



Be Known (be-known.org) assist organizations from areas health, sport, education, art, tourism and services to receive **\$10 000 USD per month for Google Ads through Google Ad Grants**.

It's an in-kind advertising every month from Ad Words, an online advertising solution from Google.

Google Ad Grants works just like Google Ad Words online advertising, by displaying your message to people who are searching for activities you do.

If you're a qualifying organization, you'll receive \$10,000 USD in in-kind Ad Words advertising every month.

With those **\$10k per month** for AdWords ads:

- a. you should receive ~ **15 000 new visitors** on the website;
- b. from which ~ **200 leads (potential customers data - emails, phone numbers, names, etc.)**;
- c. you can also gather audiences with Facebook pixel for **FB remarketing**;
- d. and have a phone number on the website for **phone sales**;
- e. as well as to advertise **events**.

1 min. to review [this pdf infographic](#) attached in Amazon Web Services for the monetization framework.

According the program requirements, the preferences of the partner and the profile of his/her ideal customer, Be Known creates for their partners:

A) **Website** - WordPress with minimalistic design, easy to manage, with Google Analytics, MailChimp, domain and hosting for 1 year.

Basically a new website.

New web brand which receives \$10 000 USD per month for advertising.

B) **Content** - 3 articles, pages “about us”, “contacts”, “privacy policy”, thank you page, GDPR ready.

Be Known writes the content based on the profile of the ideal client of their partner.



If for instance the partner is from the health industry, example articles could be:

“How important is the daily movement?”

“How many steps to do every day?”

“All you need to know about water”

C) Application - TechSoup, AdWords Account, First Campaign.

After the application approval you can advertise [on a very wide range of keywords in Google's search engine](#).

Dozens and hundreds of thousands, sometimes millions of keywords related to which your Ads could show.

This Adwords budget will not only generate more traffic and new clients, but give you quantity and quality information based on which you can make data driven decisions.

D) Legal layout of the entire project.

The administration of the Ad Grants project is once a year.

For 1 minute in [this second pdf infographic](#) you can see details of the program.

[Be Known](#) has 100% success rate.

Over 220 approved applications in 23 countries.

3 year of experience.

Money Back Guarantee.

Feedback about their work at the LinkedIn Recommendations section of [Georgi Darzhanliev](#) (<https://www.linkedin.com/in/georgidarzhanliev>), CEO.

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