

Hello,

You are receiving this letter because a student team has selected you to participate in the Google Online Marketing Challenge (www.google.com/onlinechallenge), a global student competition developed by professors from across the globe in collaboration with Google. The students who gave you this letter would like to help your organization by developing a free online marketing campaign, using Google AdWords (www.google.com/adwords) and online marketing principles, to improve and drive traffic to your website.

What is in it for your organization?

This is an excellent opportunity to have hard-working students analyze your current organization's online marketing and work to improve it with \$250 USD of free online advertising through Google AdWords. You can also get your business up to speed with social media by working with the students to create a Google+ Page for your organization.

If you are a non-profit organization, you have a chance to win up to \$15,000 if your student team wins the Social Impact Award. The teams will be evaluated on campaign effectiveness as well as the impact made for the non-profit organization.

How does it work?

There is no cost to you. The students will receive \$250 of free Google AdWords advertising and then work with you to devise an effective online marketing campaign. They will evaluate your current online marketing, outline a strategy, run a three-week advertising campaign, assess the results and then provide you with recommendations to further develop your online marketing. The students can also work with you to create or maintain a Google+ Page for a six-week period during the challenge.

Although students might suggest ways to enhance your website, students will not control or alter your website. Your student team will, however, use Google AdWords to drive traffic to your website.

What do you need to do?

First, you will need to agree with the students that you want to participate. Then, at a convenient time, meet with your student team to explain what your organization does and what you want to achieve from online marketing. Ideally, you will take an active interest in the campaign, such as providing feedback on the proposed campaign strategy, interim campaign results and campaign changes. The students do all of the work but the more you help them, the more you gain through a successful campaign. To find out more about Google AdWords, simply talk to your student team or visit www.google.com/adwords.

What happens after the campaign ends?

Once the campaign is over you are under no obligation whatsoever to continue with AdWords or Google+. If you would like to continue your AdWords campaign after the Challenge is over, you can have the student team transfer ownership to you to restart the ads, or you can create a new account at www.google.com/adwords. Non-profit organizations can find out how to benefit from Google tools at www.google.com/nonprofits.

Regards,

The Google Online Marketing Challenge Team