

Post-participation - Businesses

RESP_ID – respondent ID

LANGUAGE - Please select your preferred language

[Deutsch, Chinese, Español, Français, Magyar, English, Italiano, Melayu, Polski, Português, Türkçe]

Introduction

Thank you for participating in the Google Online Marketing Challenge. Please take a few moments to complete this survey, which will provide valuable feedback on your experience with the Challenge. In appreciation of your time, on completion of the survey you'll be asked if you would like Google make a US\$25 donation to Oxfam on your behalf. Please note that any information you provide will be kept strictly confidential. For more details on Google's privacy policy you can visit www.google.com/privacypolicy.html

COUNTRY - Your country

[Argentina, Armenia, Australia, Austria, Azerbaijan, Bangladesh, Belarus, Belgium, Bermuda, Bolivia, Bosnia And Herzegovina, Brazil, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Croatia (Local Name: Hrvatska), Cuba, Cyprus, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Hong Kong, Hungary, Iceland, India, Indonesia, Iraq, Ireland, Israel, Italy, Jamaica, Japan, Kazakhstan, Kenya, Korea, Kuwait, Lithuania, Luxembourg, Macau, Macedonia, Malaysia, Mexico, Monaco, Morocco, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Romania, Russian Federation, Saudi Arabia, Sierra Leone, Singapore, Slovakia (Slovak Republic), Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Trinidad And Tobago, Turkey, Turkmenistan, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Uzbekistan, Venezuela, Yugoslavia, Zimbabwe]

SME Participation

Please specify your level of agreement with the following statements related to your participation

PART_1 - It was easy to see the benefits of participating in the Google Challenge

PART_2 - I was enthusiastic when invited to participate in the Challenge

PART_3 - I was actively engaged with the students in developing goals for the AdWords campaign

PART_4 - I was actively engaged with the students in managing the AdWords campaign

PART_5 - Participating in the Challenge was a wise business decision

PART_6 - Participating in the Challenge had a considerable positive impact on my business in general

[Strongly disagree, Disagree, Mildly disagree, Neutral, Mildly agree, Agree, Strongly Agree]

Challenge Effort

About how many hours did you spend working with your student team during each of the following campaign phases?

HOURS_1 - Before the campaign
HOURS_2 - During the campaign
HOURS_3 - After the campaign
[open]

Working with students

Please specify your level of agreement with the following statements related to working with the team

TEAM_1 - Working with the student team was an enjoyable experience
TEAM_2 - I was happy with the work the team did
TEAM_3 - In my view, the team members put considerable effort into this project
[Strongly disagree, Disagree, Mildly disagree, Neutral, Mildly agree, Agree, Strongly Agree]

Online Marketing Experience

Please specify your level of agreement with the following statements related to online marketing

ONLINE_1 - I was familiar with online marketing before participating in the Challenge
ONLINE_2 - After participating in the Challenge, I am now familiar with online marketing
ONLINE_3 - Before participating in the Challenge I spent a considerable amount of time on Online Marketing
ONLINE_4 - After participating in the Challenge, I plan to spend a considerable amount of my time on Online Marketing
[Strongly disagree, Disagree, Mildly disagree, Neutral, Mildly agree, Agree, Strongly Agree]

Online Budget

Please specify what proportion of your budget spent on Online Marketing before and after participating in the Challenge

ON_BUD_1 - Before participating in the Challenge, I spent ...
ON_BUD_2 - After participating in the Challenge, I plan to spend ...
[Nothing, Small percentage, 50% of my budget, Majority, All of my marketing budget]

AdWords Experience

Please specify your level of awareness of AdWords before and after participating in the Challenge

ADWORD_1 - Before participating in the Challenge ...
ADWORD_2 - After participating in the Challenge ...
[Had never heard of AdWords, Had heard of AdWords, Knew little about about Adwords, Had tried AdWords once, Had tried Adwords several times]

Future intentions

Please specify your level of agreement with the following statements related to your future intentions

INTENT_1 - After the Challenge, I plan to continue to use Google AdWords for my business
INTENT_2 - After the Challenge, I plan to investigate other forms of Online Marketing for my business
INTENT_3 - I would recommend using AdWords to other businesses/organizations

INTENT_4 - I would recommend participating in the Challenge to other businesses/organizations

INTENT_5 - I would like to participate in the Challenge again

INTENT_6 - I would like to be involved in future student projects from my local university

INTENT_7 - I would like to increase collaboration with my local university

[Strongly disagree, Disagree, Mildly disagree, Neutral, Mildly agree, Agree, Strongly Agree]

Demographics

F_LANG - What is your first language?

EMPLOY - About how many employees work in your business?

WEBSITE - How many years have you had a website for your business organization?

ONL_SP - About how much, in US\$, did you spend on online marketing in the last six months?

[open]

BUS_TYPE - The following industry category best fits my business organization

[Automotive, Business and Industrial, Consumer packaged goods, Education and entertainment, Finance, Healthcare, Local, Retail, Technology, Travel, Uncategorized]

Advertising opinion

Please specify your level of agreement the statement

ADV_OP - "Online advertising is a good idea in my industry"

[Strongly disagree, Disagree, Mildly disagree, Neutral, Mildly agree, Agree, Strongly Agree]

Industry Status

IND_STAT - In my industry, I am a

[small player, small player but a niche leader, average player, strong player in my region, strong player nationally, strong player internationally, Other, please specify]

Suggestions [please note these qualitative responses are not in the SPSS file]

In the following section, please elaborate on your experiences and suggest improvements on specific aspects of the Challenge. If you would like to let us know more about your views / experiences / etc on the Challenge please contact us at onlinechallengebusiness@google.com.

REACTIONS - Your reactions to the Challenge at the onset of the project. For example, does anything stand out as surprising given your experience with course projects?

FACTORS - What factors attracted you to the Challenge?

FACTORSFRUSTRATING - What factors frustrated you with the Challenge?

EXPERIENCE - Did your prior experience with search engine advertising and online marketing (or lack thereof) affect your ability to lead the project? How did you leverage/overcome these strengths/weaknesses?

SUGGESTIONS - What suggestions would you make to improve the Challenge?

GOOGLEADWORDS - How do you compare Google AdWords versus other methods of online advertising?

OUTCOMESHARING - Would you like to share any consequences or outcomes related to your participation in the Challenge?

[open]

Overall

QUOTE - If you are pleased with your experience in the Challenge, would you provide us with a quote that your local university and Google can use to promote the Challenge in the future?

[open]