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Hello!

You are receiving this letter because a student team has selected you to participate in the Google Online Marketing Challenge, a global student competition developed by professors from across the globe in collaboration with Google. The students who gave you this letter would like to help your business by developing a free online marketing campaign, using Google AdWords, to drive traffic to your website.

What is in it for your business?

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.

How does it work?

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.

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?

First, you will need to agree with the students that you want to participate. Then, at a convenient time, meet with your student team 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.

To find out more about Google AdWords simply talk to your student team or visit www.google.com/adwords.

What happens after the campaign ends?

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, make sure to send an email to onlinechallengebusiness@google.com. Google will help you continue your AdWords campaign in line with the student's recommendations.

For more information on the Google Online Marketing Challenge, please visit www.google.com/onlinechallenge.

Regards,

The Google Team