

Google AdWords Project

MMC6415

Key Dates:

Before March 20: Form teams

March 20: Discuss prospective clients, contact prospective clients

March 25-26: Meet with client

March 29: Submit pre-campaign report

April 1-19: Run AdWords campaign

April 30: Post-campaign report due

Written Reports

To see examples of winning Pre-Campaign and Post-Campaign Reports, visit the [2012 Winners page](#).

Pre-Campaign Report (Judged on a total of 30 points)

The Pre-Campaign Report has three components:

1. Client Overview (12 points) that describes your client's business
2. Proposed AdWords Strategy (13 points) that helps your team craft and defend your draft AdWords Strategy
3. Communication and Readability (5 points)

Ideally, students should gather input from their clients in developing the Pre-Campaign Report.

1. Client Overview (12 points, about two pages)

As a foundation for the proposed AdWords Strategy, this section should provide a brief overview of the client and its marketing.

- Client Profile (2 points):
 - Name, Location
 - Number of employees
 - Goods and services offered
 - Key online marketing personnel
 - Age of the company
 - URL
 - Website Age
 - Website Management
 - Social media such as Google+
 - Company presence and sales via online and offline channels
 - Other relevant information
- Market Analysis (4 points)
 - Current and potential customers
 - Current and potential competitors
 - Overview of the industry (key characteristics, competitive/saturated/mature)
 - Projected and historical online spend for the industry
 - Market position/specialties
 - Unique selling points of the goods/services offered
 - Seasonality of their goods/services or seasonality that the company has identified
 - Other relevant market information
- Current Marketing (4 points)
 - Website uses, e.g. sales, customer service
 - Website strengths and weaknesses
 - Website visibility, such as Google PageRank, incoming links, a few keyword search results

- If available, summary information from Google Analytics or other third party web tracking software
 - Other online advertising and offline promotion of the url
- Conclusion on How the AdWords Campaign Aligns with the Client's Business (2 points)

2. Proposed AdWords Strategy (13 points, about two pages including sample AdWords ads and keywords)

Based on an analysis of the client, its website and marketing, each team should craft an appropriate AdWords Strategy and metrics for their campaign. The proposed strategy should include:

- Number of Ad Groups and the focus for each Ad Group
- Keywords and negative keywords
- Text for at least two AdWords versions for an ad group
- Daily and weekly plans for spending their campaign budget
- Network(s) for their AdWords ads
- Target audience settings
- Ad serving options
- Keyword bidding
- Geo-targeting
- Goals for impressions, clicks, CPC and CTR
- Proposed success metrics
- Other relevant information

3. Communication and Readability (5 points)

The Pre-Campaign Report should have a logical flow, be easy to follow, and avoid grammatical mistakes.

Post-Campaign Report (Judged on a total of 70 points)

The Post-Campaign Report has five components:

1. Executive Summary (8 points)
2. Industry Component (28 points)
3. Learning Component (14 points)
4. Communication and Readability (10 points)
5. Relevant use of Tables, Figures and Charts (10 points)

1. Executive Summary (8 points, one page)

This stand-alone document provides your client with a project snapshot and highlights four key areas:

- Campaign Overview - a basic review of the project by introducing the campaign goals and operational details.
- Key Results - the overall campaign performance as well as each ad group's performance. You should reference each group as well as the overall campaign. This section should provide a brief overview of key metrics.
- Conclusion - a clear synthesis of the report content and key items. This is your chance to tie together the entire package and focus the client's attention on important project aspects.
- Future Online Marketing Recommendations - simple, actionable and well-justified advice on what your client's future online marketing, particularly in relation to AdWords, the website and social media.

Develop the Executive Summary after you generate all other content, as the Executive Summary summarizes and overlaps with your Industry Component content.

2. Industry Component (28 points, maximum five pages)

This is the team's chance to share the results with their client and expand upon the Executive Summary. As a rule, you should include most if not all of your Charts, Tables and Figures in your Industry Component and cover the following areas:

- Campaign Overview:
 - Review the major campaign goals (strategic goals as well as metrics: CTR, CPC, Impressions, etc.) set prior to the project and discuss your general strategies for approaching each goal.
 - Operational Details (campaign dates, money spent, ad groups used): Review the basic schedule and cost structure you followed, your methods for monitoring the account, etc.
- Evolution of Your Campaign Strategy:
 - What were the major changes you made during the campaign and what led to these changes?
 - How did these changes affect your campaign?
- Key Results - summarize your results based on three weeks of data, such as:
 - Overall performance of the campaign and individual ad groups
 - Performance of the initial campaign and changes in performance following your optimization efforts
 - Keyword combinations that were effective and ineffective.
 - Your success stories and quick, but clear references to your failures.
 - When discussing performance, refer to metrics such as impressions, clicks, click through rate, average cost per keyword, total campaign cost and relevant metrics provided by the client, such as conversions.
- Conclusions - synthesize the Industry Component, tie together the entire package and focus your client's attention on the key project aspects. Take this opportunity to repackage information from the data section to display your practical lessons learned with the client. The goal is to develop a great transition that summarizes the critical results and starts to link these results to the future recommendations in the next section.
- Future Recommendations - provide simple, actionable and well-justified advice on your client's future online marketing, particularly in relation to AdWords and the website.

3. Learning Component (14 points, maximum two pages)

The team's reflection on what they learned should cover four points:

- Learning Objectives and Outcomes - what did the team hope to learn? How well did you as a team meet your learning expectations and the Challenge learning objectives (listed in the FAQ)? What else did you learn? What key outcome as will the team remember? What were the expected and unexpected outcomes from participating in the Challenge?
- Group Dynamics - what challenges did your team encounter and as importantly, how did you overcome these challenges? What were some expected and unexpected outcomes from working as a group?
- Client Dynamics - what problems did your team encounter from working with the client and as importantly, how did you overcome these problems? What were some expected and unexpected outcomes from working with the client?
- Future recommendations - what would you do differently in the future to improve your campaign strategy, learning experience, group dynamics and client dynamics?

4. Communication and Readability (10 points)

The Post-Campaign Report should have a logical flow, be easy to follow and avoid grammatical mistakes.

5. Charts, Tables and Figures (10 points)

Teams should intersperse relevant charts, tables, figures in the report to illustrate their results. In addition, teams should label and refer to the charts, tables and figures in the body of the report. Appendices are not permitted. Charts, Tables and Figures count towards the total number of pages.

Formatting Requirements

All reports should use the following formatting: 12-point Times font, 2.54cm page margins, A4 paper, left-justification, 1.5 line spacing. A4 paper is a standard paper size, in the 'Page Layout' section of most word processing programs.

Reports that exceed the page limit or ignore the formatting guidelines will be disqualified. **Do not** include cover pages, title pages, or table of contents with your reports. Similarly, do not include information that shows your team members' names or institutional affiliation (e.g., college, university).

Report Length and Language Options

- Pre-Campaign Report can be a maximum of four pages
- Post-Campaign Report can be a maximum eight pages

Peer evaluations

Peer evaluations will also factor into your final grade and students who make little to no contribution to this project will receive a grade of zero. Students who do not contribute as much as other team members will receive lower grades than the rest of the team.