



Google Online Marketing Challenge

Professor's Guide

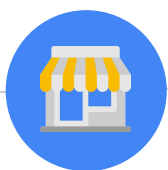
This guide is provided for informational purposes only. In the event of any conflict between this guide and the GOMC [Terms & Conditions](#), the Terms & Conditions will govern.

What is the Google Online Marketing Challenge (GOMC)?

[GOMC](#) is a global competition that provides college students with the opportunity to create and execute online marketing campaigns for a business or nonprofit using \$250 in AdWords credit provided by Google. More than 110,000 students and professors from almost 100 countries have participated in the past nine years. GOMC creates an engaging and innovative educational experience, and helps students build skills immediately applicable to a career in digital marketing.



Student teams of 3-6 members review learning materials in the GOMC online Digital Marketing Course



Teams select a business or nonprofit to work with, perform market research and submit a pre-campaign strategy report to Google



Teams receive a \$250 AdWords credit to develop and run a 3-week online advertising campaign for their client



Teams submit a post-campaign report, presenting an overview of key performance results, campaign strategy adjustments, learnings and future recommendations for their client



The teams that develop and communicate the most successful campaigns win awesome prizes, including a trip to Google

What are the benefits of participating in the Google Online Marketing Challenge?

GOMC is a tool for professors to bring marketing theory to life by engaging students in a hands-on learning experience that gives students the opportunity to:

- Gain valuable business, marketing, analytical and consulting skills through a practical experience.
- Collaborate effectively in a professional group setting.
- Build a true relationship with a client and make a real-life impact.
- Gain exposure to the digital marketing landscape using real money on a live advertising platform.
- Increase their depth of experience and stand out on a resume to future employers.
- Win awesome prizes, like a trip to Google!

What is the time commitment required from a professor?

All student teams must register under a professor, faculty member, lecturer or instructor currently employed at a higher education institute. However, the level of involvement the professor has in the program is completely up to him/her. Historically, professors have supported students in the competition in a wide variety of ways, including:

- Teaching a **digital marketing course** using GOMC as a semester-long, hands-on group project.
- Integrating **GOMC into a more all encompassing business/marketing/communication course** in which GOMC receives approximately 7-9 hours of in-class time.
- Sponsoring GOMC as an **extra credit project or extracurricular activity** that is worked on outside of the classroom. In this case, the professor serves as an academic sponsor who is available to provide guidance on time management, finding a client and writing the pre- and post-campaign reports, but students take on the responsibility of learning the content and executing on the project.

**Professors are not required to integrate GOMC as part of their coursework in order to sponsor students in the competition.*

Sample Competition Timeline

On the next page is a sample timeline for completing GOMC. It is suggested to allocate a minimum of 8 weeks for students to complete the program, with 12 weeks being the ideal time frame and 12+ weeks being optimal for enhancing the experience and allowing time for in-depth lessons and practice. The estimated student hours to complete each task of GOMC are identified throughout this guide. On average, professors [report](#) allocating a median of 8.2 hours of in-class time towards GOMC, with a range of 0-40 hours. All of the below work can be completed outside of the classroom, however if time allows for it, in-class discussion and collaboration can enhance the learning experience.





Google Online Marketing Challenge

Week One



Familiarize yourself with the Competition (1 hour)

- Read through the [Competition Overview](#), [FAQs](#) and [Terms & Conditions](#) before getting started. Reviewing all of requirements up front will set you on a path to success and help you avoid potential obstacles down the road.

Organize your Team (1 hour)

- Professors can register up to 10 student teams, however, if this limit is reached, a team cap increase can be requested by reaching out to onlinechallenge@google.com.
- Student teams should consist of 3-6 members with one team captain who will take on the responsibility of registering the team, obtaining the AdWords account and submitting the pre- and post-campaign reports.

Register for GOMC (5 minutes)

Professors must [register](#), verify their account and be approved by the GOMC Team before student team captains can register for the competition.



[Professor Registrations](#) | [Demonstration Video](#) | **Deadline: March 22, 2017**
[Student Registrations](#) | [Demonstration Video](#) | **Deadline: April 5, 2017**

Week Two - Three



It is recommended teams build a fundamental understanding of the digital marketing landscape and Google AdWords by reviewing the training materials in the GOMC [Digital Marketing Course](#). Don't forget to also help your students develop their interpersonal skills, as they will work closely with a real client to understand their business and propose a marketing strategy.

*Students should create a draft AdWords account (see below section for creating an account with no billing information), so that they can become familiar with the AdWords platform as they go through the training materials.

AdWords Fundamentals (8 hours)

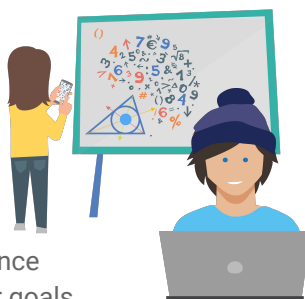
- Students completely new to AdWords should prioritize completing the [Academy for Ads: Get Started with AdWords](#) interactive course (2 hours).
- For more in-depth lessons, review the [AdWords Fundamentals Study Guide](#), consisting of the below lessons (4 hours):

[Introduction to AdWords](#)

- 1.1 Benefits of online advertising and AdWords
- 1.2 Google's advertising networks
- 1.3 Where your ads can appear
- 1.4 The quality of your ads
- 1.5 What you pay

[Measurement and Optimization](#)

- 3.1 Measure your results
- 3.2 Tools to measure your performance
- 3.3 Evaluate metrics relevant to your goals
- 3.4 Optimize your campaign



[Campaign Management](#)

- 2.1 Choosing a campaign type
- 2.2 Structuring your campaign
- 2.3 Targeting your audience
- 2.4 Setting bids and budgets
- 2.5 Creating ad groups
- 2.6 Tools to plan a campaign

[AdWords Fundamental Certification Exam](#)

- Free | 120 minutes | 100 questions
| 80% passing score | Validity period of 12 months

Advanced Lessons (5 hours)

- Once students have a good understanding of the basics of AdWords, it is recommended that they also complete the [Search Advertising exam study guide](#) (3 hours) and [Advanced Search Advertising Certification Exam](#) (120 minutes). This will help students succeed in the Challenge and meet the requirements of getting [AdWords certified](#), which requires a passing score on the Fundamentals exam and one of the Advanced exams.
- Prioritize the completion of the Fundamentals and Search Advertising study guides, but more advanced lessons on Display, Video, Mobile, Shopping, Analytics and more can be found in the GOMC [Digital Marketing Course](#).



*Completing the AdWords certification exams is not a requirement to participate in the Google Online Marketing Challenge, however there is an optional [AdWords Certification Category](#) that teams will be eligible to win if all team members become certified before the close of the competition on May 31, 2017. Students can choose to take the exams before or after running their campaigns, as long as they do so before the close of the competition.





Google Online Marketing Challenge

Week Four - Six



Select a client (4 hours)

Important: Teams must work with a business or nonprofit that has not used AdWords before or has not used it in the last six months. To determine client eligibility, perform a search on Google for the business and look for ads to see if they are currently running AdWords. If they are not, contact the company to confirm the business has not run AdWords in the last six months.

Review [Selecting a Business](#) on the GOMC Website for tips on selecting a good business partner for GOMC. Students may deliver this [letter](#) to prospective clients as a way to inform them about GOMC and what they can expect by participating.

The most successful teams work with a business or nonprofit that they are truly passionate about. At a minimum, it is important for teams to select a client that:

- Does not offer a product or service that could face restrictions according to [AdWords Policies](#).
- Is not in a competitive industry with a high cost-per-click (*See [Keyword Planner](#)).
- Has a website with quality landing pages or is open to making website changes based on student suggestions.
- Is supportive of the students and is willing to be available and involved.



*You need an AdWords account in order to access the [Keyword Planner](#), so if students want to use the Keyword Planner prior to submitting their pre-campaign report and getting access to their GOMC AdWords account, they can use [this link](#) to create an AdWords account without having to enter billing information. Students can use this account to access the Keyword Planner and to become familiar with the AdWords platform.

Client Research (3 hours)



Students should meet with the client and get a good understanding of the business background, goals and current marketing initiatives, as well as perform a market analysis that touches base on all topics that should be included in the [Client Overview](#) section of the Pre-Campaign Report.

AdWords Strategy and Pre-Campaign Report (6 hours)



Based on the information learned during the client research phase, students should develop an AdWords strategy that will help achieve their client's goals.

When developing the AdWords strategy, students should learn and experiment with different ad and campaign types, but it is also important to keep in mind what makes the most sense for their business partner and their goals. Students should work towards what suits their business and not towards the competition algorithm. See [AdWords Guidelines](#) for more details.

The Pre-Campaign Report should be a maximum of four pages. Make sure to read the Pre-Campaign Report [content and formatting requirements](#) carefully. A small formatting mistake can disqualify a team. Students can reference winning teams' reports on the [Past Challenges](#) page of the GOMC website.

Week Seven



AdWords Setup (5 hours)

Once the Team Captains submit their Pre-Campaign Report, they will need to "Request Credit" in their student dashboard, which can take up to 5 days to process. Once processed, Team Captains will receive an invitation to access a pre-credited AdWords account for use in the competition.

AdWords Credit Request Deadline: April 12, 2017

Once teams get access to their AdWords account, they should begin building out their campaigns, ad groups, ads, keywords, etc. to prepare for the launch of their 3-week campaign. Teams may also use [AdWords Editor](#) at any time to build out their account structure in bulk. Students should keep all campaigns paused until they are ready to go live.

Students should utilize these [Guides to AdWords Best Practices](#), while building out their campaigns to ensure their accounts are setup for success.





Google Online Marketing Challenge

Week Eight - Ten



Campaign Window (10 hours)

Keep in mind the following rules around the campaign window:

- Teams have a maximum campaign window of 31 consecutive calendar days to run their 21 day campaign, which begins on the first calendar day a campaign receives a click. Teams can pause their campaigns for up to 10 days during the campaign window if they need to for business purposes (e.g. business closed on weekends/holidays, website down).
- Teams with campaigns that receive clicks on less than 7 calendar days or more than 21 calendar days, will be disqualified.
- Teams must begin and complete their campaigns prior to the end of the competition window on May 17, 2017.

Students should check their campaign performance daily and optimize their account throughout the campaign window by:

- Testing different ad copy
- Adjusting bids and budget allocation
- Adding negative keywords and exclusions
- Adding new relevant keywords and targeting methods, etc.

Week Twelve



Results Analysis and Post-Campaign Report (6 hours)

The Post-Campaign Report should be a maximum of eight pages, plus a maximum of two pages for the optional Impact Statement if the team worked with a nonprofit client. Remember to read the Post-Campaign Report [content and formatting requirements](#) carefully and have students reference the [Past Challenges](#) page for examples of winning teams' reports.

Students should also follow-up with their client to share their campaign performance results, provide future recommendations and share their exported AdWords campaigns (using [AdWords Editor](#)) that the client can import and use in their own AdWords account if they choose to continue using AdWords after the competition.

If students have not become AdWords Certified at this point, they should also complete the [AdWords Certification Exams](#) at this time to be eligible for the [AdWords Certification Category](#). All Post-Campaign Reports and AdWords Certification Exams should be completed by the end of the competition on May 31, 2017.

Additional Ideas & Resources



Training & Support Resources

- [The Digital Marketing Course](#)
- [GOMC Research Center](#)
- [Insights on the Google Online Marketing Challenge and Its Successful Classroom Implementation](#)
- [AdWords Help Center](#)
- [AdWords Community Forum](#)
- [GOMC Google+ Academic Community](#) & [Student Community](#)

Ideas for Integrating GOMC into your Coursework

- Required AdWords Certification Exams
- Graded Pre- and Post-Campaign Reports
- In-class presentation on proposed AdWords strategy and post-campaign performance analysis
- Division of learning and peer-to-peer training (have teams study and become experts in different areas of AdWords and have them present and train their peers in their area of expertise)

Looking for more tips for participating in the Google Online Marketing Challenge?

Check out the Google Online Marketing Challenge [YouTube Channel](#) for Hangout on Air recordings with other professors, students and Googlers. Also check out the GOMC [Google+ Page](#) for relevant information and reminders.

Ready to get Started?

Register for the 2017 Google Online Marketing Challenge on the [GOMC website](#) before March 22, 2017.

