

Incorporating the Google Online Marketing Challenge into Classes



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Panel Overview

Introductions

Describe Google Online Marketing Challenge

Describe AdWords

Share some 2008 results

Share some experiences

Answer questions and discuss

CHALLENGE LOGISTICS

What is the Google Online Marketing Challenge?

A truly global student competition



Background

- Collaborative partnership between Google and Academics

Overview

- Student teams receive \$200 credit for AdWords and work with local businesses to devise effective online marketing campaigns
- Student teams submit two written reports

Basic Steps

1. Professor registers their class or student organization
2. Students recruit a local business client
3. Students develop and submit pre-campaign proposal
4. Students run a 3 week AdWords campaign
5. Students develop and submit a post-campaign summary
6. Google judges teams on a ***proprietary algorithm***
7. Academics judge teams on written reports
8. Winners flown to Google Headquarters
 - Global winner
 - Three regional winners (Americas, EMEA, Asia Pacific)
 - Six regional finalists (Americas, EMEA, Asia Pacific)



Curriculum Fit

Broad Fit for all Courses

- Service learning at its finest

Fit for Functional Areas:

- Marketing Management
 - Development and management of a marketing plan
- Consumer Behavior
 - Development of strategy based on consumer search behavior
- Segmentation, Targeting and Positioning
 - Development of positioning for target segments
- Advertising and Promotion
 - Development and management of ad campaign (including copy and pricing)
- Internet Marketing
 - Holistic view of the entire online marketing strategy
- Marketing Research
 - Experimental Testing and Analytics
- Special class devoted to the Challenge
 - MBA class on social marketing

Google AdWords

AdWords are Sponsored Links

The screenshot shows a Google search for "hand delivered flowers". The search bar is at the top, with the Google logo on the left and navigation links (Web, Images, Groups, News, Froogle, Desktop, Moma, more) on the right. Below the search bar, there are radio buttons for "the web" and "pages from the UK". The search results are displayed below, with a "Query" label on the right. The results are divided into two sections: "Natural Search" (green box) and "Sponsored Listings" (red box). The "Natural Search" section includes results from teleflorist.co.uk, interflora.co.uk, and netflora.co.uk. The "Sponsored Listings" section includes results from easyflower.co.uk and flowersameday.co.uk. A blue box highlights the organic results, and a red box highlights the sponsored listings. Two blue arrows point to the organic results.

No charge unless an AdWords Sponsored Link is clicked.

Natural Search

Results generated algorithmically – unbiased and unpaid

Sponsored Listings

Your message reaches customers at the moment they demonstrate interest

Four Simple Steps To Campaign Completion

<h3>Choose keywords</h3> <p>Who will see your ad? When people search Google for the keywords you related to your ad. (Don't enter 'real estate' when y results. Example list)</p> <p>Enter as many specific words or phrases as you like, one per line:</p> <pre>plumber london plumbing service london find a plumber find plumbers 24 hour plumber</pre>	<h3>Choose a currency</h3> <p>Pay for this account using: <input type="text" value="British Pounds Sterling (GBP £)"/> View payment options This determines only how you pay us, not how you handle transactions with your customers. Note: This setting can't be changed once you activate your account.</p> <h3>What is the most you would like to spend, on average, per day?</h3> <p>The daily budget [?] controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget controls the frequency of your ad, not its position.) Raise or lower your budget as often as you like.</p> <p>Enter your daily budget: £ <input type="text"/></p> <h3>What is the maximum you are willing to pay each time someone clicks on your ad?</h3> <p>You influence your ad's position by setting its maximum cost per click (CPC) [?]. The max CPC is the highest price you're willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.</p> <p>Enter your maximum CPC: £ <input type="text"/> (Minimum: £0.01) Higher CPCs lead to higher ad positions, which usually get more clicks.</p>	
<p>Headline: Description lin Description lin Display URL: Destination U</p>	<h3>Target customers by location</h3> <p>Show target to the area where you would like your ad to appear? Choose one:</p> <ul style="list-style-type: none"> <input checked="" type="radio"/> Countries and territories - Your ads will appear for searches made anywhere in the selected locations. <input type="radio"/> Regions and cities - Your ads will appear for searches made in the regions and cities you choose. (Not available in all locations.) <input type="radio"/> Customised - Your ads will appear for searches made within a specific distance from your business or other location you choose. <p>« Back Continue »</p>	<h3>3 Choose <u>keywords</u> that will trigger your ads</h3>

4

Set your cost and billing settings

3

Choose keywords that will trigger your ads

2008 Challenge Feedback

Surveys for feedback and research

Distributed questionnaires to Challenge participants groups – students, professors and businesses.

These datasets, as well as other resources are available at the Challenge Research Center (www.google.com/onlinechallenge/research.html) – available 2009

Students

Benefits

- Experiential learning
- Internships and job opportunities
- G-R-E-A-T prizes

Evidence

- 87% of the responding students agreed that the Challenge engaged them better than other teaching tools such as cases and simulations
 - 85% would recommend the Challenge to their friends
 - 92% were pleased with the overall experience
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Instructors

Benefits

- Enthusiastically received
- Teaching Materials
- Google Rubric
- Grading
- Research Opportunities - public datasets

Evidence

- 90% believed their students were enthusiastic participants
 - 95% thought the ability to spend 'real money' contributed positively to the learning experience
 - 96% would recommend the Challenge to other instructors
 - 96% would run the Challenge in a future class
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Businesses

Benefits

- Trial of Search Engine Marketing
- Free consulting
- Increased business
- Stronger university and student connections

Evidence

- 76% believed the Challenge was positive for their business
- 84% enjoyed working with students
- almost 90% would recommend participating in the Challenge to other businesses
- 76% indicated they would like to increase collaboration with their local university due to participating in the Challenge

outreach!



OUR EXPERIENCES

Sven Tuzovic

- Initial excitement after 2008 AMA Marketing Educators Conference
 - Google voucher: my first hand-on experience with AdWords
 - Dilemma between course design and course content
 - Integrating project timing/deadlines into the semester schedule
 - Topic of keyword advertising does not appear in the curriculum until section of promotion (as one of the 4 Ps) is covered
 - Contradicts knowledge needed to operate AdWords interface!
 - Before campaign start: SEM practitioner as guest speaker
 - Before & during campaign: lab time once a week during class
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e-Marketing Class Schedule (T/Th)

- Feb 5 First day of class
 - Feb 12 Group work 1 – idea generation
 - Feb 19 Identify company to work with (latest due date!)
 - Mar 3 Guest speaker: SEM practitioner
 - Mar 5 Group work 2 – campaign strategy
 - Mar 12 Pre-campaign strategy due
 - Mar 31 **Start Google Challenge**; group work 3 – campaign mgt
 - Apr 7 Group work 4 – campaign mgt
 - Apr 21 **Google Challenge ends**
Marketing Communications and the Internet
→ **Keyword Advertising**
 - May 12 Post-Campaign report due
 - May 12/14 Class presentations
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Peter Ling

2008

- 17 (4 teams) of 170 IMC students
- 10 U/Grads + 7 P/Grads
- 3 Australians + 14 International
- Optional assessment worth 30 marks [Majority chose portfolio]
- Businesses - surfing (2), education (2)
- Lifelong Learning feedback

2009

- 35 (10 teams) of 150 IMC students
 - 27 U/Grads + 8 P/Grads
 - 14 Australians, 10 Swedish, 11 Other International
 - Optional assessment worth 70 marks
 - Stage 1 Pre-Strategy 18 marks + Individual Reflection 12 marks [30 marks]
 - Stage 2 Post-Campaign 25 marks + Individual Reflection 15 marks [40 marks]
 - Businesses - 4Fs
 - Team/client dynamics
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Google Online Marketing Challenge Website

www.google.com/onlinechallenge/

Challenge Research Centre

www.google.com/onlinechallenge/research.html

Unofficial Challenge Social Network

www.gomcha.com

QUESTIONS AND DISCUSSION