

Post-Campaign Assignment
Google Online Marketing Challenge
MKT 326—Digital Marketing
Spring 2019

Due: _____
Upload to Canvas

The Post-Campaign Assignment is divided into several parts:

- ✗✗✗• Post-Campaign Report (18% of semester grade)—team submission
- ✗✗✗• Individual reflection (9% of semester grade)
- ✓• Daily Journal (6% of semester grade)—team submission
- Peer evaluation (may affect Post-Campaign Report grade and Daily Journal grade)

Part 1: Post-Campaign Report

One submission per team with all team members name on the paper. Screenshots should be used to reference your points and add value to your paper.

I. Campaign Overview and Results

Do not just present the following information but analyze, discuss and reflect on the data.

- Baseline data and metrics including impressions, clicks, click-through-rate, average cost per keyword. Use the same number of days in the previous month that you ran your ads (e.g., if you ran for 29 days, show 29 days the previous month starting on the same day of the week you started).
- What were the original goals/achievements that the organization requested? Were they achieved? Explain in detail. Include target market discussions throughout the paper if part of organization's objectives.
- Operational details (campaign dates, money spent, and ad groups used).
- Discuss your methods for monitoring the account.
- Journal weekly summaries:
 - In several paragraphs, summarize Week 1's accomplishments and changes, including any reasoning for the changes.
 - In several paragraphs, summarize Week 2's accomplishments and changes, including any reasoning for the changes.
 - In several paragraphs, summarize Week 3's accomplishments and changes, including any reasoning for the changes.
 - In several paragraphs, summarize Week 4's accomplishments and changes, including any reasoning for the changes.
- Summary of evolution of the campaign strategy.
 - What were the major changes you made during the campaign and what led to these changes?
 - How did these changes affect the campaign?

- Key results (referring to the metrics of impressions, clicks, click-through-rate, average cost per keyword,)—summarize your results based on the 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.
- Side-by-side comparison of previous month (information stated above) and your month's key data. Discuss in detail performance.

III. Summary of the project

- Summarize the above information in a couple paragraphs.
- What worked well/not so well?

IV. Future Recommendations

- Provide simple, actionable and well-justified advice on the organization's future online marketing, particularly in relation to optimizing Google Ads.

V. Thank You Email

- Draft a several paragraph thank you email to the organization. Once approved by Dr. Doss, you will email it to the organization, copying Dr. Doss on the email.

Part 2. Individual Reflection

Individual submission (1 ½ to 2 ½ pages)

- Google Ads learning outcomes:
 - Discuss in detail, three outcomes (expected or unexpected) you will remember?
 - If you could go back to week 1 of the project, what would you do differently?
- Service-learning:
 - What did you learn while working specifically with a non-profit organization?
 - What limitations or challenges did you encounter with working for a non-profit that might have been different than working with a for-profit business?
 - What could the non-profit organization do better with online marketing?
 - Do you believe that you were a benefit to the organization and provided added-value during the Online Marketing Challenge? Why, or why not? If not, what could you have done better?

Part 3. Daily Journal

One submission per team with all team members name on the paper.

Part 4. Peer/Team evaluation.

Individual submission.