

Your reactions to the Challenge at the onset of the project. For example, does anything stand out as surprising given your experience with course projects?

Category	Sub Category	N	%
Positive Experiences (43/ 74.1%)			
	Learning Online Marketing	19	32.8
	Student Experience	12	20.7
	General	4	6.9
	Win Win Proposition	3	5.2
	Increased Business	3	5.2
	Good Idea	2	3.4
Nothing in Particular		7	12.1
Implementation		4	6.9
No Effect		2	3.4
Not Applicable		2	3.4
Total		58	100

POSITIVE EXPERIENCES (43 responses)

Learning Online Marketing (19)

*We've heard AdWords, but we didn't know how to use and how effective it is. Budget management algorithm in Challenge was stunning. Challenge was a great opportunity for us to understand the importance and benefits of online marketing and even to see the actual results.

*Very good reporting system.

*This project was useful as it dealt very specifically with an area of interest to us - on-line marketing and Google Adwords

*I am surprised by the words that had the greatest results.

*Yes, google's analytical ability and integration with advertising has surprised me.

*Excited to learn more about online marketing through a local University.

*I discovered a marketing universe that I did not know existed

*The documents were clear and concise, but I was surprised by how complicated it is to create an AdWords campaign

*Yes, my ads does not appered

*Got a lot of reactions from the dutch social website www.hyves.nl

*We were surprised that ad strategy both for Russian and English-spoken segment could be equal for our case. Also, Google always advises to write ad texts that describes the product you sell. Our team created ad texts without information on our services (we sell them offline) that simply were funny and interesting and we were surprised that they worked.

*A look beyond one's own nose regarding other participants using blogs.

*To learn AdWords allowed me to go beyond, to know online marketing as a whole thing, and now I look for an opportunity to undertake a post-grad course in Online Marketing

*I thought the XXXX did a good job and demonstrated that we should invest more money in online advertisting.

*Goggle Adword advertising was easy to used when explained by the students collabrated with. never thought online advertising could be so simple yet awarding in terms of traffic flow to the website.

*We needed a long list of keywords in order to bring this traffic into the site.

*It takes a lot of effort to bring in a customer."

*Interested to be involvedwith this form of advertising

*GIVEN THE FACT THAT A SUM OF MONEY WAS SUBSTANTIAL TO LAST FOR A MONTH, IF PLANNED WISELY.

Positive Student Experience (12)

*I don't have experience in course projects but i am sure this has been a very encouraging experiece for the students.

*We were pleasantly surprised by the attitude of the students and project participants who were very professional with this initiative. From the start, they focused their efforts on sales impact and not on winning the competition which shows the responsibility of these young people. Even though our business did not gain very much on this, it was mostly a result of the lack of time on our part as well as the low level of our online activities to date.

*I was delighted by how the student(s) knew so much about online marketing.

*It was fun when I heard that it will be organised on our Faculty, and that I can really get involved in something so thrilling for me.

*The engagement/dedication of the young people

*I was surprised by the team work

*I think it is a good learning tool and gives the students a real life scenario to try and solve and improve upon.

- *No surprises but am happy with the performance of the students
- *Good experience for future business students.
- *I was very interested in the challenge, and hoped to learn a lot more about how it all works. I also hoped to meet the whole student team, and to ask them for feedback and ideas.
- *I was surprised and gratified by the quality of the advertising copy that they produced on or behalf.
- *The teacher was very resourceful on this project

General (4)

- *I was surprised by the fact that google would partner with universities and real businesses. It was really a great experience.
- *A pleasant long duration of three weeks
- *this kind of contests should be arranged more and more to encourage particularly small businesses
- *Not really. But it was good that the students only needed to gain a little info on us, and we then able to do the project and provide the results without our business putting a lot of time and energy into it.

Win Win Proposition (3)

- *i thought it was a fantastic idea - for Google, the students and the participating companies.
- *This challenge was a win win situation for all 3 - google, businesses and students in terms of practical learning experience. this challenge helped my business a lot in terms of all the clicks i recieved on my website. i am grateful to google as well as the students of XXXX university for putting a tremendous effort in making this a success.
- *We thought it was a brilliant idea right from the start. We could see the benefits for both google, us and the students

Increased Business (3)

- *For me the challenge has been a great opportunity to get in touch with online marketing. The positive influence of the campaign on my daily business has been unexpected. I could significantly detect new customers.
- *THAT THE AD PROGRESS AND THERE IS INCREASING NUMBER OF CLICKS ON OUR WEBSITE,WHICH WE DONT PREDICT THAT THE STUDENT WILL CONTROL IT
- *I was surprised and happy at the amount of users from all over the world who surfed our site right at the start.

Seemed a good idea (2)

- *would love to try
- *Just seemed like a great idea with no downside

NOTHING IN PARTICULAR (7 responses)

- *no (4)
- *Nothing surpriseing, pretty standard stuff.
- *Nothing stands out
- *No strong expectations

IMPLEMENTATION (4 responses)

- *I only wish that they [students] had shared it [ad copy] with us prior to launching it on the web.
- *In the beginning I had only little idea what the challenge would mean for me and our client. The aspect of competition in collaboration with the team was only felt in terms of time and budget limitations.
- *The limited budget for the time. Little knowledge was held by the university itself regarding the functionality of Adwords, so the students were essentially flying blind.
- *The roll out was as usual: some work upstream, in order to plan our actions, some work during the campaign, in order to adjust the campaign, and some work downstream, in order to summarize and draw conclusions from our experience

NO EFFECT (2 responses)

- *I did not feel the ad words made any difference at all.
- *We could not attach one email, phone call or sale to the campaign. That surprised me for as dedicated, enthusiastic and talented as our Metro team was

NOT APPLICABLE (2 responses)

What factors attracted you to the Challenge?

Category	Sub Category	N	%
Working with students		26	32.5
Using/ Learning AdWords		21	26.3
Learning / Using Online Marketing		19	23.8
Free AdWords Exposure		9	11.3
Word of Mouth		3	3.8
Miscellaneous		2	2.5
Total		80	100

WORKING WITH STUDENTS (26 responses)

- *I was beginning the distribution of dell laptops when a group of students approached me with this challenge. they helped me understand the benefits of online marketing. i was surprised by their enthusiasm and confidence and most importantly the zeal to participate in this. this attracted me to take part.
- *That students get the possibility to do practical activities.
- *The fact that students will get to know our bussiness and be able to put together the best adds for it, because they are not in that business and act as clients.
- *Working with the college
- *I wanted the advice of the students.
- *conviction and drive of students
- *A good job of the students
- *Working with the students and learning about adwords
- *I knew what XXXX students were worth and was curious to understand how AdWords worked
- *Student involvement
- *It is very rare that our student get the oppportunity to try such challenges first hand, they normally lack experience and after working on this project i am sure they gained some practional experience.
- *Always enjoy working with the university - it's important to get fresh perspectives
- *the possibility to observe the market through the analysis conducted by the students
- *Helping the marketing students from the same college I graduated from.
- *We are very time poor and the time and subsequent feedback and advice from the students was very helpful
- *The opportunity to work with executive MBA students and a prominent academic institution such as XXXX University.
- *Groupwork, sharing our knowledge and experience, and competition between students
- students' ethusiiasm and its capacitiy to promote the company
- *My Strategic Internet Marketing Class.
- *We had applied to Google for a Google Grant because we are a not for profit group. So this was a great way to combine the students knowledge to help us with the Grant. Although we were rejected from the grant because they said we were not a registered charity - however I had sent them all necessary documentation proving that we were. I replied to their decline and they said we had to wait another 3 months.
- *contacts with XXXX University
- *and the opportunity to give students the oppportunity to use real data with a real web site
- *The advisor talked to us about it.. The kids were professional when on the phone.
- *THAT THE GOOGLE IS A GREAT SEARCHING ENGIN AND THAT THE STUDENTS WILL MAKE THE AD THEIRSELVIES
- *One of our employees was a student involved and it worked out that he brought the project to us.
- *Being young company with rather young employees, we are always open for collaboration with young fresh-minded people.
- *"Access to the scientific community.

USING/ LEARNING ADWORDS (21 responses)

- *Free marketing budget, eager minds willing to invest time and effort to drive our revenue, another opprotunity to examine how to make Adword work for us
- *The possibility for my company to try AdWords without having to invest money
- *I have always been interested in SEO/SEM, and the challenge allowed me to try a new AdWords campaign and focus on business questions
- *A new opportunity to test
- *Learning about Google AdWords / Google Analytics and how powerful it can be, it showed me a realistic example how many hits my website can acquire while using this tool.
- *Google name was the primary factor. Then, our consultant's (XXXX) knowledge on Google Ads consulting and because they are already using AdWords, helped us on our decision.

- *google ad words
- *to try out Google AdWords at no cost to me
- *We were interested to learn more about Google Adwords and what, if anything, they might do for us.
- *The opportunity to test, obtain experience and to know better the product (Adwords)
- *To know the world of online marketing, to try the AdWords and know better the internet.
- *To learn more about how google operates
- *It was the occasion to have a fresh point of view on the "kickass" website, and to try AdWords
- *the quickly way to make a campaign in a few clicks i had a campaign
- *easy to use, most commonly used today.
- *Being affiliated somewhat with Google filled me with a great hope for better results.
- *The chance to see if what we were different was close to what we thought was correct; the ability to gain some feedback;
- *the control you have in the daily budget
- *Had already considered doing adwords and was approached about it by google some time ago. When google heard that I was not interested in spending \$5000+ per month, no further contact was made by google to me. I had to take my own steps to get something underway - and the challenge helped this. Being able to do a 'free' test run was highly attractive, particularly leaving the testing up to someone else.
- *would like to know whether adwords can help improve government information service.
- *Quick successes, good data, comprehensive analytical tools

LEARNING/ USING ONLINE MARKETING (19 responses)

- *we wanted to try online marketing
- *First contact with the online marketing."
- *Im very interested in Marketing and I know how to use Internet and computers, and it was a great opportunity for me to get real experience in Online Marketing.
- *to increase traffic to one of my sites, to test the efficacy of online advertising
- *we are interested in online marketing and we needed to understand a little more how it works
- *The opportunity to discover Online Marketing
- *I love trying new things. We have a phenomenal product and I know our weakness is marketing.
- *The prospect of learning more about online advertising risk-free, and to potentially help my business.
- *Any knowledge that I can gain to better promote my company is welcome and very needed. Art is a hard sell and Ballet is even harder.
- *The need to test new marketing channels
- *The fact that my competitors are doing online marketing
- *activity in a wide/large market
- *as well as the learning experience.
- *Opportunity to receive online advertising & consultation regarding our current marketing and website
- *curiosity
- *We have an online store since 5 years ago, and during this time we have only received 2 purchases. We thought that with this sort of advertising we will have more chances of selling through Internet.
- *Staff Member undertaking further study
- *to define the budget given, to know how to manage it, and to try to get the highest number of people to know our products and increase sales and remain as one of the best of the challenge.
- *To try online advertising for very little cost

FREE ADWORDS EXPOSURE (9 responses)

- *The ability to publicize and it was a free trial. So why not?
- *It's Free!
- *the option of free credit to start
- *THE US\$200 THAT GOOGLE HAD GIVEN FOR THE CAMPAIGN. SADLY, THE STUDENTS FAILED TO FULLY UTILIZE THE AMOUNT.
- *Ability to get free exposure.
- *The fact that it was on an international scale as well as free.
- *Getting global visitors with no cost!
- *More exposure for my business
- *The fact it was free to try

WORD OF MOUTH (3 responses)

- *Prev. employee enthusiasm to undertake project for XXXX.

*"My friend asked me to help her group and so I thought ""Why not?"

*The Dean of students asked us to participate in the challenge. I would have liked to have more information about the possibility to work on the longer term on the AdWords campaigns.

MISCELLANEOUS (2 Responses)

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*The hope to win the challenge and the exposure worldwide which would follow.

FACTORS FRUSTRATING

Category	Sub Category	N	%
Enjoy the campaign		24	31.2
Problems with setting up/running the campaign		21	27.2
Problems with students/team		17	22.1
Lack of time		10	13
General		3	3.9
Miscellaneous		2	2.6
Total		77	100

ENJOY THE CAMPAIGN (24 responses)

*None (12)

*nothing (6)

*nil

*None, very good process and result

*none, great initiative from google

*None really. We got increased site traffic which ultimately led to more business.

*THAT IS A FREE CHANCE TO MAKE ONLINE AD , AND DEALING WITH THE GREAT (google)

*We enjoyed.

PROBLEMS WITH SETTING UP/RUNNING THE CAMPAIGN (21 responses)

*THE USAGE OF CAPITALIZATION AND SIGNS. THE STUDENTS HAD TOLD ME THAT THEY HAD PROBLEMS WITH THE PROGRAM AND NEEDED TIME TO FULLY EXPLORE THE FEATURES IT HAD - WHICH THEY DON'T.

*As my first language is Croatian it was difficult to postpone this barrier especially for those who aren't so good in English. I am very good in English so I did most of the work translating and putting sentences together.

*To set it up

*and knowledge about adwords itself

*Lack of knowledge

*An extended fact sheet for companies should have been available, similar to the ones for students and professors

*Incomplete results

*technical difficulties which need to be solved as a result of this experiment

*I was hoping for a stronger impact"

*I am still confused on how adwords works. :(

*AdWords is not necessarily pertinent for my product

*Difficulty to find an adequate business

*I felt, businesses should have been given more access to the ad creations

*the setup of tracking codes and the setup of my own company's website

*I still barely understand the concept.

*It was still difficult to drive traffic to my website.

*that the the costs per click were still very high

*the need for systematic approach to the problem

*Unable to use the analytics and ROI indicators provided by Google to track the traffic and sales improvement due to insufficient and limited information as the colleague handling the website left the company.

*The very low conversion rate among the contacts, and the difficulty to go from English to French

*click rate is too low.

PROBLEMS WITH STUDENTS/TEAM (17 responses)

- *No visibility into the team's activities.
- *It was all taken care of by the students
- *1. lack of integration between our employees and the students
- *My lazy team and everything was in English
- *Hard to work one-on-one with students as they are located in Australia.
- *The lack of participation of the rest of the group.
- *Our communication with the student team during the project was below expectations. Our only involvement in the project related to making sure that the team had a clear understand of our brand.
- *I was not allowed to be as involved with the students as I had hoped to be.
- *We would have liked to have more time with the students to explore Ad Words so that when we had to do it ourselves it was familiar. We would also have liked more lead in time to set up proper monitoring procedures to help the project.
- *I only met one of the students, and even though I was asked a lot of questions, it was not explained to me how these answers would be used and applied.
- *these students didn't contact or collaborate with me - whereas the ones that worked on one of my other sites did. i prefer the latter - being involved, and learning from them, and teaching team too.
- *Some group fellows gave up before the beginning of the campaign and it has worried me, because it (Challenge) had been a great opportunity. But my team has gone further!
- *My team was not as involved as I was.
- *I was sent the link to what the students had done after the Challenge was complete and didn't really understand what everything meant.
- *I didn't have much time to work with them since i am already engaged with prior business in my everyday work, more time would have been helpful
- *The lack of feedback while it was running
- *The absence of a genuine work coordinated. The collaboration between us and the students is limited to completing a questionnaire with information based company. I think it would have been more beneficial to have established a more intense relationship through which to study together and discuss the current positioning of our company in the economic fabric of Venice.

LACK OF TIME (10 responses)

- *Generally speaking - nothing, however the competition should have run longer.
- *the initial long list of questions and late night calls did disturb me, but eventually proved to be a great success for my business. im proud of my students.
- *THE TIME FRAME THAT GOOGLE HAD GIVEN TO THE STUDENTS.
- *It was quite interesting. I'd rather have more time to get to know the dynamics of the system.
- *I couldn't spend as much time as I would like
- *The small amount of time the campaign ran; it just wasn't enough to show any difference in sales or any figures really.
- *I wish it lasted more than 30 days. I had to improve my site (according to the initial advice of the students), so much time was spent by me at the beginning.
- *It would be better to be able to stop the campaigns after a short while, be able to think on them, and then to start again, rather than have 3 weeks non stop
- *Lack of time to spare, time for the campaign
- *The budget was too low: it was hard to get a campaign to last for 2 weeks for 200\$, especially due to the \$'s value vs the €

GENERAL (3 Responses)

- *I was hoping to make more sales given the amount of impressions.
- *Amount of work involved for a relatively minor academic benefit.
- *Difficult to measure feedback. I mean, I get calls for my business all the time, but when I asked if they found our website using a google search, most people didn't know. I usually don't pay attention to what search I'm using, either. The computer switches it all the time.

MISCELLANEOUS (2 Responses)

- *semmi
- *???

Overall Experience

Category	Sub Category	N	%
Learning Adwords/ online marketing		24	36.9
Working with student teams		20	30.8
General		15	23.1
Miscellaneous		4	6.2
Lack of time		2	3.1
Total		65	100

LEARNING ADWORDS/ ONLINE MARKETING (24 responses)

- *i was not much into online marketing earlier, only in some schemes from intel i was offered to participate in campaigns promoting my products. the weakness wasnt any but the benefits i got were remarkable
- *Adwords provided a different channel to online marketing that will be used in the future.
- *Before the challenge I didn't have any experience with online marketing
- *No, the company XXXX did not have prior online marketing experience
- *I have increased my knolage about online marking
- *I managed a good deal of the project myself. I found solutions to problems and questions i had about sponsored links in the past
- *I haven't got any experience in online marketing except that I know how to use web cameras.After a few discussions with the students, I have increased my knowledge in this field.
- *I had no experience leading researching groups. That hasn't helped much, but anyway the rest of the group members has skipped that responsibility. I didn't wait for things to happen and went to read the manuals, study about Adwords and finally created a strategy that has changed 3 days before the end of the budget.
- *I knew a little and the students did as well. It worked fine.
- *The Google Marketing Challenge has imparted us a more profound knowledge of the online marketing tool AdWords. The experiences gained in the project have helped us in the starting phase of our business to prepare us for future online marketing campaigns
- *I have no online marketing experience, so I have spent a lot of time on learning adword marketing and reading the handbook.
- *I have minimal knowledge before the challenge but overcome it with the help of the marketing guide provided by Google.
- *The understanding and knowledge about AdWords has increased
- *Our site was new so we were not getting much traffic from search engines. Adwords really helped us get our name out there on some really great keywords that we weren't getting traffic from before that.
- *We have had SEO work done in the past, and these keywords assisted in developing adgroups. Overall I'm moderatly savvy with online marketing (as needed in the accommodation industry) which assisted in understanding our place in the market.
- *relative knowledge of adwords and analytics
- *I had some prior experience, but not much. My main interest was to learn, which I did not do.
- *My brother was project leader of this project in the name of his project group and he explained every thing. And I put him and his griup in control over the campaign, because I do not know much about (online) marketing.
- *We had experience as users but not as advertisers in search engines. Our market does not show up in Internet, but it is a good opportunity to communicate with the scientific community. Rather than generating purchases, we can use Internet to get the interest of scientifics that later on can become collaborators.
- *We've compensated our lack of knowledge and experience with the knowledge and experience of the consultant.
- *we knew a little about pay for click options and this helped with the idea, we had also done a costing on how much a pay for click is worth for us. We alread had monitoring and measuring methods in place, so this was easy for us to really measure if it worked.
- *Well, firrst hing was that we needed to study it very good before going online. The system isn't as simple as it sounds. You need to know how to work with,because it's kind of difficult to manage with search engine.
- *Yes - No-one in the organisation is fully aware of the depth of online marketing / adwords
- *I had no previous experience

WORKING WITH STUDENT TEAMS (20 responses)

- *I did not have any previous knowledge and therefore I counted on the student team.
- *it didn't, and I didn't lead the project, the kids did.
- *Teh student were very much able to take action in many matters and they took good charge of their work.

*We didn't really lead - we just gave the students all the background and let them choose what they thought was the best course of action. But the meeting after the campaign was very useful and has resulted in changes to the way our website operates

*Yes. I am not expert at online marketing. So the student(s) had to do a lot of explaining to get me to catch up. I rebuilt my site from scratch.

*Yes, we had no experience with search engine advertising. We just let the student do what they thought was best.

*As I had very little to none experience in online marketing I worked closely with the students who in fact had much more experience than myself and followed most of their advise. Had I better experience in my background would have allowed me to influence the process more. I could probably suggest to use more means by Google for my business. We had no prior experience with this type of advertising/marketing and felt that the leadership provided by the team was appropriate and helpful.

*Yes, I listened to the students.

*i gave a lot of autonomy to the students

*I let the students drive this aspect of the project given my lack of general website experience.

*rather limited computer skills: i trusted the students

*I didn't lead the project. No one at XXXX 'led'. We were not aware that we had this responsibility. Our prior experience with AdWords was such that we could tell them what didn't work, but only have hypotheses about what might work.

*I did not in any way lead the project. The instructor did. She did not allow me phone or email access directly with students. I was quite surprised by her boundaries.

*Our involvement during the project was limited to making sure the team had a clear understanding of our brand.

*The subject we gave the students was one of the hardest because it is a saturated market. Knowing what some of the expectations of search engines helped us give them some suggestions for search words to try.

*I was able to inform myself before hand, and the students presented their projects very well

*my past experience allowed me to do most of the pre-campaign work. I already knew the keyword definition tool and the optimisation tips. I already had a good knowledge of adwords

*I managed the project to my whole class. I have a wide knowledge within computers and internet, and in my advertising class, I was the one who made decisions and became a class consultant.

*Yes, my online marketing class helped to understand the challenge.

*Indeed. The embarrassment of not having adequate knowledge, and the lack of help from the team, brought the project to be a brief exchange of mail.

GENERAL (15 responses)

*No (5)

*N/A (2)

*Not much (2)

*no comment

*I had no experience, so had nothing to offer.

*I don't know. My website does well on its own, it would appear. It has high visibility and perhaps the ad words were not appropriate for my kind of business (classical piano studio).

*I HAVE HEARD OF THIS SEARCH ENGINE ADVERTISING, I'VE SEEN MANY OF INTERNATIONAL E-TAILERS THAT HAD USE THEM TO PROMOTE THEIR WEBSITE. WE TRIED TO FOLLOW SUCH METHODS BUT DID NOT GET THE POSITIVE RESULTS THAT WE HAD HOPED FOR.

*I just followed the leaders

*I took advantage of the fact that my company is specialized in a small market

LACK OF TIME (2 responses)

*I asked the opinion of the e-commerce professor. this challenge opened new horizons for me, but because of the limited time spent and low budget, i only tested a few possibilities

*I had used keywords before, but knew little of other ways to boost our position in search results. This seemed to offer a solution; however, there just wasn't enough time or money dedicated to the campaign to have it run long enough to get real results.

MISCELLANEOUS (4 responses)

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Suggestions - Improvements suggestions

Category	Sub Category	N	%
Revise challenge regulations (29/38.2%)			
	Timing	17	22.4
	More Budget	7	9.2
	Others	5	6.6
Better support (18/23.7%)			
	More materials	7	9.2
	Better technical support	4	5.3
	More academic training/ support	4	5.3
	More languages	3	3.9
No change/ good as is		14	18.4
Better cooperate with students		6	7.9
Better promotion		3	3.9
General		3	3.9
Miscellaneous		3	3.9
Total		76	100

REVISE CHALLENGE REGULATIONS (29 responses)

Timing (17)

*Longer time (14)

*Lengthen the duration for a better gauge of the effectiveness of the campaign.

*Extend the duration of the competition.

*A LONGER DURATION.

*And about 1 month campaign run time. It would be good if the first week could be run as a test, say allowing a portion of the budget to be used whilst not affecting the campaign outcome itself, then students can hit the ground running

*Give them more time to run their campaigns. I found out about Google Analytics in the middle of the campaign. I suspect they could have done a better job tracking which clicks resulted in sales had 1. they known about Google Analytics 2. they understood the changes necessary to the website to allow this tracking, and 3. they had worked more closely with me. In the end, the question is 'Was the \$200 worth it as a business investment?' Overall, I would say no, but with more finely sliced data we might have found set of search terms and products where we could get sufficient return.

*Have it last 90 days. Include an early phase for site renovation.

*More lead in time so that code can be put onto websites to gather more statistical infoDo it for a longer period of time even if the businesses have to pay for a % themselvesHelp for the students to have a bit more time to work on the project

*spend more time and input on the projects

*keep the adwords campaign up for at least 3 months.

*The challenge should run for a period of > 3 weeks for the campaigns

*Longer period of time to compete.

*Make it a little longer

*longer time trial

*give the students more time

*do pauses between campaigns

*The timing of the contest should be closer to the beginning of the second semester than the end (January as opposed to April). This will enable the campaigns to be finished prior to exam periods, allowing the students more time, focus and commitment for the Challenge.

*Make it twice/three times a year

More Budget (7)

*Bigger budget (3)

*Higher budget - say \$350.

*Increase the budget

*INCREASE BUDGET GIVEN TO TEAMS

*a bigger budget for 3 week campaigns

Others (5)

- *Maybe to make it more cheaper, because it is still a lot of money for one click.
- *the possibility to use image ads
- *make competition for each country and the winner compete among each other to decide who is the champions
- *give this year's participating chance again next time.
- *We think that regions that Google chose for this Challenge are too big. All countries and all businesses inside this countries have so called national specialities. May be, it will be useful to take this fact into account while developing the algorithm of evaluation of these students' works.

BETTER SUPPORT (18 responses)

More materials (7)

- *its difficult for a not managerial background person to understand this. there should be extensive course material so that the concept becomes more clear.
- *Provide email updates as to what changes the students made to the client - better understanding.
- *Have better feedback as the challenge runs
- *More feedback from the students, some sort of report about what they did, how succesful it was, and some feedback on what I should be doing in the future.
- *Better follow up at the end educating the business on where to go after the project.
- *send the students training modules
- *provide actual adword cases (in audio) for students to enhance teaching

Better technical support (4)

- *I use a Joomla CMS environment (<http://www.joomla.org>) which is a open source dynamic content management system as you may know.. I had a bit of trouble understanding how to put the AdWords code into the registration complete page, maybe a lack of knowledge on my behalf, but a Joomla module/mambot could be a good step..
- *Build a platform thanks to which the teams from all over the world and the companies they represent would have an insight into the progress of the competition, the stats etc.
- *Use of Google Docs with access for the company
- *I first thought that students would use google for online chatting and discussions, but later I found that most students were using MSN or Ecshop. I suggest google's online chat facility could become more user friendly. For example, document uploading and file amending seemed to be difficult at google.

More academic training/ support (4)

- *the online support/training
- *PERHAPS EDUCATE THE STUDENTS BEFORE HAND HOW TO USE THE PROGRAM BEFORE ENGAGING THE BUSINESSES.
- *A better understanding of what the students had to do so we could guide them better.
- *preventive education for those who would provide information to students.

More language (3)

- *Reports in our native language
- *I guess many students have given up due to lack of instructions brought to other languages. This has really bothered.
- *it had better had a Chinese version.

NO CHANGE/ GOOD AS IS (14 responses)

- *No/None (9)
- *I think that the challenge is absolutely ok, and it is good for the students to gain some practice.
- *I have no suggestions.
- *no comment
- *keep going
- *Overall it was an enjoyable learning experience.

BETTER COOPERATE WITH STUDENTS (6 responses)

- *More student interaction.
- *Require the students to meet with the owner weekly, not once.
- *Involving every member of team into project. Because we had exam through this period of time my team members weren't so organised.
- *more interaction with the team
- *give business more access over ad creation
- *Increased collaboration

BETTER PROMOTION (3 responses)

- *I came across the campaign by coincidence - I think is should have been advrtised in local media using better ways.It may be helpful to allow a number of teams to work on a single project/company.

*Goggle should promote more of their benefits of participating in the challenge to draw more participants.

*It would be good to locally highlight the importance of the competition.

FUTURE PLAN (1 responses)

*I would like to continue with the adwords account and I have tried to contact you about but I don't know how to change the billing to be my acct info so that I can continue the existing campaign. I thought this was a real shortfall on google's part not working with the clients to continue the campaigns once the students set them up. I imagine most people would have been pretty happy with the whole thing and been happy to let what the students set up just continue running.

GENERAL (3 responses)

*And my brother put my website also on several portals, therefore when I search in google for my own company I find it very quickly.

*reduce reading material. Not a single person reads the documentation anyway, and you're wasting trees.

*Idk. As I said before, difficult to pinpoint response resulting directly from adwords.

MISCELLANEOUS (3 responses)

*?

*google kereso elhelyezese a weblapon belül

*ns

GoogleAdWords – Google AdWords comparison

Category	Sub Category	N	%
Adwords is the best (36/46.8%)			
	Very useful	17	22
	More effective	9	11.7
	Easy to use	5	6.5
	Others	5	6.5
Do not have enough experience to compare		20	26
General		6	7.8
Neutrally		5	6.5
Adwords needs some improvements		4	5.2
No comment		4	5.2
Miscellaneous		2	2.6
Total		77	100

ADWORDS IS THE BEST (36 responses)

Very useful (17)

*however for my company AdWords has been a big success

*Adwords can be very specific to its online market.

*It allows a ton of flexibility

*For me it is a cheap opportunity to run advertising campaigns online

*google adwords is a good solution with an excelent ROI.

*VERY USEFUL.

*i thing that AdWords is very powerfull.

*Well actually Adwords is a good way of advertising maybe better than others because with interesting adss people can actually get what they want.

*the google engine has many users and it is very useful for the companies which make their ads with

*Very good, there are a lot of functions, however these functions are sometimes a bit hidden.

*Very pertinent because done by Google: the leader in its domaine

*The campaign we ran was very successful and will definitely prove so in the long run, once the seeds we planted will start to bear fruit. Google is the best known search platform, and everybody I know uses it, so it reaches more potential clients than others can.

*Best analytical tools, direct effects

*The Google AdWords is, by far, the best way to advertise on the internet. Everybody uses Google. The Google is a necessary tool, as an OS to a computer.

*I like the control I have over what I market, where I market it and how much a I spend.

*It seemes to be very good and usefull to people using google

*it is innovative and precise, allowing for a good turnaround time and an original way to do marketing

More effective (9)

*offers quick response.

*It is more effective. The wide coverage allowed us to reach many people

*Compared to standard advertising, it is very creative, very effective and enables to achieve very sharp results.

*Google AdWords versus other methods of online advertising, of course it is a stronglly rather than other methods, because it deals with all people, knows a good credibility

*more cost efficient compared to other forms on online advertising

*Great instant responseEasily measurable

*it's effective - from a cost and click perspective

*It is significantly more cost-effective than other means.

*more cost efficient.

Easy to use (5)

*Google AdWords appears to be a great way to market on-line, within a variety of budgets, which enables the user to easily view, track and analyze results .

*Everyone loves Google! You guys make things easy. :-)

*The Google Adwords is much easier and cheaper. It isn't hard to understand the project, besides the values are determined by the client/company, accordingly with possibilities and needs of the moment.

*Google Adwords is easy to use

*It is easier to use

Others (5)

*It is the most famous

this is the best way. there is no other comparable means.

*I presume it's the best.

*I think it is comparable to some and has some advantage over others.

*the google adwords is the best!!!

DO NOT HAVE ENOUGH EXPERIENCE TO COMPARE (20 responses)

*No experience.

*I do not have a comparison

*I don't know about other SEM, however I prefer to invest in SEO due to long term viability

*I lack knowledge of other methods of online advertising so i can not compare.

*I am not that familiar with online marketing

*no point of comparison

*I'm not very informed about other methods

*I'm still not expert enough to make this comparison.

*I don't know any other

*Still don't have enough experience to make a comparison.

*I do not know, beacause I don't have experience with other online advertising methods.

*No other experience with online advertising.

*N/A - we don't have any other methods to compare to

*This was our first experince in online advertising.

*Hard to compare, I don't know enough about it.

*I can't.

*no other experience to compare with.

*don't have enough information

*I know yahoo provides something similar but never try.

*I do not know the other methods, apart from the traditional banner. What is much worse, of course.

GENERAL (6 responses)

*not bad

*Google AdWords is the right choice for me

*Comparable

*great

*OK

*Good.

NEUTRALLY (5 responses)

*It's marginal for our business but we did learn a lot - Google has other services and features which are more beneficial given the investment in time made.

*The only other one I know off the top of my head is facebook marketing, which we havent ventured into - as it isnt as necessary as being good on Google.

*emailing is for us a very important channel, but we hope to gain experience and get to use sponsored links

*I think that the market you are trying to reach could benefit or fail depending upon the words chosen and how saturated it is.

*not necessarily adapted for a niche

ADWORDS NEEDS SOME IMPROVEMENTS (4 responses)

*unfortunately the tool only offers CPC, there is no display yet, despite many advertisers liking this form of advertising

*I find it good, but some improvements can be made

*its a good system, but the revenue share with editors is too low, so it's sometimes hard to be pertinent

*Potentially more helpful, still need to evaluate costs.

NO COMMENT (4 responses)

*I don't have an opinion on this

*no idea

*no comments

*N/A

MISCELLANEOUS (2 responses)

*ns

*hihetlenu hasznos

Outcome sharing-Outcome sharing

Category	Sub Category	N	%
Not too much outcomes		18	32.1
Increased sales		10	17.9
Attracted more customers/ website traffics		8	14.3
Good learning experiences		7	12.5
General		7	12.5
Suggestion/future plans		3	5.4
Miscellaneous		3	5.4
Total		56	100

NOT TOO MUCH OUTCOMES (18 responses)

*No (8)

*N/A (2)

*Nothing special.

*no . they do it for free to get experience and to learn only

*None that we know of.

*not yet noted

*Yes?

*Nothing changed.

*no comment

*In my company there were no big changes

INCREASED SALES (10 responses)

*my business has increased 5 folds and the popularity has increased tremendously. i have become from a medium level to a big player in my region in my industry. the benefits are remarkable.

*Generated sales!

- *I already filled this out but I never made it to the next screen and lost the data. We saw an increase in sales.
- *We had an enormous increase in business requests with the Challenge combined with today's market opportunities. We couldn't even imagine such a high impact.
- *We learned a lot - and this has helped us improve the navigation and content on our website which has resulted in sales.
- *Benefits only
- *it grew my bookings by a factor of 5 times so I am very happy with that
- *it had a very real impact on our sales
- *increase interest and profit
- *There was indeed an increase in sales during the period of the challenge and more enquiries.

ATTRACTED MORE CUSTOMERS/ WEBSITE TRAFFICS (8 responses)

- *Within the three weeks more than 1200 visitors clicked on my website, in the two years before I could only reach just under 1400 interested people - a great and unexpected success
- *Initial results indicate that there was an increase of traffic during the campaign, some of which is being sustained.
- *Also, we were surprised that we got English-spoken registered users during this Challenge because we consider Russian part of our site as a main one.
- *slight rise in traffic and no influence on sales
- *very good results: the site was visited many times
- *improved visibility on the Web
- *The AdWord's content impression rate and click rate were impressive. I am also surprised by the fact that adwords also increased the visits to the website and its incoming links & pagerank.
- *The number of visitors to the website that we chose increased a lot, therefore their service has also increased (animal adoption). Also, the number of registered pets on the website has increased. XXXX

GOOD LEARNING EXPERIENCES (7 responses)

- *the company found that sponsored links were not adapted for their business. this allowed them to understand the concept better and adapt their communication
- *for the moment we have not had much monetary return, but we were very surprised to find that "satisfaction survey" was a term much searched for, and not "newsletter survey"
- *i became more experienced..
- *we spent the budget in very little time
- *The results affirmed some of the things we have already tried. It also showed us what we need to improve on and gives some leverage to try and achieve the budget to do so.
- *I became internet consultant to the whole faculty, everyone ask me things about Internet and Google. I got deeper understanding on the subject and now wish to get an opportunity to study a post-grad course in online marketing.
- *The challenge is a good learning tool for the people doing the challenge.

GENERAL (7 responses)

- *Well this Challenge was part of my grade. It increased my grade because I was the Captain of my team.
- *yes, i would like.
- *Still waiting to see the results.
- *Sure, no problem at all.
- *I said what I felt was worth sharing plus you have the results to examine.
- *It was a good program.
- *Given the poor do not know what to share.

SUGGESTION/FUTURE PLANS (3 responses)

- *Our team offered us to think about to become a member of AdSense. And we are going to think, indeed.
- *At the moment we are not doing any strictly online marketing activities. If we decide to do it in the close future, we will certainly take AdWords into consideration
- *I will partake in any future challenges, but I will insist on more interaction and feedback.

MISCELLANEOUS (3 RESPONSES)

- *az eredmény kezzel fogható, halas vagyok a google nak hogy reszt vehettunk a programban
- *ns
- *si

Quote - Quote

Category	Sub Category	N	%
SME benefits		12	26.7
Great learning experiences		11	24.4
Slogans		6	13.3
No quote		5	11.1
General		5	11.1
Win-win collaboration		4	8.9
Miscellaneous		2	4.4
Total		45	100

SME BENEFITS (12 responses)

- *You get closer to an unknown market. You get opportunities where you did not expect them
- *"XXX was extremely pleased with the results acquired, and have carried on using this system as it is essential to succeed in your online marketing endeavours!"
- *The age of marketing experiments is over with the coming of Google AdWords, now everything is under control.
- *Challenge was an initial step to understand and use AdWords. Because of the very successful feedback we received, we think that using AdWords regularly is a wise marketing investment.
- *"What a great boost. It's great when smart MBA students throw themselves into your website's marketing. In a very short time, they can find ways -- through the Google Challenge -- to drive traffic to your site." -- XXXX
- *I think this is a fantastic idea for any website worth its merit - increased exposure at no extra cost!
- *You get closer to an unknown market. You get opportunities where you did not expect them
- *One can reach 400,000 potential customers in a matter of 3 weeks with only 200\$.
- *Small business in Ukraine is always seems to be a "dangerous" and interesting adventure. In such a case fresh thoughts and modern tools such Google Adwords are always useful.
- *The campaign within the Google Online Marketing Challenge has been a valuable support for us for a marketing start in our startup-phase. Therefore we thank the involved students, the university XXXX and Google.
- *We tried the Google Adword Challenge and for very little cost we got to try out Google Adwords. The experience was very positive and would encourage us to invest further in online advertising
- *It is unbelievable that AdWords also works for promoting government information service! Government information service should also utilize internet and get in direct contact and dialogue with the people! It should not be assumed that the public are aware of the government service automatically; therefore, government should utilize a new way to promote its services.

GREAT LEARNING EXPERIENCES (11 responses)

- *The Google Challenge offers a unique possibility for small companies to gain experience in online marketing and to test certain possibilities.
- *Sharp minds, energetic marketers, and a free Adwords budget combined to make this program a real opportunity to experiment with on-line marketing at Google. I would strongly recommend participating in the Challenge.
- *an experience that was meant to be enriching from a business perspective, and that in the end was also enriching from a personal perspective, which is what really matters in the end!
- *very insightful to the world of online marketing
- *Thank you Google Adword Challenge for giving me a greater understanding of what gets people to notice my company.
- *The Challenge allowed us a painless way to preview the potential power of Google AdWords.
- *Great resource and learning tool for online marketing
- *the challenge was for me a way to improve my knowledge of adwords and share my experience with the team our new know-how, that will certainly be of use in our work in the future. As we are students working very closely with the business world, it is important for us to know the tools that companies need to use.
- *"Enhances an individuals overall experience with Online Marketing."
- *Adwords is a powerful online marketing tool to reach local customers in my given industry. The Google Adwords Challenge aided in my understanding of this revolutionary marketing tactic.
- *It was a pleasure working with the students. I enjoyed the experience

SLOGANS (6 responses)

- *A Great Into To a Great Opportunity!

- *Google Adwords is the best, who cares about the rest!!!!
- *Be in it to win with it.
- *Google Adwords - Effective and Efficient. Enough said.
- *real life digital marketing can't be easier.
- *Challenges? We always want to achieve success on challenges, and the Google Online Challenge is the best of them. The AdWords is the tool of the future, and to try it as an academic challenge is sensational. I'll specialize in Online Marketing, and you? Face the challenge that will change your way to see Google as a search engine only?

NO QUOTE (5 responses)

- *No
- *I can't give such a quote.
- *no comment
- *No, overall I am a bit disappointed.
- *can not.

GENERAL (5 responses)

- *ok
- *be positive
- *We'd do it again tomorrow AND PS - I think your donation to Oxfam is a fantastic idea and makes me see Google as a much better corporate citizen. Please do more things like this.
- *the young are able to do more
- *insanity is to do same thing repeatedly and expect a different result

WIN-WIN COLLABORATION (4 responses)

- *the challenge was a great initiative, bringing together businesses and universities. It opens the world of online marketing for very small businesses. an excellent initiative
- *the challenge was a truly professional and human experience, thanks to groupwork and customer relations. This experience allowed us to build strong relations between the students participating in the challenge
- *the challenge was an exceptional opportunity for our company to discover online marketing, and to test the impact that advertising would have on our results. we were pleasantly surprised by the increase of traffic to our website, and the number of extra customers this brought us. The students did remarkable work and truly invested themselves in their work. It was very rewarding to work with such dynamic young people. The challenge is a very clever way to invite companies to use AdWords
- *The Google Challenge provided a real world experience for the students; positive feedback for the company; and presented ways to improve and change the way advertising dollars are used.

MISCELLANEOUS (2 responses)

- *ns
- *50%