



Google Online Marketing Challenge

[STUDENT GUIDE 2009]



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Hello!

Thank you for being part of the 2009 Google Online Marketing Challenge. This guide, along with the 'Marketing and Advertising Using Google' textbook, helps your team learn about AdWords, online marketing and how to compete in the Challenge.

You will need other information besides this Guide. Your professor will provide you with details on how to register your US\$200 student AdWords account and how your team will submit their reports for judging.

Good luck!

The Google Team

Frequently Asked Questions

You may have questions about the Challenge. Your best place to find answers is on the Google Online Marketing Challenge Website at www.google.com/onlinechallenge/faq.html. For now, here are answers to questions you might have.

What if my class supervisor isn't a professor?

To keep things simple, we use the term 'professor' to refer to any academic supervising student teams in the Challenge. For example, you might have a lecturer or a researcher.

What are my professor's responsibilities as supervisor?

Ideally, your professor will mentor and work with you to ensure you have a solid understanding of online marketing and the Challenge. They are responsible for ensuring you receive Challenge materials, select an appropriate business and submit your reports on time. Beyond that it's up to them. Some might like to run a competition among your class teams or invite the participating businesses to relevant class presentations.

What are the awards and recognition for the winners?

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.

What are the regions for this competition?

There are three competition regions – The Americas, EMEA (Europe, the Middle East and Africa) and Asia Pacific. In addition to an overall global winner, there will be three additional winners - one from each region.

How do I select a business or organization?

Selecting the right business is important. To help you choose, please review the 'Selecting and Working with a Business or Organization' section in this guide.

Professors or students can decide the business – whatever works best. In some cases, the school might have preferred candidates, or student groups might have friends or family with ideal businesses for the competition.

Please note that each student group must work with a different business. Groups may not use the same business.

What obligations does the participating business have?

At a minimum, the business must receive and agree to the 'Letter to Businesses', included with this guide. Ideally, the business will take an active interest in the campaign, such as explaining its business and online marketing objectives, and providing feedback on the proposed campaign strategy, interim campaign results and campaign changes.

Please note that you are acting as online marketing consultants and your role is to provide a service to the business. They are under no obligation to follow your recommendations and you should not always expect them to do as you say. The implications of acting as business consultants is a key learning objective of the Challenge.

What resources are available to help?

The best resource is the 'Marketing and Advertising Using Google' textbook supplied to you alongside this guide.

In addition, in this document you'll find a list of key online resources in the section titled 'Learning about Online Marketing and Google AdWords'.

You can also check the 'Information for Students' section of the Challenge website at www.google.com/onlinechallenge.

What kind of AdWords advertising should I be running?

There are various ad formats available to AdWords advertisers, however for this competition we will only evaluate your text ads. In some cases, your business may want to use other formats such as image or video ads, but please note that these results will not count in the Challenge and will cost you some of your budget. We encourage you to focus your efforts on text ads only.

What support is Google providing?

If you have questions around the Challenge or AdWords, we recommend you search this guide, the Challenge website, and the 'Marketing and Advertising Using Google' textbook, or talk with your professor.

If you get really stuck, you have email support to help. Please note that contacting email support should be your last resort and there will be up to a 48-hour turnaround for a response.

If you do require email support, please send your query to onlinechallenge@google.com.

Please note that this support is only available during the campaign window period of the 26th of January to the 22nd of May 2009.

Who judges the competition and how?

The competition has two components. The first component is the Campaign Statistics algorithm developed by Google. This algorithm examines over 30 factors within an AdWords account including impressions, cost-per-click, click-through-rates, keyword choices, ad creatives and budgeting to determine effective AdWords campaigns. The second component to judging is the written reports developed by the academic community.

At the end of the competition, Google will compare all Campaign Statistics across the population of student teams in the competition. Results from the Campaign Statistics determine the top five teams in each region. The Global Academic Panel then chooses regional and global winners, based solely on each team's written reports – a four-page Pre-Campaign Strategy and an eight-page Post-Campaign Summary.

Please see the 'Challenge Criteria and Grading' section in this guide for more details on the Pre-Campaign Strategy and Post-Campaign Summary.

Should I be working towards, clicks, CTR or Impressions, etc?

Clicks and impressions are important elements of your campaign but there is no single, perfect AdWords account. The aim of the Challenge is to help you learn about developing sound online marketing strategies, so you should structure your AdWords account depending on the goals you agreed with your selected business. The amount of clicks you receive and the click-through rate (CTR) can be good indications of how interesting and useful users find your AdWords ads. However, in some cases a placement targeted campaign with a focus on accruing impressions on the right sites with the right audience can be equally important. As you see, it depends on what your selected business wants to achieve.

The competition is not about any one particular AdWords statistic, rather how you set goals in the Pre-Campaign Strategy, how you interpret and react to the results during the campaign, and finally, how you discuss your results in the Post-Campaign Summary. Think about how your results aligned with the goals of your selected business and changes you recommend.

Why do the reports submitted to Google need to be in English?

To standardize things for the Global Academic Panel, all reports are in English. This ensures all teams are judged fairly and equally by over a dozen academics from around the world. Remember, you can still run your AdWords campaigns in any language!

When will we know the winners?

Given the global nature of the contest and accommodating different class schedules, it will be July 2009 before announcing the regional and global winners.

What other information do I need?

Your professor should have provided you with the following documents:

- 'Student Guide to the Google Online Marketing Challenge' (this document!)
- 'Marketing and Advertising Using Google' textbook
- 'Guide to Setting up your AdWords Account' (to be sent to professors in January)

There is still more information you will need besides this Guide. Your professor will also provide you with detail on how to register for your US\$200 AdWords credit and how your team will submit their reports for judging.

Some quotes from professors, students and businesses that took part in the 2008 Challenge:

"The Challenge energized me and my students. The ability to work with a real-life client and spend "real money" on Google AdWords was unique and exciting."

"This experience has been one of the absolute highlights of my college experience; I wish more opportunities were available like this."

"Sharp minds, energetic marketers and a free AdWords budget. I would strongly recommend participating in the Challenge to any business."

"Students have first hand experience with real clients and real budgets to get real results. Is there a better way to gain experience with the real world?"

Suggested Timeline

Your professor will decide your class schedule but you should be aware that your team will need to follow this rough timeline.

- **Nominate a team captain.** Your professor will receive instructions from Google and let you know next steps, but you'll need to choose a team captain as part of this process.
- **Select a business.** Your team must agree with your professor on who you will work with. You will need to present the business with a copy of the 'Letter to Businesses' (included with this guide) and have them verbally agree to work with you.
- **Meet with your business and write your Pre-Campaign Strategy.** To be successful in the Challenge, you will need to understand what the business does and what it hopes to achieve from online marketing. Allocate time to meet with them, write your Pre-Campaign Strategy and submit it to your professor and Google before you start your campaign. (Instructions on how to submit your reports to Google will be provided to your professor).
- **Set up your AdWords account and begin your campaign.** Once you receive your US\$200 account access, you should review the section in this guide titled 'Making the Most of Your Campaigns' for details on how to structure your account. Your campaign must run for three consecutive weeks between the 26th of January and the 22nd of May. Over these three weeks your team will check the results, run reports and optimize your campaign.
- **Write your Post-Campaign Summary.** Within no more than three weeks after your campaign ends, your team must write and submit the Summary to your professor and Google. This report must be submitted to Google no later than the 12th of June 2009 or your team will not be considered for regional and global judging. (Instructions on how to submit your reports to Google will be provided to your professor). Remember: Google MUST receive both your Pre-Campaign Strategy and Post-Campaign Summary on time!
- **Submit your recommendations to your selected business.** Once your campaign is over and your reports are complete, submit your recommendations to your selected business. If you and the business believe Google AdWords is right for them, they should send an email to onlinechallengebusiness@google.com requesting to begin their AdWords campaign in line with your recommendations.
- **Providing feedback.** After the Challenge has ended Google will contact you to complete some optional post-participation surveys. Your feedback will be critical to help us keep improving the Challenge.

Selecting and Working with a Business or Organization

A major aim of the Challenge is to give students practical, real-life experience as part of their studies. With this in mind, the best way to work with businesses is to think of yourselves as consultants, and the business as the client. You should aim to apply the same level of professionalism that a real-life consulting firm would.

Selecting the right business or organization is important. The right choice can range from one person focusing on their local region to a multi-office business servicing a few countries. A good idea is businesses between 1-100 employees.

Try to work with businesses relevant to the types of search queries that Google users conduct. A good example would be a traditional retail business, such as a home wares store, a vintage fashion store or a niche beauty store. You might want to try a few keyword searches for goods and services relevant to your potential business before making your final selection.

You should be aware that Google has content guidelines and will not run AdWords for sites promoting inappropriate items such as academic aids, some alcohol, bulk marketing, counterfeit designer goods or cigarettes. (Details available at <https://adwords.google.com/select/contentpolicy.html>)

Please note that the business or organization should not currently use AdWords in any capacity and not have had an active account within the last 6 months.

Tips on Businesses to Avoid

When searching for likely candidates, remember that you may compete against many companies who have large advertising budgets to spend on the same keywords you want to use. With this in mind, you might want to avoid businesses such as:

- Web Hosting
- Web Design Agencies
- Insurance Companies
- Mortgage Agencies
- Debt Consolidation Companies
- Multi-level Marketers – http://en.wikipedia.org/wiki/Multi-level_marketing
- Distributors
- Affiliate Companies – http://en.wikipedia.org/wiki/Affiliate_marketing

Also, please bear in mind that many big players in travel and finance have advertised and optimized their campaigns for years. It might be tough for you to compete against them.

Please note: This isn't to say that AdWords isn't appropriate for these businesses – the point is that you have a limited budget and a limited timeframe so you might find it difficult to compete effectively using them as clients.

Finally, please note that the 'landing page quality score' of the website can affect your account performance. When selecting your business, to ensure their website is suitable, please read the landing page/website guidelines at <http://adwords.google.com/support/bin/answer.py?answer=46675&topic=9356>. For further information on websites that typically have poor landing page quality, please see <http://adwords.google.com/support/bin/answer.py?answer=66238>

Learning about Online Marketing and Google AdWords

The best resource for creating an effective online marketing campaign with AdWords is the 'Marketing and Advertising Using Google' textbook, which helps students learn about AdWords' role in online marketing and include tips, activities and learning objectives.

You can download the textbook here -

http://www.google.com/events/business_educators/files/MarketingAndAdvertisingUsingGoogle.pdf

In addition, here's a list of key online resources to help you:

Getting started

- Google AdWords home page for signing in and managing accounts
<http://adwords.google.com>
- A step-by-step guide to set up an AdWords account
<https://adwords.google.com/select/steps.html>
- A glossary of online advertising terms
<https://adwords.google.com/support/bin/topic.py?topic=29&ctx=rhsmodule>
- Wikipedia's entry for Google AdWords
<http://en.wikipedia.org/wiki/AdWords>

Managing and Optimizing an AdWords Account

- Optimization tips for success
<https://adwords.google.com/support/bin/static.py?page=tips.html>
- The Google AdWords Learning Center has multi-media and text based learning modules, including quizzes
<http://www.google.com/adwords/learningcenter/index.html>
- AdWords Help Center
<https://adwords.google.com/support>
- Google AdWords Keyword Tool for selecting appropriate keywords
<https://adwords.google.com/select/KeywordToolExternal>
- Google Groups AdWords help is an online community dedicated to AdWords
<http://groups.google.com/group/adwords-help/>

Competition Timeline

- You can run your campaign over any three consecutive weeks between the **26th of January** and the **22nd of May 2009**.
- Teams must submit their final report before **June 12th, 2009**.
- Global and regional winners are announced **July 2009**.

Making the Most of Your Campaigns

I. Setting up an effective campaign

It's essentially up to you to organize your campaigns, Ad Groups, and keywords that make the most sense for your selected business' goals and website. With a logical organization, you can determine what works and what doesn't. Organization is a key component to starting strong. Keep reading for information on best practices around structuring your account.

- Step 1: Stick to one goal per campaign
- Step 2: Make Ad Groups out of your keywords
- Step 3: Review, test, and refine

Step 1: Stick to one goal per campaign.

Structure each campaign based on a simple, overarching goal. Ask yourself, "What do I want to achieve with this campaign?" Your answer might be to sell more coffee beans or gift baskets, for example. We suggest you separate campaigns by theme or product line (such as coffee beans, coffee gifts, teas) or use the same structure for your campaigns as for your website. If your website is grouped into categories, your job is almost done. It's a good idea to map your structure on paper first.

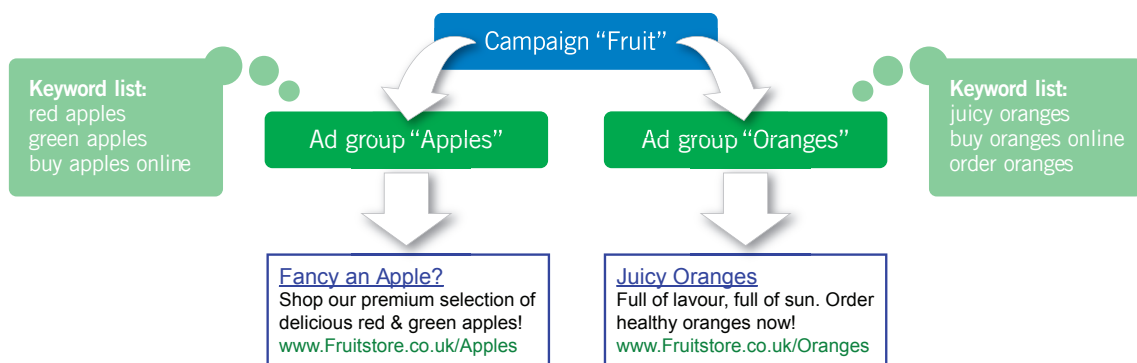
Step 2: Make Ad Groups out of your keywords.

Just like your campaigns, organize your Ad Groups by common theme or product. Think about which keywords you want to use, then group similar keywords together. You should be able to come up with at least three groups per campaign. Finally, make a distinct Ad Group for each group of keywords.

Step 3: Review, test, and refine.

Review one campaign at a time. Are your keywords logically grouped into Ad Groups? Does the campaign help you achieve a goal? Does your budget match your goals? If you have a low budget, trim the number of keywords. Remember to check your progress and continually refine your keywords and your ad text.

TIP: By using the keyword matching options (broad, phrase, exact and negative match) you can specify different ways for a keyword to interact with search queries. Using these matching options will help you to optimize your campaigns. For information on these four matching options, please refer to page 54 and 55 of the 'Marketing and Advertising Using Google' textbook or see the Help Center at <http://adwords.google.com/support/bin/answer.py?hl=en&answer=6100>.



Your Ad Groups, keywords and ad text should be organized in a logical format for the best results

II. Ad performance and optimizing your campaigns

The best way to get your ad closer to the top of the search results is to be as relevant as possible. The more relevant your ad is, the more likely users will click on it. We use 'Quality Score' to assess the relevance of your keywords. Ads with a higher quality score tend to get more clicks as they are more relevant and thus, in higher positions. For further information on the quality score, see the 'What is the Quality Score?' section below.

What is the Quality Score?

Quality Score is a dynamic variable calculated for each of your keywords. It combines a variety of factors and measures how relevant your keyword is to your ad text and to a user's search query. You can find more information on how the Quality Score is calculated at <http://adwords.google.com/support/bin/answer.py?hl=en&answer=10215>.

The Quality Score influences the actual cost per click (CPC) for your keywords and estimates the 'first page bids'. The 'first page bid estimate,' approximates the CPC bid needed for your ad to reach the first page of Google search results when a search query exactly matches your keyword.

Your maximum CPC is the highest amount that you are willing to pay for a click on your ad. However, AdWords automatically reduces this amount so that the actual CPC you are charged is just one cent more than the minimum necessary to keep your position on the page. For more detailed information, please refer to the link above. You can also find information on the Quality Score, in the 'Marketing and Advertising Using Google' textbook, from page 60 onwards.

Quality Score Tips

To see your Quality Score in your campaign statistics follow the steps listed at <http://adwords.google.com/support/bin/answer.py?answer=53024>.

Learn how to improve your ad's performance and read emergency tips and tricks to help you improve your quality score on page 62 of the 'Marketing and Advertising Using Google' textbook.

Selecting Keywords and writing Ad Text

Selecting keywords is one of the most important parts of a successful campaign. For information on how to choose the right keywords we encourage you to read Lesson 3 of the 'Marketing and Advertising Using Google' textbook from page 53 onwards. Understanding how to choose and structure your keywords will help you perform strongly in the competition.

Multimedia Lesson – View our multimedia lesson on how to best select your keywords at <http://adwords.google.com/support/bin/answer.py?hl=en&answer=27373>.

In addition to keywords, picking the right landing page and creating compelling ad text are critical to optimizing your campaigns. Lesson 3 in the 'Marketing and Advertising Using Google' textbook will provide you with useful tips and tricks on this.

Multimedia Lesson – View our multimedia lesson on how to write targeted ad text at <http://adwords.google.com/support/bin/answer.py?answer=27372&topic=131>.

Tip: When you're creating your keyword list remember negative keywords, which will help you create more targeted ads and reach the right audience! Negative keywords can be set at the Ad Group and campaign level. You can find more information on this and decide which level works best for you at <http://adwords.google.com/support/bin/answer.py?answer=6635>.

Dos and Don'ts for account structure and campaign management

Do...

- create multiple Ad Groups per campaign
- group Campaigns by theme, geography or product line
- make it easy to maintain
- continue refining your keywords and ad text

Don't...

- create just one Ad Group and a big list of keywords
- mismatch keywords in one Ad Group
- run dozens and dozens of keywords for a low budget
- stop checking your campaign statistics

III. The Google Network

In addition to placing your ads on Google.com, you decide what other websites show your ads. Using the Google Network as part of the Challenge where appropriate and in line with your business' goals can help your account's overall performance. Essentially, you have two choices: the Google search network and the Google content network.

The Search Network

When you set up a campaign, you opt into the search network by default. If you choose to remain opted in, your ads can appear alongside relevant search results on other search engine websites (in addition to Google.com). Some of our partners include AOL, shopping.com, & ask.com. For more information on the search network please refer to the 'Marketing and Advertising Using Google' textbook, page 18 onwards. In addition, you can visit the AdWords Help Center at <http://adwords.google.com/support/bin/answer.py?hl=en&answer=90956>.

The Content Network

Similarly, when you set up a campaign you opt into the content network by default. If you remain opted in, your ads can appear alongside content (or text) relevant to your keywords on any web page within the Google content network. Some of our partners include about.com, lycos.com & nytimes.com. For more information on the content network please refer to the 'Marketing and Advertising Using Google' textbook, page 18 onwards. In addition, you can visit the AdWords Help Center for more about how the content network works at <http://adwords.google.com/support/bin/answer.py?hl=en&answer=90958>.

You can read tips for success on the content network at <http://adwords.google.com/support/bin/answer.py?hl=en&answer=54588>.

Tip: When you're creating your keyword list remember negative keywords, which will help you create more targeted ads and reach the right audience! Negative keywords can be set at the Ad Group and campaign level. You can find more information on this and decide which level works best for you at <http://adwords.google.com/support/bin/answer.py?answer=6635>.

You can also implement Placement Targeting on the Content Network. This provides you with the tools to search easily through the hundreds of thousands of sites in our network and select the ones where you would like to place your ads. For more information on Placement Targeting please refer to the 'Marketing and Advertising Using Google' textbook, page 40 onwards (this was previously called 'site targeting'). In addition, you can visit the AdWords Help Center for more about Placement Targeting at <http://adwords.google.com/support/bin/answer.py?hl=en-il&answer=18265>.

Challenge Criteria and Grading

The Challenge has two written components and one computed component.

- Pre-Campaign Strategy
- Post-Campaign Summary
- Campaign Statistics

To select finalists, Google will compare Campaign Statistics across the population of competing student teams to determine the top teams. The proprietary Campaign Statistics algorithm, created by Google, considers over 30 different factors within an AdWords account to determine its online marketing effectiveness. The Campaign Statistics algorithm will determine the top 50 accounts in each region. Google AdWords experts will then apply an extra level of rigor to select the top five in each region.

Finally, an independent Global Academic Panel will review the Pre-Campaign Strategy and Post-Campaign Summary reports of the top five teams in each region to determine the regional and global winners. It takes great Campaign Statistics to make the regional top five, and then great written reports to win.

Over a dozen academics from all over the world helped develop the following criteria and grading for the written reports.

Written Report Format

All written reports should be in English and use the following formatting: 12-point Times font, 2.54cm page margins, A4 paper, left-justification, 1.5 line spacing. A4 paper is a standard paper size, in the 'Page Layout' section of most word processing programs.

Pre-Campaign Strategy (30 points total, maximum four pages, submitted in English)

In addition to assessment of Communication and Readability (5 points), the Pre-Campaign Strategy has two components. A Client Overview (12 points) helps your team craft and defend your draft AdWords Strategy (13 points). Combined, both components should be a maximum of four pages. Ideally, the groups would gather input from their client SMEs in developing the Pre-Campaign Strategy. All groups must submit the Pre-Campaign Strategy to their professor and to Google.

Client Overview (12 points, about two pages)

This section provides a brief overview of the client and their marketing, as a foundation for the proposed AdWords Strategy.

- Client profile (2 points, a few sentences including some of the following. Please note that some clients may not want to share some information. You may note this in the report if this is the case)
 - Name, location
 - Sales and number of employees
 - Goods and services offered
 - Key online marketing personnel
 - Age of the company
 - url, website age, website management
 - Company presence and sales via online and offline channels
 - Other relevant information

- Market analysis (4 points, about a paragraph including some of the following)
 - Current and potential customers
 - Current and potential competitors
 - Overview of the industry (key characteristics, competitive/saturated/mature)
 - Projected and historical online spend for the industry
 - Market position/specialties
 - Unique selling points of the goods/services offered
 - Seasonality of their goods/services or seasonality that the company has identified
 - Other relevant market information

- Current marketing (4 points, a couple of paragraphs including some of the following)
 - Website uses, e.g. sales, customer service
 - Website strengths and weaknesses
 - Website visibility, such as Google PageRank, incoming links, a few keyword search results, online advertising, and offline promotion of the url.
 - If available, summary information from Google Analytics or other third party web tracking software
 - Email campaigns
 - Offline advertising
 - Other online or offline marketing

- Conclusion on how the AdWords campaign should align with the client's business (2 points, a few sentences)

Proposed AdWords Strategy (13 points, about two pages including sample AdWords and keywords)
Based on an analysis of the client, their website and their marketing, teams should craft an appropriate AdWords Strategy and metrics for their campaign. The Proposed AdWords Strategy should include:

- Number of Ad Groups and the focus for each Ad Group.
- Keywords and negative keywords
- Text for at least two AdWords versions for some Ad Groups
- Daily and weekly plans for spending their campaign budget
- Network(s) for their AdWords ads
- Target audience settings
- Ad Serving options
- Keyword Bidding
- Geotargeting
- Goals for impressions, clicks, CPC and CTR
- Proposed success metrics
- Other relevant information

Communication and readability (5 points)

The Pre-Campaign Strategy should have a logical flow, be easy to follow, use proper English and avoid grammatical mistakes.

Post-Campaign Summary (70 points total, maximum eight pages submitted in English)

The Post-Campaign Summary has three components, an Executive Summary (6 points), Industry Component (24 points) and Learning Component (20 points). The assessment also includes Communication and Readability (10 points), and relevant use of Tables, Figures and Charts (10 points).

Executive Summary (6 points, one page)

This stand alone document provides your client with a project snapshot and highlights four key factors:

1. *Campaign Overview* – a basic review of the project by introducing the campaign goals and operational details.
2. *Key results* – discuss the overall campaign performance as well as the performance of each ad group. Specifically, you will want to reference each group as well as the overall campaign. This section should provide a brief overview of the key metrics.
3. *Conclusion* – a clear synthesis of the content of the report and key items. This is your chance to tie together the entire package and focus the client’s attention on the most important project aspects.
4. *Future Online Marketing Recommendations* – simple, actionable and well-justified advice on what your client should do in the future with respect to online marketing.

Develop the Executive Summary **after** you generate all other content, as it summarizes and will overlap with your content in the Industry Component.

Industry Component (24 points, maximum four pages)

This is the team’s chance to share the results with their client and expand upon the Executive Summary. The ideal approach is to write the Industry Component first and then summarize this content for the Executive Summary. As a rule, you would include most if not all of your Charts, Tables and Figures in your Industry Component and cover the following areas:

1. *Introduction* – Overview the Industry Component section and introduce it’s core content.
2. *Campaign overview:*
 - Review the major campaign goals (strategic goals as well as metrics: CTR, CPC, and Impressions, etc.) set prior to the project and discuss your general strategies for approaching each goal.
 - Operational details (campaign dates, money spent, ad groups used). Review the basic schedule and cost structure you followed, your methods for monitoring the account, etc.
3. *Evolution of Your Campaign Strategy:*
 - What were the major changes you made during the campaign and what led to these changes?
 - How did these changes affect your campaign?
4. *Key Results* – Summarize your results based on three weeks of data, such as:
 - Overall performance of the campaign and individual ad groups.
 - Discussions of performance of the initial campaign and changes in performance following your optimization efforts.
 - Discuss the keyword combinations that were effective and ineffective.
 - Highlight your success stories and make quick, but clear references to the failures you experienced.

- When discussing performance, refer to the metrics such as:
 - Impressions
 - Clicks
 - Click Through Rate
 - Average Cost per Keyword
 - Total Cost of Campaign
 - Other metrics provided by the client, such as conversions
- 5. *Conclusions* – Synthesize the Industry Component, tie together the entire package and focus the client’s attention on the key project aspects. Take this opportunity to repackage all the information from the data section to display your practical lessons learned to the client. The goal here is to develop a great transition that summarizes the critical results and starts to link these results to the future recommendations in the next section.
- 6. *Future Recommendations* – Provide simple actionable and well-justified advice on what your client should do in the future with respect to online marketing.

Learning Component (20 points, maximum three pages)

The teams’ reflection on what they learned should cover four points:

1. *Learning objectives and outcomes* – what did the team hope to learn? How well did the team meet their learning expectations? What else did they learn? What key outcomes will the team remember? What were the expected and unexpected outcomes from participating in the Challenge?
2. *Group dynamics* – what problems did the team encounter and more importantly, how did they overcome these problems? What were some of the expected and unexpected outcomes from working as a group?
3. *Client dynamics* – what problems did they encounter and as importantly, how did they overcome these problems? What were some of the expected and unexpected outcomes from working with the client?
4. *Future recommendations* – what would they do differently in the future to improve their campaign strategy, learning experience, group dynamics and client dynamics?

Communication and readability (10 points)

The Post-Campaign Summary should have a logical flow, be easy to follow, use proper English and avoid grammatical mistakes.

Charts, Tables and Figures (10 points)

Teams should intersperse relevant charts, tables, figures to illustrate their results. In addition, teams should label and refer to the charts, tables and figures in the body of the report.

Judging Criteria – How will your team be judged?

I. Written Reports

The contest has two components, two written reports that academics will assess and Campaign Statistics that Google will assess.

II. Campaign Statistics

To judge the success of your campaign, Google will use a specific algorithm/formula across five areas that measures the effectiveness and management of your account against all other teams in the Challenge. You should continuously focus on the areas listed below throughout the competition. A key goal in the competition is to work towards a suitable campaign for your business. For your best chance in the Challenge, you should work towards what suits your business and not towards an algorithm.

Important: Although there are many ad formats available to AdWords advertisers, for this competition we will only evaluate text ads.

Please note that there is no 'ideal' account or campaign. Different businesses have different goals and goods/services; how you set up your account should reflect this. What works for one group may not work for another.

To succeed in the Campaign Statistics you should ensure your team is doing well across the areas listed below.

- A) Account Structure
- B) Optimization Techniques
- C) Account Activity & Reporting
- D) Performance & Budget
- E) Relevance

A) Account structure

Structuring your account is crucial to effective advertising. A poor account structure will harm your Campaign Statistics. The key characteristics of a poor, good and excellent account structure follow.

Excellent account structure: An excellent account structure mirrors the structure of the website you are advertising where possible. Your campaign(s) should be grouped according to product lines/themes or geography and should contain multiple Ad Groups specific to the relevant subcategories. For example, in the case of a campaign for 'accessories', you could have separate Ad Groups for 'bags' and 'jewelry'. Each Ad Group would then contain ad texts/variations specific to these subsections and a targeted and specific keyword list.

Good/Fair account structure: A good account structure also groups your campaigns according to product lines and themes and contains Ad Groups with relevant ad texts/variations and keywords. The key difference between good and excellent structure is how granular you structure your campaigns. The more specific and granular you are, the more relevant and specific your advertising becomes.

Poor account structure: A poor account structure has a very general campaign or single Ad Group containing lots of different themes which is not structured according to product range or geography. These campaigns will usually contain a long list of unorganized & mismatched keywords. For example, if you were to advertise a clothing store we would not recommend using just one campaign and Ad Group containing only one single list of keywords such as 'ladies jumpers', 'men's bags' and 'jewelry'. These are separate product ranges and would work better in their own individual Ad Groups, e.g. a jumper Ad Group and accessories Ad Group.

B) Optimization techniques

We will monitor how well you implement the optimization techniques and best practices we encourage (see the earlier section, 'Making the most of your campaigns'). In particular, we will monitor which of these techniques you implemented (e.g. keyword matching options) and how you optimized the Google network to your advantage, e.g. how effectively you used the content network.

C) Account activity & reporting

Online advertising is dynamic. You should review and change your approach over time to ensure you get the most from your campaigns. As part of the Challenge, we will monitor what changes, if any, you make throughout the three-week competition. This includes whether you used the Report Center and any actions you took as a result. The Report Center gives you useful information on your account performance and helps you make informed changes to your campaign. You can find more about the Report Center on page 98 in the textbook and at

<http://adwords.google.com/support/bin/answer.py?hl=bn&answer=29713>.

D) Performance & budget

We will monitor how effectively you used your budget across your keywords throughout the competition. In order to maximize your budget, please be aware that you may need to edit the cost-per-click of individual keywords.

E) Relevance

Achieving a strong click-through rate is a key measure of how relevant your ads are and we will consider your click-through-rate when judging your account. To create relevant and effective advertising often means revisiting your campaigns and tweaking where necessary. Here are examples of an untargeted, targeted and very specific Ad Group.

Untargeted	Targeted	Very Specific
<p><u>Electronic Store</u> Find Electronics Online Low Prices & Free Shipping www.ElectronicStore.com</p>	<p><u>Digital Cameras</u> Find Most Camera Brands Low Prices & Free Shipping www.ElectronicStore.com</p>	<p><u>Buy Canon SD 400</u> Specialists in Canon Cameras Low Prices & Free Shipping www.ElectronicStore.com</p>
<p>electronics photography canon digital images ipod take pictures</p>	<p>canon digital camera canon digital cameras pentax digital cameras pentax digicam sony digicams sony camera</p>	<p>canon sd 400 digital camera canon sd 400 digital cameras canon sd 400 digicam canon sd 400 digicams canon sd 400 camera canon sd 400 cameras</p>

Examples of untargeted, targeted and very specific account structure

Important notes

Invalid clicks: The Challenge discourages Invalid clicks and Google has practices and procedures in place to detect invalid clicks in the competition. Students, classes and institutions risk disqualification for excessive invalid clicks on an account. You can read about how we detect and track invalid clicks at <http://adwords.google.com/support/bin/answer.py?answer=6114>.

Competitors' keywords: In many cases the use of a competitor's name is subject to editorial and content restrictions, particularly if trademarked. Teams should review Google's AdWords policies at <http://adwords.google.com/support/bin/answer.py?answer=70534> to ensure their ads and keywords comply with these guidelines. Failure to comply with the guidelines penalizes a team's Campaign Statistics.

Letter to Businesses

Teams must deliver the 'Letter to Businesses' to prospective clients. This important part of the process makes the business aware of the nature of the Challenge and what they can expect by participating. All the business must do is verbally agree that you may promote their site using Google AdWords. If the business contact does not speak English, you must communicate the content of the letter effectively enough for the business to understand.

Remember: think of yourselves as consultants, and the business as the client. That is, you work for the business and not the other way around. Make sure the business understands everything that will happen and how you will follow up with them once the campaign ends.



1600 Amphitheatre Parkway
Mountain View, CA 94043
Phone: +1 650-253-0000
Fax: +1 650-253-0001

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 and online marketing principles, to improve and 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 whatsoever 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 provide you with a voucher for US\$50 free online advertising and 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

Terms and Conditions

1. In these terms and conditions: "Student" means a student who (a) is enrolled in an undergraduate or graduate course at any Higher Education Institute in any of the following regions: Americas, EMEA (Europe, Middle East or Africa) or Asia Pacific, and (b) studies under the direction of a professor (or similar senior academic) affiliated with the Higher Education Institute.

2. The Competition is open to all Students who are (a) in a class or student group which has been registered for the competition by their professor in accordance with clause 3, and (b) in a group of three to six other Students. Each Student may only be in one group. Employees (and their families) of Google Inc and any affiliates, as well as representatives or agencies of Google or other persons professionally connected with the Competition, are excluded. Residents and nationals of Iran, Syria, Cuba, Sudan, North Korea and Myanmar (Burma), and other persons and entities restricted by U.S. export controls and sanctions programs are not eligible to participate. Students who were members of winning teams in previous Google Online Marketing Challenges are also excluded from entering.

3. Professors must register their class using the online registration procedure accessible via www.google.com/onlinechallenge. Google will not accept registration requests received by any other route. The closing date for receipt of class registration requests by Google from professors is midnight GMT on 23rd January 2009.

4. Each Student group will select a business that (a) has a website, (b) is not already advertising using Google AdWords, (c) has not been selected by any other Student group, and (d) agrees to have a campaign devised and run for the purposes of the Competition.

5. Each Student group will be jointly and severally responsible for (a) ensuring that their selected business approves the campaign (including the creative(s)) in writing before the campaign is run live, (b) following the instructions given by Google to open a limited AdWords account for use by the group in the Competition, and (c) complying with the terms and conditions applicable to the AdWords programme (available at <https://adwords.google.com/select/tsandcfinder>). The AdWords account must not be used in connection with any advertising or marketing except the Competition campaign, and cannot be used after the Competition campaign has finished.

6. Google will give to each Student group free online advertising spend for Google AdWords worth USD200 for use in the Competition. The terms and conditions applicable to the AdWords vouchers are available at <https://adwords.google.com/select/tsandcfinder>.

7. Each Student group will:

a. upload to Google and submit to their professor a report outlining their online marketing strategy for their selected business ("Pre-Campaign Strategy") at least one week prior to the start of their campaign;

b. run the online campaign in accordance with the Pre-Campaign Strategy during a three week window, which must fall between midnight GMT on 26th January 2009 and midnight BST on 22nd May 2009 inclusive ("Competition Window");

c. upload to Google and submit to their professor a report assessing the results of their campaign, what they learned and how the business can improve its online marketing campaigns ("Post-Campaign Summary") within three weeks after the end of the campaign. Each report must be in the format set out in the "Guide to the Google Online Marketing Challenge" document distributed by Google;

d. in order to protect the Google brand and to promote a good experience for each selected business, each Student group undertakes to communicate to their selected business information about how the business can continue to use Google AdWords after the Competition, should the business so choose. The "Guide to the Google Online Marketing Challenge" will include a letter to be supplied to all participating businesses to help students do this quickly and easily.

8. Professors will ensure their students send copies of the Pre-Campaign Strategy and Post-Campaign Summary in electronic format to Google as directed in subsequent email communications. Google will not accept group reports by any other route. The closing dates for receipt of the documents by Google is midnight GMT on 12th June 2009. Reports received after this date will not be eligible for judging in the Competition. Student teams will submit reports one week before the campaign starts for the Pre-Campaign Strategy and three weeks after the campaign ends for the Post-Campaign Summary.

9. Google will use the campaign statistics to determine the top five teams in each of three regions (Americas, EMEA and Asia Pacific). An independent panel of academic judges will then review the Pre-Campaign Strategy and Post-Campaign Summary reports to select from these teams:

a. One winning Student group (the "Global Winner"); and in addition

b. Three regional winners (one Student group for each region, excluding the Global Winner) (each "Regional Winners"); based on the quality of the two written reports submitted by the Student groups (weighted in accordance with the judging criteria available in the "Academic Guide to the Google Online Marketing Challenge" available at http://www.google.com/onlinechallenge/academic_guide.pdf). Google will provide assistance as required to the judging panel in assessing any metrics/ effectiveness data.

In addition Google will use the campaign statistics to determine the top fifty Student groups in each region (outside of the Global Winner and Regional Winners) (each "Semi-Finalist").

10. The winners and their professor will be notified on or before 10th July 2009.

11. Global Winners' Prize. The Global Winners and their professor will win a week's holiday to San Francisco, USA, including a full day visit to the US Googleplex offices to meet the team that developed AdWords. The Global Winners' prize includes for each Student and their professor, travelling together, economy return flights from an airport in the country where their Higher Education Institute is located, seven nights' accommodation in San Francisco on a bed and breakfast basis, transfers from

San Francisco airport to the hotel and back, and a trip to Googleplex in Mountain View, California, but does not include any other transport and/or supplementary charges, the cost of other meals, personal expenses, incidentals, and/or ancillary products or services. Holiday to be taken within 12 months of date of notification, with date of holiday to be arranged with Google, subject to availability. In addition, each student in the Global Winners' team will receive a laptop to the value of approximately USD\$2,500. Actual retail value of the Global Winners Prize for the team approximately USD\$35,000, but may vary depending on the region from which winners are flying.

12. Regional Winners' Prize. The Regional Winners and their professor will be invited to spend a day at a major Google office within their region. The Regional Winners' prize includes, for each Student and their professor travelling together, economy travel to the chosen Google office, plus 1 night's hotel accommodation near the Google office, and meals during the stay. Trip to be made within 12 months of date of notification, with date of the trip to be arranged with Google, subject to availability. In addition, each student in the Regional Winners' team will receive a laptop to the value of approximately USD\$1,300. Actual retail value of each Regional Winners' Prize for each team approximately USD\$8,000, but may vary depending on the locations from and to which winners are travelling.

13. Semi-Finalists' recognition. Each student in a Semi-Finalist Student group will receive a personalized certificate noting their status as a semi-finalist in the Challenge.

14. After the winners have been announced, Google will grant recognition by mentioning or otherwise featuring the names of all participating Higher Education Institutes and winning Student groups on the Competition website maintained by Google.

15. In submitting a report during the Competition, each Student jointly and severally with his/her fellow group members warrants that the group or a member of the group wrote the report and the campaign creative(s) and is the owner of the copyright in it, and that each member of the group consents to its being used in whole or in part within future Google communications, in whatever way Google sees fit, including for press and media purposes. If the group is not the copyright owner, the group represents and warrants that it has obtained the consent of the owner(s) to use the report and the campaign creative(s) in the manner set out in these terms without any payment.

16. Google accepts no responsibility for entries lost, delayed, damaged, defaced, or mislaid, howsoever caused.

17. Reports or other documents sent to Google or the judging panel during the course of the Competition will not be returned. Only one entry per Student group.

18. The winners may be required to sign, notarize and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited by law) and provide any additional information (such as social security number) that may be required by Google. Except where prohibited by law, each winner must return all such required documents within seven (7) days following attempted notification or prize may be forfeited.

19. There is no cash alternative and the prizes must be taken as offered. Google reserves the right to substitute prize(s) of an equivalent value should the prizes become unavailable for any reason. If the winning group is not able for whatever reason to accept their prize then Google reserves the right to award the prize to another participant.

20. It is the responsibility of each Student who is rewarded with a prize involving travel, to ensure that he/she holds a valid passport and visa (if required) and travel/ medical insurance. Acceptance of the prize is subject to permission from a parent or legal guardian if applicable.

21. If you are a professor, by registering your class in the Competition you (a) agree to be involved in media activity (including any press interviews which Google may reasonably arrange) regarding the Competition, and (b) you represent and warrant that your school permits Google to mention the school, and to include in offline and online marketing materials the school's logo or other brand identifiers.

22. If you are a Student, by participating in the Competition, you agree to be involved in media activity (including any press interviews that Google may reasonably arrange) regarding the Competition.

23. Any personal information collected during the course of the competition by Google will only be used for administering this Competition.

24. By entering:

a. participants release and hold harmless Google and its respective parent, subsidiaries, affiliates, directors, officers, employees, panelists and agents from any and all liability for any damage, loss or delay (including personal injury and death, and property damage) resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize, participation in this Competition, or while travelling to, preparing for, or participating in any prize-related activity, except for personal injury or death caused by Google's negligence or any other liability which cannot be excluded by applicable law, and

b. grant to Google the right to use and publish their proper name and winning entry online, in print and in any other media in connection with the Competition. Google will not be responsible for any damage, loss or delay incurred by any business which agrees to have a campaign devised and run for the purposes of the Competition, except for personal injury or death caused by Google's negligence or any other liability which cannot be excluded by law.

25. Void where prohibited by applicable law.

26. To request a copy of these rules and/or the winners' list please write to Google at the address below.

27. Promoter and Data Controller: Google (mail to: Google Online Marketing Challenge), Belgrave House, 76 Buckingham Palace Road, London SW1W 9TQ, UK.