



blackhawk

Effective Social Media Advertising

Who we are.

BLACKHAWK IS THE #1 RANKED DIGITAL MARKETING AGENCY IN AUSTIN, TEXAS.

We are the **full-service execution agency** to start, grow, and scale any business with powerful digital marketing.

To put it simply, our marketing blueprint doesn't exist anywhere else. After seven years of strategizing, we're the first to map your marketing needs to your business's growth stage.

As a marketing agency, we understand that your growth and success rest in our hands. That's why we live by our core values of love, trust, truth, and leadership – day in and day out. We create space for your business to win.

What we do.

Fixed Menu >> Digital Marketing Essentials

Search

Google Ads, Bing Ads, Programmatic

Social

Facebook, Instagram, TikTok, LinkedIn

SEO

Technical, On-site, Citations, Local

Web

Hosting, Support, Development, Design

Problems you face.



I am drowning in new information and tech.

I'm burned out coming up with new strategies.

I'm struggling to deliver solid results.

I need help.

Problems NPO's face.

I am wearing too many hats at my organization.

I'm not an expert in marketing and I don't know where to start.

I'm struggling to deliver more impact.

I need help.

Full service marketing agency.

Based in Austin, Texas.

Run Digital Marketing

- Brand, Design, and Communications
- Paid Media, Google Ads, Facebook and Instagram Ads
- Organic, SEO, Social Media, and Google Business Profiles
- Web Design, Web Development, Web Hosting and Support
- Analytics, dashboards, and consultation

Build and execute compelling campaigns

- Kickoff strategy meeting
- Quarterly strategy
- SLA response time 72-hours
- Unified organic marketing campaign
- Run multiple ad campaigns

Meet deadlines - on-time and on-budget

- One point of contact
- 24-hour response time
- Weekly status email
- Dedicated Asana project and Slack channel
- HelpDesk

Track and implement technology

- Blackhawk Analytics
- Real-time dashboards
- GA4 Analytics
- Google Tag Manager
- Google Search Console

Nonprofit Clients



**AUSTIN
PARKS
FOUNDATION**

theolaby



EAST WEST
blackhawk

I AM SECOND

Foundation Communities: Case Study

How we found success.

Controlling Costs and Measuring Success:

Best Practices.

Budget Allocation

- Determine your advertising budget based on your campaign objectives and available resources.
- Facebook and Instagram offer various bidding options, including cost per click (CPC), cost per impression (CPM), and cost per action (CPA).
- Choose the most suitable bidding strategy for your goals and budget.

Conversion Tracking

- Implement conversion tracking on your website or landing page to measure the success of your campaigns.
- Use Facebook Pixel or other tracking tools to track actions such as purchases, form submissions, or newsletter sign-ups, enabling you to evaluate the ROI of your campaigns accurately.

A/B testing

- Continuously test different ad variations to identify the most effective elements.
- This could include testing different visuals, ad copy, audience targeting, or even different campaign objectives.
- A/B testing allows you to optimize your campaigns and improve their overall performance.

Learning from Ads and Adjusting Accounts

Best Practices.

1

Set Clear Objectives

- Before launching any ad campaign, it's important to define your goals.
- Determine what you want to achieve, whether it's increased brand awareness, lead generation, website traffic, or sales.

2

Target Audience Research

- Conduct thorough research to identify your target audience's demographics, interests, behaviors, and preferences.
- This information will help you create more effective and personalized ads.

3

Ad Creation and Testing

- Develop compelling ad creatives that align with your target audience and campaign objectives.
- It's essential to test different variations of ads, including visuals, copy, and calls-to-action, to determine which ones perform the best.

Learning from Ads and Adjusting Accounts

Best Practices.

4

Performance monitoring

- Once your ads are live, closely monitor their performance.
- Keep an eye on metrics like click-through rates (CTR), conversion rates, engagement, and return on ad spend (ROAS).
- Analyze this data regularly to identify trends and make data-driven decisions.

5

Optimization & Adjustments

- Based on the performance data, make adjustments to optimize your ad campaigns.
- This could involve tweaking ad targeting, adjusting bidding strategies, refining ad creatives, or experimenting with different ad formats.

Understanding User Experience

Best Practices.

1

Landing page optimization

- Ensure that the landing page or website you direct users to aligns with the ad they clicked on.
- The landing page should provide a seamless and relevant user experience, offering the information or offer promised in the ad.

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PROSPER TAX HELP

Haga clic aquí para la página en español

Prosper Tax Help is a **free service** available to individuals who make less than \$60,000/year and households of 2-4 that make less than \$85,000/year. Income limit increases by \$5,000 for each additional family member.

Our **IRS-certified tax preparers** provide free tax filing to thousands of community members each year, helping them get the maximum tax refund. We also help file prior year tax returns, respond to IRS letters, and complete ITIN applications.

If you are not eligible for our services, a list of other local tax preparation resources [is available here](#).

Prosper Tax Help will be open from **June 20th to October 14th** for tax preparation services. Appointments can be scheduled starting June 5th.

[Click here to see our summer flyer.](#)

Lessons Learned and Visual Examples

Stock imagery

Less effective



Foundation Communities
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Get the tax help you need in Austin! Visit us online for expert assistance with filing your taxes. Our team of professionals is dedicated to helping you get the most out of your tax return. Don't do it alone - let us help you prosper this tax season!

File your taxes for FREE!
Get the assistance you need.



foundcom.org
Schedule an Appointment Today!

Book now

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Local image ads

More effective



Foundation Communities
Sponsored · 🌈

File your federal taxes for free before the April 18th deadline with this easy and user-friendly platform brought to you by United Way. No hidden fees, just a hassle-free way to prepare and file your taxes. Try [MyFreeTaxes.com](https://www.myfreetaxes.com) today!

File your taxes for FREE!
Get the assistance you need.



myfreetaxes.com
File Your Taxes for Free!
Filing deadline is April 18th.

Contact us

Example ads.

Example Ads.

Results

Clicks - 1,941



Foundation Communities

Sponsored · 🌐

Get FREE tax help in Austin with Prosper Tax Help! We can boost your refund by claiming the EITC and CTC, tax credits that benefit low- to moderate-income workers and families. Check if you qualify: income limit is \$60K/year for individuals and \$85K/year for families of 2-4.



FOUND.COM.ORG

Schedule Your Appointment TODAY!

Filing deadline is April 18th.

Contact us

Example Ads.

Results

Clicks - 7,369

blackhawk



Foundation Communities

Sponsored · 🌐

File your taxes for FREE at a tax center near you! Prosper Center South is now open 7 days a week with daytime, evening and weekend hours available! Prosper Tax Help provides expert assistance from IRS-certified tax preparers to help you maximize your refund and minimize your stress.



FOUND.COM.ORG

Schedule Your Appointment TODAY!

The filing deadline for 2023 is April 18th.

[Book now](#)

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Rep. Lloyd Doggett
D-Texas

FOUND.COM.ORG

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[Book now](#)

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Example Ads.

Results

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Google Ads & Geofencing

What we did.

Foundation Communities.

Start

- Inherited a Grant Account w/ up to 10k monthly ad spend
- Google restricts Grant accounts to a \$2 max cost/click
- Wouldn't even show ads, despite having very general keywords
 - Only got 5 impressions and no clicks in a month

Solution

- Created a identical new account that was paid, not using the non-profit grant
- Immediately got 22 clicks (with the same campaign) on the first day and continued to improve from there!

Measuring Success.



Feb 19th - Apr 18th, 2023

- Spend: \$2,546.41
- Clicks: 1,346
- Impressions: 13,938
- Avg. Cost/click (CPC): \$1.89
- Click thru rate (CTR): 9.66%

Keywords.

Strategy we used:

- Related, but general keywords in “Phrase match”
 - This means they bring in related search terms in addition to the exact search
 - With the audience targeting only being Austin, we wanted to get as much search volume as possible
- From the start, we saw very relevant search terms
 - We would add negative keywords, or new keywords based on the performance of the search terms but we always had a high CTR!

<input type="checkbox"/>	Keyword	Match type	Campaign	Ad group	Status	Max. CPC	Clicks	Imps	CTR	Avg. CPC	Cost
<input type="checkbox"/>	"tax help"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	337	5,077	16.14%	\$1.76	\$489.36
<input type="checkbox"/>	"tax preparation"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	176	5,624	19.89%	\$1.86	\$223.16
<input type="checkbox"/>	"tax forms"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	91	1,811	11.59%	\$1.94	\$176.47
<input type="checkbox"/>	"turkey taxes"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	47	5,455	2.23%	\$1.92	\$91.87
<input type="checkbox"/>	"tax filing"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	89	5,882	4.49%	\$1.97	\$126.78
<input type="checkbox"/>	"income tax"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	198	5,881	3.45%	\$2.30	\$215.55
<input type="checkbox"/>	"free tax filing"	Exact match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	337	2,979	4.09%	\$1.42	\$488.57
<input type="checkbox"/>	"tax assistance"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	47	433	15.71%	\$1.97	\$121.79
<input type="checkbox"/>	"free tax help"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	199	5,042	18.14%	\$1.30	\$226.49
<input type="checkbox"/>	"tax income tax help"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	6	51	11.79%	\$1.94	\$11.62
<input type="checkbox"/>	"free tax prep help"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	89	379	15.57%	\$1.36	\$126.15
<input type="checkbox"/>	"help tax help"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	2	22	9.09%	\$1.90	\$2.96
<input type="checkbox"/>	"free tax refund"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	1	6	16.67%	\$1.99	\$1.99
<input type="checkbox"/>	"income tax help"	Exact match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	9	38	15.00%	\$1.38	\$4.14
<input type="checkbox"/>	"tax return information tax help"	Phrase match	Tax Help Search 2.0	Tax Help	Not eligible for enhanced reporting	\$2.20 (enhanced)	1	18	11.11%	\$2.20	\$2.20


Conversion Tracking.

Problem - Our biggest roadblock in the campaign was our conversion tracking on the landing page

- The form that was utilized was within an Iframe on the site and we couldn't attach any tracking to it
- On FB, we were able to use button click tracking, but on Google we couldn't even get that
- This changed up our optimization strategy to be based off of performance metrics like CTR and CPC.
- We would pause/add/delete ads & keywords based off of these metrics as opposed to conversions (that we would generally use)

Despite us not being able to directly attribute success to the ads, we did see all of the appointments fill on the Foundations site

- After filling all the appointments, we changed our ads to direct to the myfreetaxes site in order to fill other appointments for the last few weeks of tax season!



The screenshot shows a web form titled "Schedule an Appointment" in blue text. Below the title, it says "Schedule your appointment with Prosper Tax Help below!". On the right side, there is a link for "Returning? Log in". The main content area is titled "1 Choose Appointment" with a blue circle containing the number 1. Below this, there is a section for "Tax Preparation / Cita para Preparación de Impuestos" with a duration of "2 hours". A detailed instruction in English and Spanish reads: "Please book a separate appointment for each tax year you need prepared. For example, for two years of tax returns, you might book appointments at 2:00pm and 3:00pm. | Por favor programe una cita por separado para cada año que necesite preparar. Por ejemplo, para dos años de declaraciones de impuestos, puede programar citas a las 2:00pm y a las 3:00pm."

Contact

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