

Google™



GOOGLE ONLINE MARKETING CHALLENGE

Information for Businesses

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ABOUT THE CHALLENGE

- A great hands-on exercise for students in classes such as advertising, ecommerce, integrated marketing communication, management information systems, marketing and new media technologies.
- Goal: **Effective online marketing** via sound marketing analysis to optimize, manage and update a **Google AdWords** campaign.



ABOUT THE CHALLENGE

The Challenge works like this:

1. Professors divide students into teams, who will receive **free online advertising spend** with Google AdWords worth US\$200.
2. The teams **recruit a small-to-medium business**, under 100 employees, who have a website but don't currently use AdWords.
3. Each team works with the business to set up an AdWords account and **structure an online marketing campaign**.
4. During a 3-week competition window, the teams **optimize and refine their campaigns**. They will need to submit two competition reports – one before they begin and one after the campaign has ended.
5. Entries are judged and winners chosen based on the **effectiveness of their campaign** and the quality of their reports.

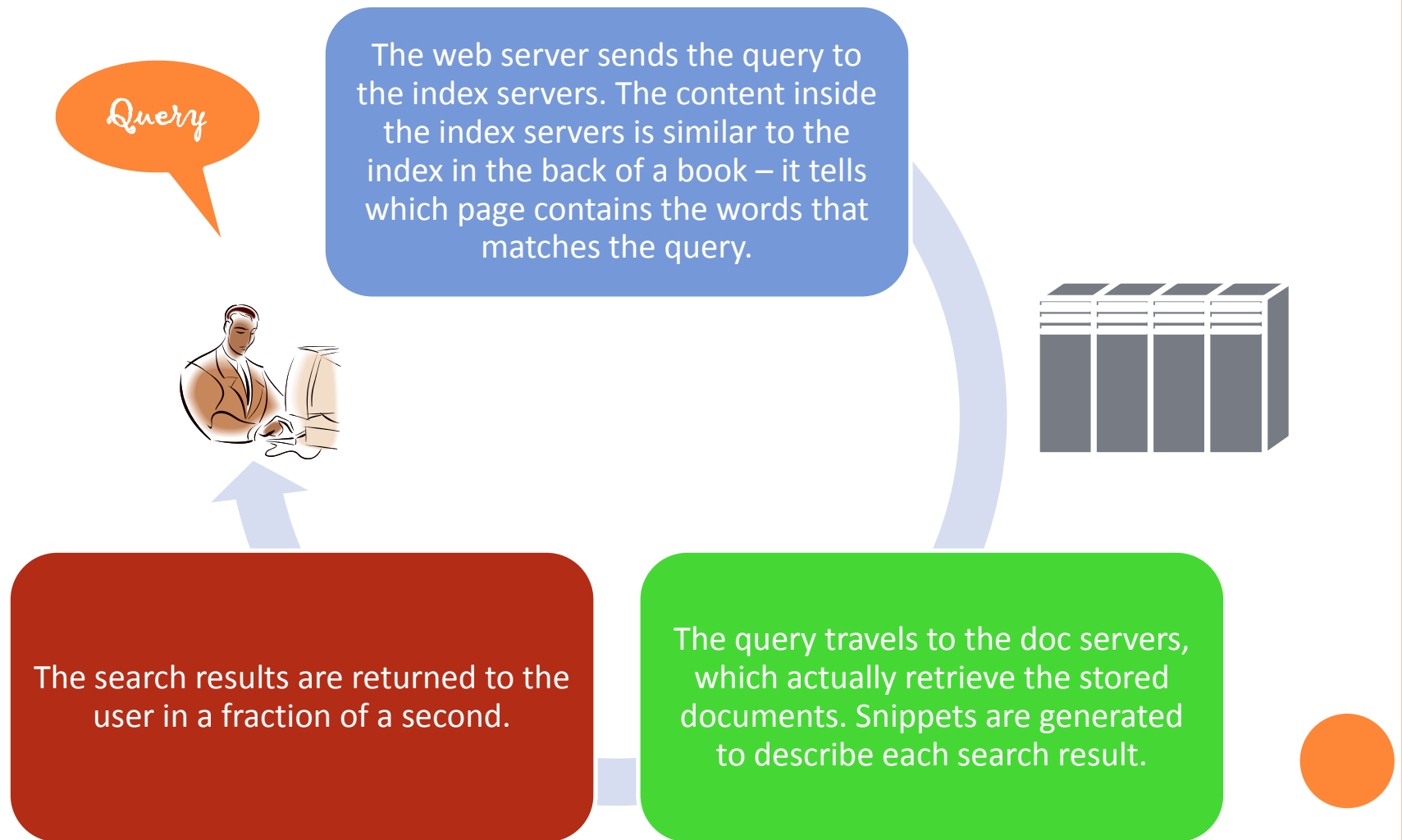


ABOUT THE CHALLENGE

- Students can run their campaign over any 3 consecutive weeks between the **10th of February** and the **24th of May 2008**.
- Teams must submit their final report before the **14th of June 2008**.
- Global and regional winners are announced in **July 2008**.
- The global winners and their professor will receive a trip to the Google Headquarters in Mountain View, California to meet with the team that developed AdWords.
- Regional winners and their professor will receive a trip to their local Google office.
- In addition, the global and regional winners will receive media attention for themselves and their institutions.



UNDERSTANDING GOOGLE SEARCH



GOOGLE ADWORDS

- Google matches highly relevant search results to any search query entered. In addition, it displays relevant AdWords ads above and alongside search results. These are labeled 'Sponsored Links'. Google separates search results from ads for user distinction.

The image shows a screenshot of a Google search for the word "Coffee". At the top, there is a yellow banner for a sponsored link: "Buy Great Coffee" from CoffeeBeanDirect.com, with the text "Fresh Gourmet Coffee at Low Prices! Get Free Shipping Today." and a "Checkout" button. Below this, the search results are displayed. On the left, there are organic search results including "About 99 results stored on your computer", "Wikipedia: the free encyclopedia", "Starbucks Homepage", "Peet's Coffee & Tea", and "Coffee Review... The World's Leading Coffee Buying Guide". On the right, there is a column of sponsored links. The first is "Coffee" from bocajava.com, offering "2 Bags Of Coffee Halloween Flavors Just \$14.95". The second is "Nespresso Espresso Coffee" from Nespresso.com/Espresso. The third is "Italian Coffee" from EspressoZone.com. The fourth is "Buy Gourmet Coffee Online" from CoffeeAM.com. The fifth is "Fair Trade Organic Coffee" from primacafe.com. A blue line connects the "Buy Great Coffee" ad at the top to the "Buy Gourmet Coffee Online" ad in the right-hand column.



GOOGLE ADWORDS

- Advertisers design AdWords ads to **target the user's search** (or wants or needs), matching ads to the user's query.
- Advertisers first **choose keywords** that relate to their website or product offerings.
- Then, when a user enters the same or similar keywords into Google, the **advertiser's ads are shown**.
- To compete in the Challenge, students will be creating an effective, well-structured AdWords campaign to **drive traffic to their selected business' website**.



INFORMATION FOR PARTICIPATING BUSINESS

If you have been selected by students to promote your business in the GOMC, there are a few things you should know:

1. **You are under no obligation to participate.** However, this is an excellent opportunity for you to receive US\$200 of Google AdWords online advertising free while hard-working students analyze your business from an online marketing perspective.
2. **There is no cost to you.** The students will receive US\$200 of free Google AdWords advertising and then work with you to devise an effective online marketing campaign. They will evaluate your current online marketing, outline a strategy, run a three-week advertising campaign, assess the results and then provide you with recommendations to further develop your online marketing.



INFORMATION FOR PARTICIPATING BUSINESS

3. Although they **might suggest ways to enhance your website, students will not control or alter your website in any way**. Your student team will, however, use Google AdWords to drive traffic to your website.

○ **What do you need to do?**

If you agree to participate, you should **work out to explain what your business does and what you want to achieve from online marketing**. Ideally, you will take an active interest in the campaign, such as providing feedback on the proposed campaign strategy, interim campaign results and campaign changes. **The students do all the work** but the more you help them, the more you have to gain through a successful campaign.



AFTER THE CHALLENGE!

- Once the campaign is over you are **under no obligation to continue with AdWords.**
- However, if you believe Google AdWords is right for your business, please talk to your students about how you can continue with their online marketing recommendations.



WEB LINKS

- [Google AdWords](#) is the home page for signing in and managing accounts.
- The [Google Online Marketing Challenge](#) home.
- The [Insider's Guide to AdWords](#) gives a good overview of how AdWords works.
- A [step-by-step guide](#) to set up an AdWords account.
- A [glossary](#) of online advertising terms.
- [AdWords Help Centre](#)
- [Google Groups AdWords help](#) is an online community dedicated to AdWords.





THANK YOU!