GOOGLE ADS BEST PRACTICES

Date: 24 March 2020
Subject: Crisis communications recommendation

Overview

In today's environment, it is critical to be sensitive to the perceptions and sentiment of your brand. The brand's voice, message and tone will be critical along with details such as photo usage. Engaging with your targeted audience will need to be carefully weighed against normal business practices. A shift is required during these unsteady times.

(These recommendations may continue to be updated based on changes that may occur as we proceed through out today's environment.)

Content, Messaging, & Tone [PR & Social Media] | Best Practices

- Recommended content focus areas:
    - Focusing on topics relatable during the COVID-19 situation such as how technology can help during working from home.
    - How technology can help humanity during these times - key categories noted below.
    - Review on a case-by-case basis that is not aligned with the above.

Google Ads | Best Practices

- Take inventory of all of the ads that are running in the market
- Assess the tone, messaging, landing pages and any other assets associated with the ads that are running
- Determine if they are appropriate to run – it is better to scale back and not try to compete with the current tone and volume of messages
- Shift any messages/imagery that seem inappropriate, insensitive, etc.
- Continue to monitor for ad success – scale back the amount of money in-market so that you aren't losing significant budget but continue to test ads to ensure their effectiveness. Cut any underperforming ads.
    - Use lead, conversion, & purchase data to complement Google Ad performance
- Utilize exclusion features: negative keywords, exclusion lists & excluded content
    - Words include, but are not limited to (coronavirus, corona virus, novel coronavirus, 2019-nCov, 2019nCov, CDC, COVID-19, COVID19, quarantine, shelter-in-place, outbreak, stimulus, testing sites, vaccine, pandemic, post, Herald, Times, News, Gazette)
    - Existing coronavirus placement exclusions:
        - [News Sites](#)
        - [Coronavirus Sites](#)
    - ****Note**: This may result in a temporary drop in Reach. It is crucial to assess your performance data after these changes to determine if Pausing the campaign is the better approach
- Consider technical limitations. Pause campaigns that advertise a product that may be inaccessible due to work from home limitations

List of Topics relevant to COVID-19

Recommended topics IEEE should continue to talk about and support and how we continue to assist humanity.

- **AI** (as it related to data analysis and healthcare research)
- **Robotics** (as it relates to factories and production of goods)
- **Big Data Analytics** (as it relates to tracking, response times, trend analysis)
- **Edge & cloud computing** (as it relates to new business operations and digital transformation)
- **Teleworking / Telehealth / Telemedicine** (embedded with a lot of AR/VR topics that fall under these themes)
- **Distance learning / Virtual classroom**
- **Gaming** (as it relates to streaming entertainment, game sales hike and how to pass the time)
- **Cryptocurrency** (as it relates to future proofing the economy, and the rising value of Bitcoin)
- **Social connectivity** (social media, video conferencing, essential connections being established due to social distancing)