Experiential Learning Via the Google Online Marketing Challenge

Jamie Murphy
Australian School of Management and Curtin Graduate School of Business
Overview

Google AdWords and AdSense

Google Online Marketing Challenge

Judging

Research Possibilities

Questions and answers
ADWORDS AND ADSENSE
AdWords are Sponsored Links

Results 1 - 10 of about 2,030,000 for hand delivered flowers (0.15 seconds)

Sponsored Links

Send Flowers From £14.99
Quality Flowers - Free UK Delivery
Beautiful Hand Tied Bouquets
www.easyflower.co.uk

Order Flowers
Quality Range of Flowers & Bouquets
Same Day Delivery, Order Online Now
www.FlowerGram.co.uk

Hand delivered flowers
Let Interflora.co.uk send flowers on your behalf with our expert florists who use the finest flowers and personally deliver by hand to ensure that your gift...
www.interflora.co.uk/page.xml?page_id=2130643 - 32k - Cached - Similar pages

Interflora: Delivered with care.

No charge unless an AdWords Sponsored Link is clicked.

Flowers from £20. Same day delivery available. Quality & value assured.
www.flowerssameday.co.uk

Cut Flowers & Bouquets
Superb Prices
Free 24 Hour delivery
www.cuttingit.flowers.co.uk

Natural Search
Results generated algorithmically – unbiased and unpaid
Google AdSense

Earn money from relevant ads on your website

Google AdSense matches ads to your site’s content and audience, and depending on the type of ad, you can earn money from clicks or impressions.

Roses, Daisies and more
Local florists. Same day delivery
Freshest flowers from $10.99
www.greengardengifts.com

Garden
Great articles, ideas and more for a beautiful garden.

Perennials
Information on perennials and which types work best for your needs.
<table>
<thead>
<tr>
<th>Country</th>
<th>Unique Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>89%</td>
</tr>
<tr>
<td>Japan</td>
<td>86%</td>
</tr>
<tr>
<td>France</td>
<td>79%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>75%</td>
</tr>
<tr>
<td>United States</td>
<td>76%</td>
</tr>
<tr>
<td><strong>Global</strong></td>
<td><strong>75%</strong></td>
</tr>
</tbody>
</table>

Source: comScore Networks machine-based panel
The Google Online Marketing Challenge
The Challenge

A truly global student competition

In the first six years, about 65,000 students in 100 countries at 1,000 institutions and 12,000 Businesses.

• NGO Impact Award

• Social Media Award
Challenge Rewards

The Global winners (and their professor) receive a week’s trip to the Google Headquarters in Mountain View, CA

Regional winners (and professors) travel to their local Google office

Participation certificates
Challenge Goal

Run a successful $250 online advertising campaign for a real business over three weeks.

Clearly communicate your campaign planning and results.
How It Works?

Students divide into groups of 3-6, and create an AdWords account

Google gives student teams a US$ 250 budget

Teams recruit a business or organization who has a website but no AdWords account

Teams run their campaign for 3 weeks

Teams submit a pre- and a post-campaign report
Multiple disciplines

- Creative writing
- Business to business marketing
- Introduction to media
- Media management
- Consumer behaviour
- Advertising and Promotion
- Integrated Marketing Communication
- Communication Research
- Electronic marketing
- Special class devoted to the Challenge
Pedagogy and Experiential Learning

Students experience a task or set of tasks, and ultimately learning from their actions.

Most simulations are based on EL

The Challenge and EL concerns

- Recycling
- Overplaying
Google + page
https://plus.google.com/u/0/+GoogleOnlineMarketingChallenge/

Facebook Fan Page www.facebook.com/GoogleChallenge

Online tools (Keyword Tool, Google Trends)

Online resources (tutorials, videos, digital marketing course)
www.google.com/onlinechallenge/

Challenge research center: articles and datasets
google.com/onlinechallenge/research_full.html
Instructor’s Role?

Hands-on or hands-off (depends on the class and instructor)

Register your class (google.com/onlinechallenge)

Integrate Challenge into syllabus

Divide class into small groups (3-6 students)

Help students recruit a client if needed (experience shows students recruit clients quite easily)

Help Google load $250 credit into student accounts
Survey of instructors, students and businesses

Overwhelmingly positive feedback

JOBS, JOBS, JOBS

Campaign phase created excitement

Articles: e.g. Jansen et al. (2008), JIAD

Challenge research center: articles and datasets
  google.com/onlinechallenge/research_full.html
JUDGING THE CHALLENGE
Proprietary algorithm examines 30 variables within an AdWords account (e.g. click-through rates, account activity, etc.) to determine top 50 teams in each region (Americas, EUROPE, MEA and JAPAC): 200 teams

Expert Googlers review accounts to determine top 5 in each region: 20 teams

Global Academic Panel select winners based solely on the quality of the teams’ written reports: 5 teams
Client Overview (2 pages)—12 points

- Client profile
- Market analysis
- Current Marketing
- Conclusion

Proposed AdWords Strategy (2 pages)—13 points

- Number of AdGroups and focus for each
- Keywords
- Text of 2 ads
- Geotargeting
- Budgeting
- Goals

Communication and readability – 5 points
Post-Campaign Summary Report
Submitted after Completing

Executive Summary (8 points– one page)

Industry Component (28 points – 5 pages)

Learning Component (14 points – 2 pages)

Communication and Readability (15 points)

Charts and Tables (10 points)
A Great Learning Opportunity

1. Provides first-hand experience with online tools and reporting
2. Fosters strategic thinking
3. Encourages critical thinking
4. Requires team work and client involvement
5. Demands effective writing
In Closing

Research opportunities

Compelling experiential and applied learning

Engaging student experience and jobs

Pedagogical materials and support

University outreach via industry collaboration

Fun exercise with popular brand
Google Online Marketing Challenge Website
google.com/onlinechallenge/

Challenge Google + page
plus.google.com/u/0/+GoogleOnlineMarketingChallenge/

Challenge Facebook page
www.facebook.com/GoogleChallenge

THANKS!!

QUESTIONS AND DISCUSSION