

# 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



Google [Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Desktop](#) [Moma](#) [more »](#)

hand delivered flowers  [Advanced Search](#)  
[Preferences](#) **Query**

Search:  the web  pages from the UK

**Web** Results 1 - 10 of about 2,030,000 for [hand delivered flowers](#). (0.15 seconds)

**Flowers Delivered** Sponsored Links  
[www.teleflorist.co.uk/delivery](http://www.teleflorist.co.uk/delivery) Beautiful freshly cut flower bouquets. Treat someone today!

**Interflora Flowers** Sponsored Links  
[www.interflora.co.uk](http://www.interflora.co.uk) Order from the flower experts. Fabulous **flowers** from just £18.00.

**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=2130543](http://www.interflora.co.uk/page.xml?page_id=2130543) - 32k - [Cached](#) - [Similar pages](#)

**Send Flowers From £14.99** Sponsored Links  
Quality **Flowers** - Free UK Delivery  
Beautiful **Hand Tied** Bouquets  
[www.easyflower.co.uk](http://www.easyflower.co.uk)

**Order Flowers**  
Quality Range of **Flowers** & Bouquets  
Same Day Delivery, Order Online Now  
[www.FlowerGram.co.uk](http://www.FlowerGram.co.uk)



**No charge unless an AdWords Sponsored Link is clicked.**

**Hand tied. Delivered with flower** stems in a water bubble for ...  
[www.netflora.co.uk/](http://www.netflora.co.uk/) - 31k - [Cached](#) - [Similar pages](#)

**Same Day Flower Deliveries from Valueflora.com - the same day florist**  
**Flowers delivered** Same Day - Same Day **Flower Deliveries - Flowers Today ... flowers** by **hand, delivered by hand** bouquet, **flowers** via local shop, florist shop ...  
[www.valueflora.com/uk/today.html](http://www.valueflora.com/uk/today.html) - 22k - [Cached](#) - [Similar pages](#)

**Flowers** from £20. Same day delivery available. Quality & value assured.  
[www.flowersameday.co.uk](http://www.flowersameday.co.uk)

**Cut Flowers & Bouquets**  
Superb Prices  
Free 24 Hour delivery  
[www.dabbiesflowers.co.uk](http://www.dabbiesflowers.co.uk)

## Natural Search

Results generated algorithmically – unbiased and unpaid

## Sponsored Listings

Your message reaches customers at the moment they demonstrate interest



## 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.



### Garden

Great articles, ideas and more for a beautiful garden.

### Perennials

Information on perennials and which types work best for your needs.

# Google Content Network | AdSense



**About.com**  Reed Business [howstuffworks.com](http://howstuffworks.com)



**The New York Times**

**InfoSpace**



Country	Unique Reach
Germany	89%
Japan	86%
France	79%
United Kingdom	75%
United States	76%
Global	75%

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

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
-

# Challenge Pedagogical Support

---



Google + page

<https://plus.google.com/u/0/+GoogleOnlineMarketingChallenge/>

Facebook Fan Page [www.facebook.com/GoogleChallenge](http://www.facebook.com/GoogleChallenge)

Online tools (Keyword Tool, Google Trends)

Online resources (tutorials, videos, digital marketing course)

[www.google.com/onlinechallenge/](http://www.google.com/onlinechallenge/)

Challenge research center: articles and datasets

[google.com/onlinechallenge/research\\_full.html](http://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](https://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

JOBBS, 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](https://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 (2pages)—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/](http://google.com/onlinechallenge/)

**Challenge Google + page**  
[plus.google.com/u/0/+GoogleOnlineMarketingChallenge/](https://plus.google.com/u/0/+GoogleOnlineMarketingChallenge/)

**Challenge Facebook page**  
[www.facebook.com/GoogleChallenge](http://www.facebook.com/GoogleChallenge)

---

**THANKS!!**

**QUESTIONS AND DISCUSSION**