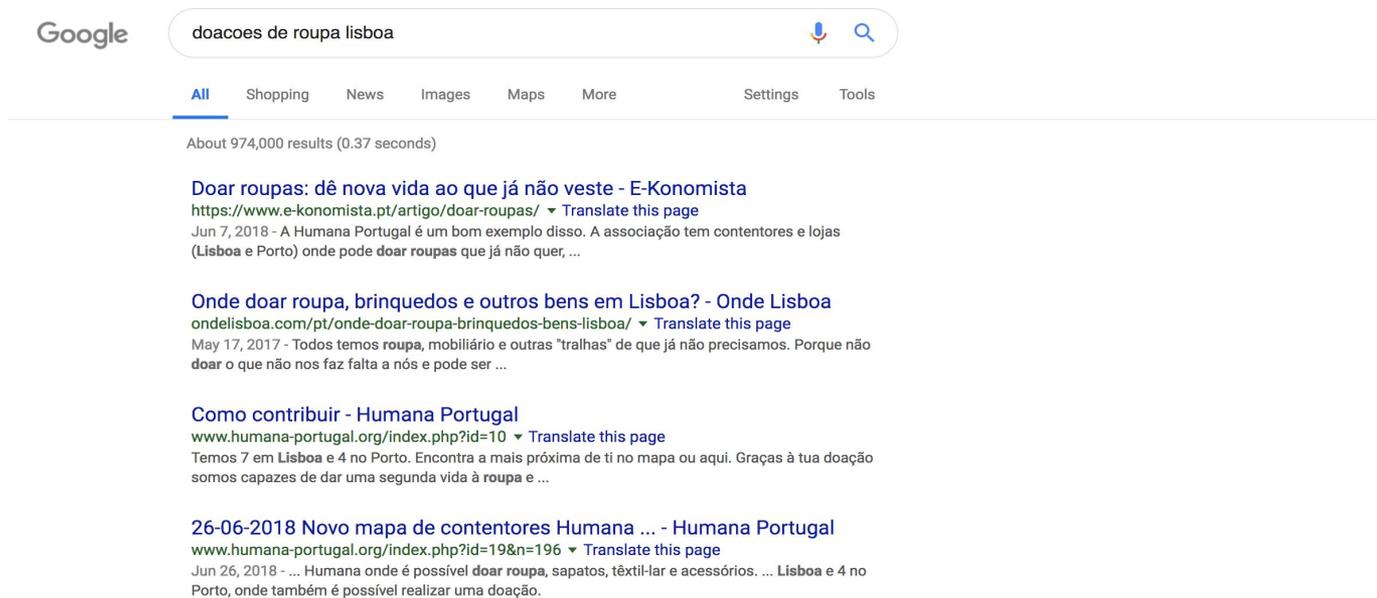


Com o adwords consegue perceber:



# Como funciona?

## O João quer doar roupa:



Google

doacoes de roupa lisboa

All Shopping News Images Maps More Settings Tools

About 974,000 results (0.37 seconds)

**Doar roupas: dê nova vida ao que já não veste - E-Konomista**  
<https://www.e-konomista.pt/artigo/doar-roupas/> ▾ Translate this page  
Jun 7, 2018 - A Humana Portugal é um bom exemplo disso. A associação tem contentores e lojas (Lisboa e Porto) onde pode doar roupas que já não quer, ...

**Onde doar roupa, brinquedos e outros bens em Lisboa? - Onde Lisboa**  
[ondelisboa.com/pt/onde-doar-roupa-brinquedos-bens-lisboa/](https://ondelisboa.com/pt/onde-doar-roupa-brinquedos-bens-lisboa/) ▾ Translate this page  
May 17, 2017 - Todos temos roupa, mobiliário e outras "tralhas" de que já não precisamos. Porque não doar o que não nos faz falta a nós e pode ser ...

**Como contribuir - Humana Portugal**  
[www.humana-portugal.org/index.php?id=10](http://www.humana-portugal.org/index.php?id=10) ▾ Translate this page  
Temos 7 em Lisboa e 4 no Porto. Encontra a mais próxima de ti no mapa ou aqui. Graças à tua doação somos capazes de dar uma segunda vida à roupa e ...

**26-06-2018 Novo mapa de contentores Humana ... - Humana Portugal**  
[www.humana-portugal.org/index.php?id=19&n=196](http://www.humana-portugal.org/index.php?id=19&n=196) ▾ Translate this page  
Jun 26, 2018 - ... Humana onde é possível doar roupa, sapatos, têxtil-lar e acessórios. ... Lisboa e 4 no Porto, onde também é possível realizar uma doação.

# Como funciona?

O João quer doar roupa:

*Doação de roupa  
Lisboa*



Palavra  
pesquisada pelo  
João

*Doação de roupa*



A sua palavra  
chave

*Doe roupa agora*  
Conheça a nossa  
instituição e veja  
como pode nos  
ajudar



O seu anúncio

# Estrutura das campanhas da rede de pesquisa



# Tipos de Palavra chave

**BROAD:** e.g. formal shoes

\*Also matches: *formal footwear, fancy shoes, men's wingtips*

**MODIFIED BROAD:** e.g. formal +shoes

\*Also matches: *formal men's **shoes**, evening **shoes**, fancy **shoes**, men's wingtip **shoes***

**PHRASE:** e.g. "formal shoes"

\*Also matches: *men's **formal shoes**, **formal shoes** for men*

**EXACT:** [formal shoes]

Matches: **formal shoes**

*"Think like a customer"*

# Estrutura da conta





Tênis Vermelhos  
Tênis Vermelhos Nike  
Nike Free Running  
Vermelhos



Tênis Pretos  
Tênis Pretos da Nike  
Tênis Pretos Nike



Tênis Nikes  
Tênis Nikes cinzentos  
Tênis Nike Free Running  
Cinzentos

# Quiz

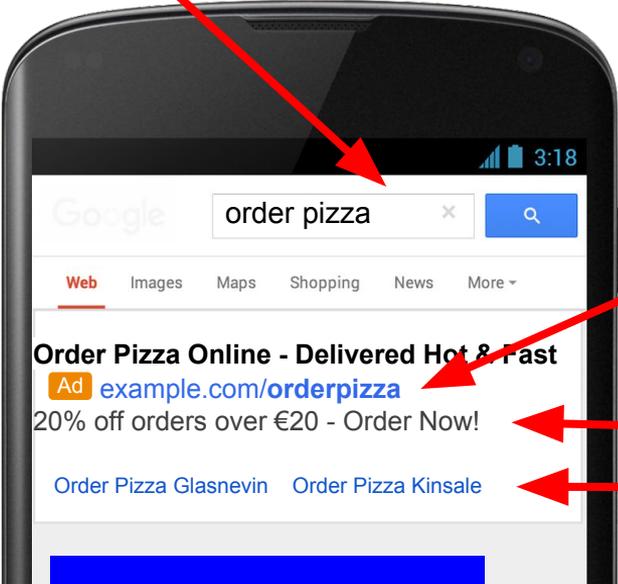
Keyword: Comprar chocolates + online

- A. Chocolates Online
- B. Onde Posso comprar Chocolate Online
- C. Melhores sites para comparar Chocolates
- D. Online Chocolates

Headline	————	<b>GOLF cars for sale in Ireland - Buy &amp; Sell Second Hand Cars</b>
URL	————	<b>Ad</b> <a href="http://www.carzone.ie/">www.carzone.ie/</a> ▼
Description	————	Find The Right Car For You Today! All Major Car Brands · Thousands Of Cars · Advertise From €4.99
		<a href="#">Search Used Cars</a> <a href="#">Locate a Car Dealer</a>
		<a href="#">New Car Search</a> <a href="#">Carzone Expert Reviews</a>

# Anúncio - Dicas

Anúncio que faça o match com a sua **Keyword**

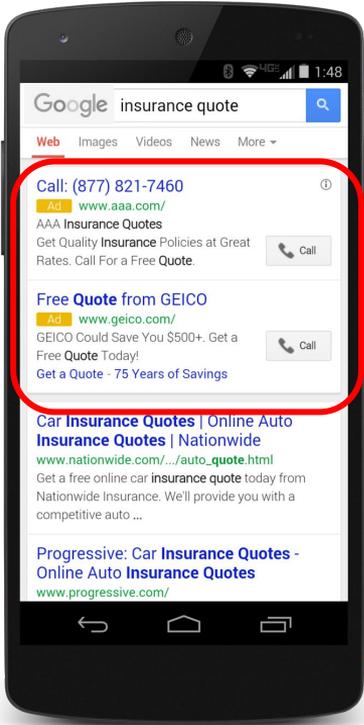


Página de destino relevante

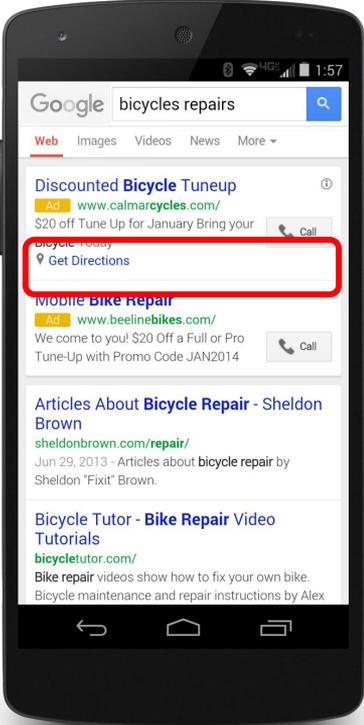
Call To Action

Extensões de anúncio

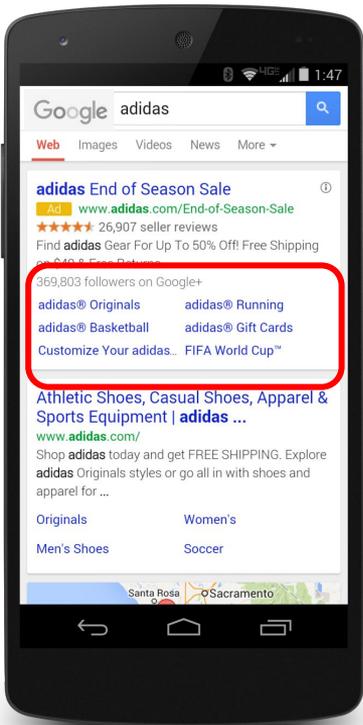
# Extensões de Anúncio



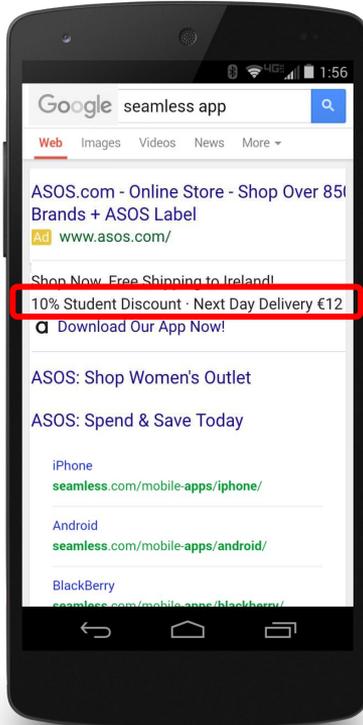
Calls



Location



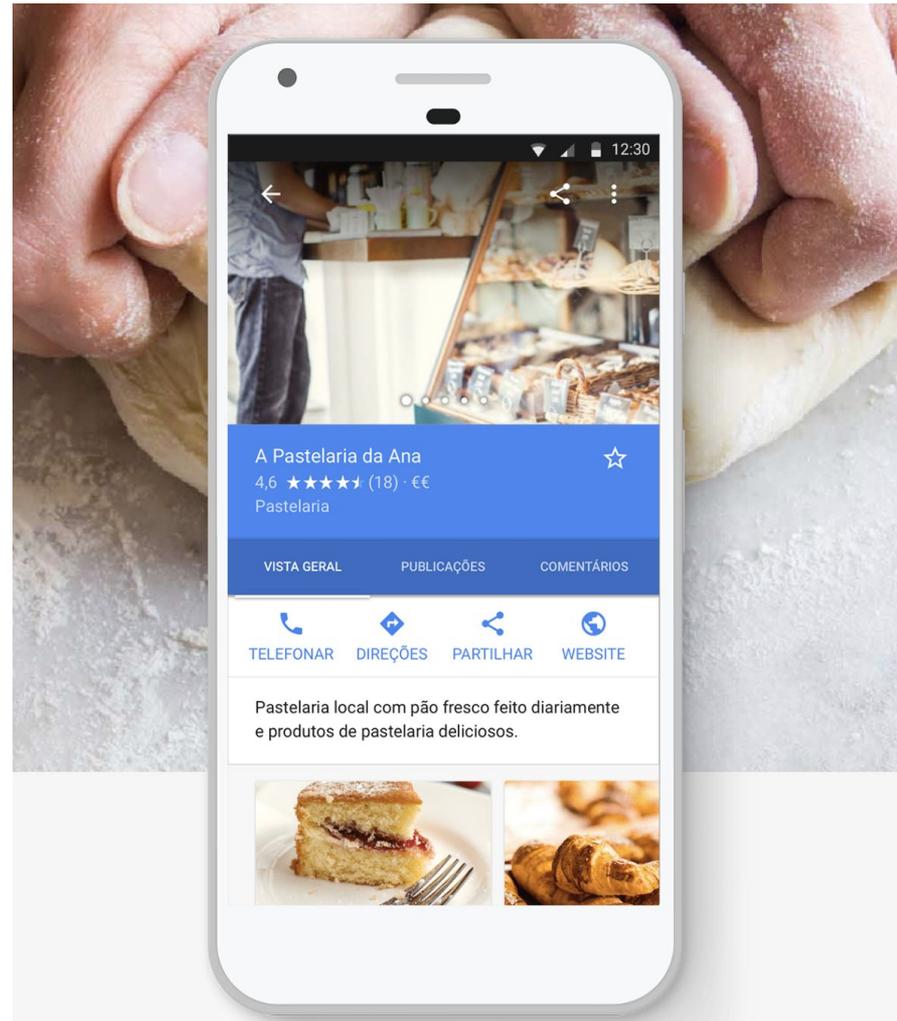
Sitelinks



Callout

Google Meu Negócio

Atraia novos clientes  
com a ficha de  
empresa do Google  
gratuita



# Ferramentas Gratuitas da Google para gestão interna

# Google Drive

Google Drive

[Meet Drive](#)

[Using Drive](#)

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[For Work](#)

[Help](#)



A safe place for all your files

[Go to Google Drive](#)

