

# QueryClick praises Google's Online Marketing Challenge as a great opportunity for students

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Last week the Google Online Marketing Challenge for 2012 opened for registration. The GOMC as it's also known, is a world-wide online marketing competition open to students and professors in any higher education institute. With their professors acting as mentors, the challenge for the students is to develop and implement an online advertising campaign using Google Adwords. They will run this campaign for real businesses and non-profit organisations which have not ran Adwords campaigns within the last six months.

Leading UK SEO company (<http://uk.queryclick.com>) QueryClick believes the challenge is a great way of getting younger people involved in the industry: "This is a really authentic learning experience for the students and allows them to get to grips with the newer forms of media and marketing technologies. Not only that, it allows them to develop professionally, establishing relationships with various organisations and agencies."

The student teams are given a monthly budget to run their Adwords campaign, making the challenge as similar as possible to a real PPC (<http://uk.queryclick.com>) campaign. The tasks within the challenge include developing an account structure, managing the account as well as creating a pre-campaign and post-campaign report.

A spokesperson from QueryClick states: "I highly recommend that students across the world take advantage of this opportunity to gain an insight into the real results and real satisfaction that search marketing can bring. Digital marketing can sometimes be a difficult industry to get into, and this challenge offers young people a great chance to get that head-start."

The global winners of the competition are decided by Google representatives and a panel of independent experts based on the success of the campaign and the quality of the reports. Winners are rewarded with a trip to the Google Headquarters in California as well as the unique opportunity to meet with the Google Adwords representatives. Regional winners also receive a trip to their regional Google office.

The student registration takes place between 31st January and 11th May 2012 and winners will be announced in late July 2012.

Contact:

QueryClick Ltd (SC342868)  
50 Albany Street  
Edinburgh  
EH1 3QR