Google Online Marketing Challenge

[STUDENT GUIDE 2011]

Google™

Contents

Student Guide to the Google Online Marketing Challenge

Hello!

Thank you for being part of the 2011 Google Online Marketing Challenge. This guide, along with the 'Growing your Business with AdWords' guide (at www.google.com/adwords/beginnersguide) helps you learn about AdWords and compete in the Challenge.

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

This year you have the opportunity to help an NGO and compete for the NGO Impact Award.

Good luck!

The Google Team

PART I – INFORMATION ABOUT THE ONLINE CHALLENGE

Frequently Asked Questions

You may have questions about the Challenge. Your best place for answers is 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, the term 'professor' refers 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, professors will mentor and work with you to ensure you have a solid understanding of online marketing and the Challenge, receive Challenge materials, select an appropriate business and submit your reports on time. Beyond that it's up to them. Some professors might like to run a competition among your class teams or invite the participating businesses to relevant class presentations.

What will I learn by competing in the Challenge?
Your **Learning Objectives** are:
• Given the opportunity, choose to discuss online marketing and media planning.
• Using examples, share the learning experience of group work and business consulting.
• Using examples, explain the following terms: banner advertisement, click-through-rate, conversion, landing page, optimization techniques, ROI and text advertisements.
• Using examples, contrast mass advertising and context-sensitive advertising.
• Using examples, illustrate technical and cultural factors affecting the success of online advertising campaigns.
• Using examples, illustrate the difficulties of developing a web-based marketing campaign that will stand out among the billions of web pages available.

What are the awards and recognition for the winners?
The global winners and their professor receive a trip to the Google Headquarters in Mountain View, California to meet with the team that developed AdWords. Regional winners and their professor receive a trip to a regional Google office.

There are four competition regions - The Americas, 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.

The NGO Impact Award winners will receive 15,000USD, 10,000USD and 5,000USD in donations respectively. There will be 3 global NGO Impact Awards, regardless the region.

How do I select a business or organization?
Selecting the right business or NGO is important. To help you, please review the 'Selecting and Working with a Business or Organization' section in this guide.

Professors or students can decide the business or the NGO- 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 or NGO. Groups may not use the same business or NGO.

What obligations does the participating business or NGO 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 to provide services to the business. They are under no obligation to follow your recommendations and you should not expect them to do as you say. Understanding the complexity of acting as business consultants is a key Challenge learning objective.

What resource is available to help?

There are ample resources to help you create an effective online marketing campaign with AdWords. Good resource include this Student Guide and the About AdWords page in our website **www.google.com/onlinechallenge/adwords.html**

The Student Guide includes some additional information such as how to make the most of campaigns and how teams will be judged.

What kind of AdWords advertising should I be running?

There are various ad formats available to AdWords advertisers, however this competition only evaluates the performance of your text ads. Your business may want to use other formats such as image or video ads, but please note that these results will cost your limited budget. We encourage you to focus 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 talk with your professor.

You can also post your questions in our Online Challenge forum at **http://groups.google.com/group/onlinechallenge** where other users and our Google Guides will help you.

We also have a Facebook page where you can interact with other Online Challenge fans, such as sharing tips, results, questions, photos and videos. You can join it at: **www.facebook.com/GoogleChallenge**

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 January and June.

Who judges the competition and how?

The competition evaluation 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 judging component is two 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.

Google will use the campaign statistics from the relevant AdWords account to determine the top ten Student Groups working with Eligible NGO Competition Clients. An independent panel of leaders from the non-profit sector will then review the Pre-Campaign Strategy and Post-Campaign Summary reports, together with the Non-Profit Impact Summary.

Should I work 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 develop sound online marketing strategies, so you should structure your AdWords account to related to the goals you agreed upon 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 align with the goals of your selected business and changes you recommend.

What languages can the reports be submitted in?

The main support materials are in English, however you can run advertising in your local language. But you must submit the reports in one of these 14 languages: English, Spanish, French, Italian, German, Chinese, Russian, Portuguese, Japanese, Polish, Hungarian, Turkish, Czech and Hindi.

When will we know the winners?

Given the global nature of the contest and the need to accommodate different class schedules, regional and global winners will be announced in late July.

What other information do I need?

Your professor should provide you with the 'Student Guide to the Google Online Marketing Challenge' (this document!).

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

Is there more information to come from Google?

Yes. Before the Challenge begins, Google will email your professor details on how to register student teams, request the US$200 student AdWords accounts and submit reports for judging. In addition, all notifications and updates will be published in our website at **www.google.com/onlinechallenge**

Are there disqualification criteria?

Yes. Teams who have active campaign over 25 or under 7 days, or spent an insufficient amount of the US$200 budget to allow for competitive algorithm calculation will not be evaluated.

What did past participants say about the 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

Competition Timeline

- You can run your campaign over any three consecutive weeks between the **31st of January** and **10th of June, 2011**.
- Teams must submit their final report before **June 17, 2011**.
- Global and regional winners are announced **July 2011.**

Your professor will decide your class schedule, but your team should 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. Your team captain will need to have a Google Account. For setting up a Google Account, please see **www.google.com/accounts/NewAccount**.

- **Select a business or an organization.** Your team must agree with your professor on who you will work with. You must 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 at least 24 hours before you start your campaign. (Your professor will provide instructions on how to submit your reports to Google).

- **Set up your AdWords account and begin your campaign.** Once you receive your US$200 account access, you should review the AdWords Beginner's Guide website **www.google.com/adwords/beginnersguide**, and 'Growing your Business with AdWords' presentation: **www.google.com/adwords/pdf/hc/growing_adwords_en.pdf** to help structure your account.
  Your campaign must run for three consecutive weeks between January 31 and June 10, 2011. 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 and no later than June 17, 2011. Your team must write and submit the Summary to your professor and Google to 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 business** or the NGO once your campaign is over and your reports are complete. If you and the business/NGO believe Google AdWords is right for them, they should email **onlinechallengebusiness@google.com** and request to begin their AdWords campaign in line with your recommendations. Google for Non Profits also has great resources for NGOs at www.google.com/nonprofits/

- **Providing feedback.** After the Challenge has ended, Google may contact you to complete an optional post-participation survey. Your feedback is critical to help us keep improving the Challenge.

Managing Your Student Teams

- Divide the students into teams of three to six. You may let students self-select or mandate teams, possibly using demographics, academic year or work experience to balance the teams.
- You or the students recruit a Small-to-Medium sized business or a NGO for each team. The business or organisation must have a website, not have used AdWords in the previous 6 months, not have competed in a previous Challenge and must be willing to work with your students.
- Student teams consult with the participating business to understand what the business does and what they want to achieve from online marketing. Teams will then create AdWord text ads and keywords that align with the business objectives.
- Student teams plan their AdWords schedule, any 21 consecutive days between 31st of January and 10th of June, 2011.
- At least one week prior to the campaign, groups submit a four-page Pre-Campaign Strategy, containing a client overview and proposed AdWords campaign strategy on criteria such as keywords, time of day and location. Details on how your students submit these reports to Google will be sent to you before the Challenge begins.
- Teams set up their AdWords account based on directions in the student materials provided by Google and then request the US$200 online advertising allocation.
- Teams submit an eight-page Post-Campaign Summary. Details on how students submit these reports to Google will be notified in advance.
- Teams submit an eight-page Post-Campaign Summary no later than three weeks from the campaign's end. Details on how your students submit these reports to Google will be sent to you shortly before the Challenge begins.
- We recommend student teams sign up for their AdWords account with a Gmail address (www.gmail.com), as they will need a Google account for entering in the Student Dashboard.
- If the students are working with an NGO and aim to be included in the NGO Impact Award category they should add a 200 word description of the impact achieved by the nonprofit due to the AdWords campaign.

Competition Timeline

- Your students can run their campaign over any 3 consecutive weeks between the **31st of January** and **10th of June 2011**.
- Teams must submit their final report within three weeks after the campaign ends and no later than **June 17, 2011**.
- Global and regional winners are announced **July 2011**.

Selecting and Working with a Business or Organization

A major aim of the Challenge is to give students practical, real-life experience in 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 a 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. Good examples 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 at **https://adwords.google.com/select/contentpolicy.html**)

Please note that the business or organization should not currently use AdWords within the last 6 months. As well, your client may not have participated in a previous Challenge.

Tips on Businesses to Avoid
When searching for likely candidates, remember that you may compete against many companies that spend large advertising budgets 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: AdWords is appropriate for these businesses - but you have a limited budget and 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, ensure its website is suitable by reading 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.

Judging Criteria –
How will your team be judged?

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

To select finalists, Google first compares Campaign Statistics across all competing student teams. Google's proprietary Campaign Statistics algorithm considers over 30 factors within an AdWords account to determine its online marketing effectiveness. The Campaign Statistics algorithm determines the top 50 accounts in each region. Google AdWords experts then apply an extra level of rigor to select the top five in each region.

Finally, the independent Global Academic Panel reviews the Pre-Campaign Strategy and Post- Campaign Summary reports of the top five teams in each region to select 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 written report grading criteria.

I. Campaign Statistics

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

A key competition goal 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. There is no 'ideal' account or campaign. Different businesses have different goals and goods/services, which your account should reflect. What works for one group may not work for another.

To succeed in the Campaign Statistics your team should do well across the following five areas.

A) **Account Structure**
B) **Optimization Techniques**
C) **Account Activity and Reporting**
D) **Performance and Budget**
E) **Relevance**

You can learn about these fiver areas in the AdWords Beginner's Guide page at
www.google.com/adwords/beginnersguide

A) Account structure
Structuring your account is crucial to effective advertising. A poor account structure harms your Campaign Statistics. Characteristics of a poor, good and excellent account structure follow.

An Excellent account structure mirrors your client's website structure where possible. Your campaign(s) should be grouped according to product lines/themes or geography, and contain multiple Ad Groups specific to relevant subcategories. For example, a campaign for 'accessories' 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.

A Good/Fair account structure also groups 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, the more relevant and specific your advertising becomes.

A Poor account structure has a very general campaign or single Ad Group containing many different themes, not structured according to product range or geography. Poor campaigns usually contain a long list of unorganized and mismatched keywords. For example, to advertise a clothing store we would not recommend just one campaign and Ad Group containing only one list of keywords such as 'ladies slacks', 'men's bags' and 'jewelry'. These separate product ranges would work better in their own Ad Groups, e.g. a slacks Ad Group and accessories Ad Group.

B) Optimization techniques

We will monitor how well you implement the suggested optimization techniques and best practices. 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 and reporting

Online advertising is dynamic. You should review and change your approach over time to maximize your campaigns. We will monitor what changes, if any, you make throughout the three-week competition. This includes whether you used the Report Center and 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 at
http://adwords.google.com/support/bin/answer.py?hl=bn&answer=29713.
This is explained in detail later in this document.

D) Performance and budget

We will monitor how effectively you use 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.

Important notes

Invalid clicks: The Challenge discourages Invalid clicks and Google has practices and procedures to detect invalid clicks in the competition. Students, classes and institutions risk disqualification for excessive invalid clicks on an account. For example, asking friends to click on your ads is illegal. 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/aw/bin/static.py?page=guidelines.cs to ensure their ads and keywords comply with these guidelines. Failure to comply with the guidelines penalizes a team's Campaign Statistics.

II. Written Reports

Both reports should 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. Reports that exceed the page limit or ignore the formatting guidelines are ineligible for judging. Do not include cover pages, Title Pages, or Table of Contents with your reports. Similarly, do not include information that shows your team members' names or institutional affiliation (e.g., college, university).

Pre-Campaign Strategy Report (30 points total, maximum four pages, submitted in one of these 14 languages: English, Spanish, French, Italian, German, Chinese, Russian, Portuguese, Japanese, Polish, Hungarian, Turkish, Czech and Hindi.)

In addition to Communication and Readability (5 points), the Pre-Campaign Strategy has two components. A Client Overview (12 points) describes your client business and helps your team craft and defend the Proposed AdWords Strategy (13 points). Combined, both components should be a maximum of four pages. Ideally, you would gather client input 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)
As a foundation for the proposed AdWords Strategy, this section provides a brief overview of the client and its marketing,

- Client profile (2 points, a few sentences including some of the following. Please note that 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, its website and marketing, each team should craft an appropriate AdWords Strategy and metrics for its campaign. The proposed 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
- 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, and avoid grammatical mistakes.

Post-Campaign Summary Report (70 points total, maximum eight pages, submitted in any of the 14 accepted languages)
The Post-Campaign Summary has five components: an Executive Summary (8 points), Industry Component (28 points) and Learning Component (14 points), Communication and Readability (10 points), and relevant use of Tables, Figures and Charts (10 points).

Executive Summary (8 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* – the overall campaign performance as well as each ad group's performance. You should reference each group as well as the overall campaign. This section should provide a brief overview of key metrics.
3. *Conclusion* – a clear synthesis of the report content and key items. This is your chance to tie together the entire package and focus the client's attention on important project aspects.
4. *Future Online Marketing Recommendations* – simple, actionable and well-justified advice on your client's future online marketing, particularly in relation to the website and AdWords.

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

Industry Component (28 points, maximum five 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. *Campaign overview:*
   - Review the major campaign goals (strategic goals as well as metrics: CTR, CPC, 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.

2. *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?

3. *Key Results* – Summarize your results based on three weeks of data, such as:

- Overall performance of the campaign and individual ad groups.
- Performance of the initial campaign and changes in performance following your optimization efforts.
- Keyword combinations that were effective and ineffective.
- Your success stories and quick, but clear references to failures you experienced.
- When discussing performance, refer to 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

4. *Conclusions* – Synthesize the Industry Component, tie together the entire package and focus your client's attention on the key project aspects. Take this opportunity to repackage information from the data section to display your practical lessons learned with the client. The goal 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.

5. *Future Recommendations* – Provide simple, actionable and well-justified advice on your client's future online marketing, particularly in relation to AdWords and the website.

Learning Component (14 points, maximum two 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 and the Challenge learning objectives? What else did they learn? What key outcome as 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 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 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 and avoid grammatical mistakes.

Charts, Tables and Figures (10 points)
Teams should intersperse relevant charts, tables, figures in the report to illustrate their results. In addition, teams should label and refer to the charts, tables and figures in the body of the report. Appendices are not permitted. Charts, Tables and Figures count towards the total number of pages.

NGO Impact Award
Students competing in the NGO Impact Award should add a 200 word description of the impact achieved by their nonprofit due to the AdWords campaign. This one-page, stand alone document should be at the end of the Post Campaign report.

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 it 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 contact 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.

Google™

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 organization 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 organization?
This is an excellent opportunity for you to receive US$200 of Google AdWords online advertising free, while hard-working students analyze your organization's online marketing.

Additionally, the winning NGO student teams earn donations to their NGO partner of $15,000USD for first place, $10,000 USD for second place and $5,000 USD for third place. The teams will be evaluated on campaign effectiveness as well as the impact made for their NGO partners.

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 organzation 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.

NGOs that would like to benefit from Google tools (including free AdWords in select countries) please visit **www.google.com/nonprofits** to explore free tools and apply to be an approved Google nonprofit.

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

Regards,

The Google Team

PART II – LEARNING ABOUT GOOGLE ADWORDS

AdWords is Google's sponsored link programme. Customers use AdWords to display ads on the pages of search engine results. These ads are published next to the organic search results, and, if required by the customer, on websites on the search network and sites associated with Google.

The advertiser only pays each time the user clicks on the ad, and accesses the advertised web page. Advertisers have full control over the targeting of their campaigns (by geography and language), the budget, the keywords that trigger the publication of their ads and the ad text. All these adjustments can be made easily and in real time. This section briefs you on what AdWords is, and how to set up and optimize your account.

Organic Results vs Sponsored Links

There are two kinds of Google search results: natural results (also known as organic) and AdWords results, classified as sponsored links. Sponsored links appear in the right-hand column, and sometimes at the top of the page.
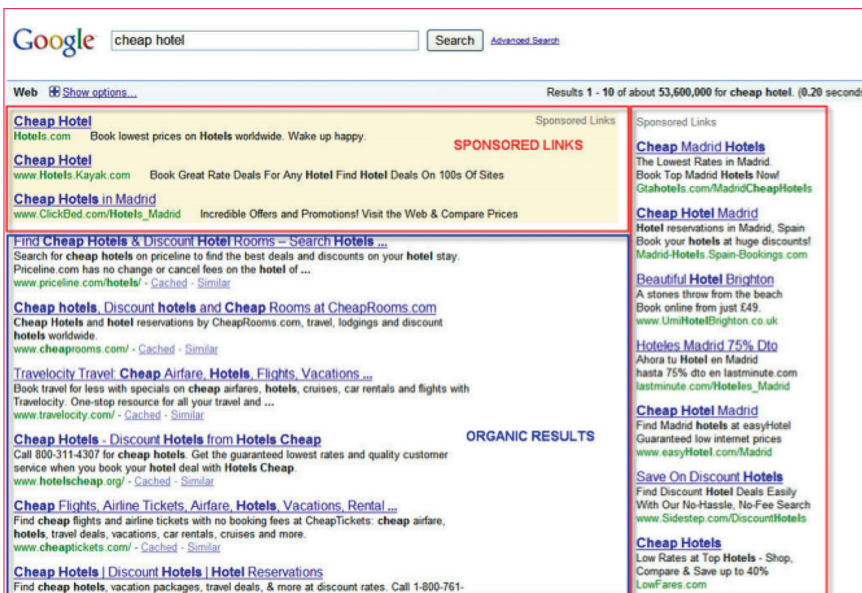
To learn more about Google AdWords we recommend you download the AdWords Beginners Guide at **www.google.com/adwords/beginnersguide**. In this booklet you will find information about:

• Account structure
• Keywords
• Ads
• Display Network
• Understand the success in AdWords

Creating and setting up your AdWords account

To participate in the Google Online Marketing Challenge your team captain must create an AdWords account and provide the Customer ID (CID) in the Student Dashboard accessible from **www.google.com/onlinechallenge** 'Information for Students' section. To create an AdWords account, you just need to provide a **valid email address** and **select a password**:

Two mandatory things for Challenge participants are to:

• **create the account in US dollars (US$)**

• **NOT enter any billing details.**

• Go to **adwords.google.com** and click on Try Adwords Now.
• Follow the instructions to **enter your email address and password** and click on Create account (or on Continue).
• If you don't use the same sign-in details as for other Google products, **please confirm your email address**.
• To learn how to create an AdWords account, please visit: **https://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146289**
• Once you create your account, PAUSE every campaign you created. Failure to pause your campaigns will cost your budget and hinder your campaigns.

Register your team

Once your AdWords account has been created, your professor will need to verify you before Google can apply the $200 credit.

Steps for verification by professor and obtaining the credit:

1. Register in the dashboard that Students will find at **www.google.com/onlinechallenge** and register with the email you used for your AdWords account.

2. Enter your professor's email - your professor will receive an email to verify the account. Once verified, you will be notified through email.

3. Log in to this dashboard again enter the CID number and Google will credit your account with USD200 to participate in the Challenge. Your 10 digit customer ID is at the top right corner of your AdWords account. Enter the correct CID as once entered, it can not be edited again.

4. Remember to **PAUSE THE CAMPAIGNS!** If your campaign is active and we apply the credit, your ads start running immediately and you might exhaust your budget. Also, ensure that your **account is in USD, with NO billing information**.

5. Upload the pre-campaign report before you begin the campaign.

6. Enter the email addresses of your team mates.

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, Europe, MEA (Middle East and 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 Google Online Marketing Challenge 2011 (the **"Competition"**) is open to teams made up solely of Students (the minimum team size being three Students and the maximum being six students) in a class which has been registered for the competition by their professor in accordance with clause 3 (each a **"Student Group"**). Each Student may only be in one Student 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 21st JApril 2011**.

4. Each Student Group will select either a business or an Eligible NGO (as defined below) that (a) has a website, (b) is not already advertising using Google AdWords or has not used it in the last 6 months, (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. A business or Eligible NGO which satisfies the criteria set out in these terms and conditions is referred to as a **"Competition Client"**. If there is any dispute about whether a business is eligible for the Competition, Google's decision shall be final and shall be made in Google's absolute discretion.

5. In these terms and conditions an **"Eligible NGO"** means a non-profit organization, which satisfies the eligibility criteria for the **Google Grants program**, as updated by Google from time to time. Please note, non-profit organizations in countries which are restricted by U.S. export controls and sanctions programs are not eligible for selection as Competition Clients in any circumstances. Google's decision about whether a non-profit organization satisfies the eligibility criteria referred to above or is otherwise eligible for participation in the Competition shall be final and shall be made in Google's absolute discretion.

6. If you choose a business as your Competition Client, you will be entered into the Business Awards section of the Competition (as detailed below). If you choose an Eligible NGO, you will also be entered into the NGO Impact Awards section of the Competition (as detailed below).

7. Each Student in a Student Group will be jointly and severally responsible for (a) ensuring that their selected Competition Client 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 Student Group in the Competition, and (c) complying with the terms and conditions applicable to the AdWords programme (available here). 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.

8. Google will give to each Student Group free online advertising spend for Google AdWords worth USD$200 solely for use in the Competition. Use of the AdWords vouchers is subject to the terms and conditions applicable to the AdWords vouchers, which are available here.

9. Each Student Group will:

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

b. run the online campaign in accordance with the Pre-Campaign Strategy during a window which must fall between midnight GMT on 31st January 2011 and midnight BST on 10th June 2011 inclusive (**"Competition Window"**);

c. ensure the online campaign does not exceed the maximum allowed duration of 21 consecutive days. Campaigns which run for less than 7 days or for more than 25 days in total will be deemed ineligible for inclusion in the Competition;

d. upload to Google and submit to their professor a report assessing the results of their campaign, what they learned and how the Competition Client can improve its online marketing campaigns (**"Post-Campaign Summary"**) within three weeks after the end of the campaign (and at the latest by midnight GMT on 17th June 2011). Each report must be in the format set out in the "Student Guide to the Google Online Marketing Challenge" document distributed by Google; and

e. in respect of the NGO Impact Awards only, an additional 200 word description of the impact achieved by the Eligible NGO Competition Client due to the campaign (for example, general outreach, fundraising activities and volunteer recruitment) (a **"Non-Profit Impact Statement"**).

10. In order to protect the Google brand and to promote a good experience for each selected Competition Client, each Student Group undertakes to communicate to their selected Competition Client information about how the Competition Client can continue to use Google AdWords after the Competition, should the Competition Client so choose. Both the Student and Academic Guides to the Google Online Marketing Challenge will include a letter to be supplied to all participating Competition Clients to help students do this quickly and easily.

11. 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 by the deadlines specified in clause 7 above. Google will not accept Student Group reports by any other route. The closing dates for receipt of the Pre-Campaign Strategy and Post-Campaign Strategy documents by Google is midnight GMT on 17th June 2011. Reports received after this date will not be eligible for judging in the Competition.

12. After the winners in the Business Awards and NGO Impact Awards categories 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. By entering the Competition, each Student featuring in a Student Group is indicating his/her consent to have their name published on the Competition website should their Student Group be deemed a winner.

13. 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, worldwide, across any or all media, in whatever way Google sees fit, including for press and media purposes in perpetuity. 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.

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

15. 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.

16. 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 Higher Education Institute permits Google to mention the Higher Education Institute, and to include in offline and online marketing materials the Higher Education Institute's logo or other brand identifiers.

17. 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.

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

19. By entering:

a. participants release and hold harmless Google and its respective parent, subsidiaries, affiliates, directors, officers, employees, panellists 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.

20. Void where prohibited by applicable law.

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

22. Promoter and Data Controller: Google Ireland Limited (registered number: 368047) with its registered office located at 1st and 2nd Floor, Gordon House, Barrow Street, Dublin 4, Ireland.

23. All enquiries should be directed to: Google Online Marketing Challenge c/o Belgrave House, 76 Buckingham Palace Road, London SW1W 9TQ, UK.

Business Awards

24. Google will use the campaign statistics from the relevant AdWords account to determine the top five Student Groups working with business Competition Clients in each of four regions (Americas, Europe, MEA 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 Student Groups:

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

b. Four regional winners (one Student Group for each of the Americas, Europe, MEA and Asia Pacific regions, excluding the Global Winner) (each **"Regional Winners"**);

based on the quality of the Pre-Campaign Strategy and Post-Campaign Summary (weighted in accordance with the judging criteria available in the "Academic Guide to the Google Online Marketing Challenge", being the version of the guide targeted at professors who enter Student Groups in the Competition). 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"**).

25. The winners and their professor will be notified **before the 31st July 2011.**

26. 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 Google Online Marketing Challenge team. The Global Winners' prize includes for each Student and their professor, travelling together as a single group, 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 (based on a Student Group of 6 Students), but may vary depending on the region from which winners are flying.

27. 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. 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 (based on a Student Group of 6 Students), but may vary depending on the locations from and to which winners are travelling.

28. 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 Competition.

29. The members of winning Student Groups 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 the relevant prize winner's prize(s) may be forfeited.

30. 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.

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

NGO Impact Awards

32. Google will use the campaign statistics from the relevant AdWords account to determine the top ten Student Groups working with Eligible NGO Competition Clients. An independent panel of leaders from the non-profit sector will then review the Pre-Campaign Strategy and Post-Campaign Summary reports, together with the Non-Profit Impact Summary, to select from these Student Groups the winners of the:

a.   1st place prize of a $15,000 donation by Google to the winning Student Group's Competition Client;

b.   2nd place prize of a $10,000 donation by Google to the winning Student Group's Competition Client;

c.   3rd place prize of a $5,000 donation by Google to the winning Student Group's Competition Client,

based on: (i) the quality of the Pre-Campaign Strategy and Post-Campaign Summary (weighted in accordance with the judging criteria available in the "Academic Guide to the Google Online Marketing Challenge", being the version of the guide targeted at professors who enter Student Groups in the Competition) and (ii) the judging panel's assessment of the overall impact of the campaign on the Chosen Client as set out in the Non-Profit Impact Summary. Google will provide assistance as required to the judging panel in assessing any metrics/effectiveness data.

33. Each Student in the Student Groups which win the 1st, 2nd and 3rd place prizes in the NGO Impact Awards will receive a personalized certificate of appreciation noting their status as a prize winner in the Competition.

34. The winners and their professor will be notified before the 31st July 2011.