

## TASK : Google online marketing challenge

Task steps:

- Registration, reading materials
- Preparing pre-campaign report and uploading it to the competition dashboard
- Participation in competition (**3 weeks**)
- Post-campaign report

Select business and its real website, start reading the "Digital Marketing Course" materials

Start following steps of competition process : <https://www.google.com/onlinechallenge/discover/index.html>

**Register team;** write and discuss the Pre-Campaign Report. Step 5: Uploading Pre-Campaign Report and Requesting Crediting.

### Running Campaign

- A) The reading materials:
- "Digital Marketing Course" (<https://www.google.com/onlinechallenge/dmc/>)(8 modules)
  - learning materials of Adwords and Keyword planner can be found at :  
[www.google.com/AdWords](http://www.google.com/AdWords) and <https://adwords.google.com/KeywordPlanner>
  - <https://www.google.com/onlinechallenge/discover/campaign-adwords.html>
  - Good account structure <https://support.google.com/adwords/answer/2375470>
  - Campaign settings <https://support.google.com/adwords/answer/1704395>
  - [https://www.google.com/partners/#p\\_content;idtf=ngQAAAAAAACehM](https://www.google.com/partners/#p_content;idtf=ngQAAAAAAACehM)
  - ... (and many more tips)
- B) The project guidelines:

"Discover GOMC" (<https://www.google.com/onlinechallenge/discover/>)

Requirements:

- Students will need two separate Google accounts, one to manage the Student Dashboard and one (a new account) to manage AdWords campaign
  - Please also make sure that students add the Google+ Page to their circles as well
- C) Select your company website for promotion by applying Google adwords.
- D) Register as a team: <https://www.google.com/onlinechallenge/discover/register.html>  
Provide info : **Professor Email** \* [dalia.kriksciuniene@khf.vu.lt](mailto:dalia.kriksciuniene@khf.vu.lt) and **How did you learn about GOMC?** Dalia Kriksciuniene  
The team is registered by one person: team leader. As soon as the team is verified, the leader will submit emails of all team members for their access to project dashboard
- E) Project (competition) process is described in  
<https://www.google.com/onlinechallenge/discover/index.html>
- F) When you get credits for the game : <https://support.google.com/adwords/answer/1704333>

G) Apply for free Adwords certification exam :

<https://support.google.com/partners/answer/3154326?hl=ens>

<https://support.google.com/partners/answer/3153810?hl=en>