STUKENT

MIMIC Pro

Round Decisions & Tasks

This is a complete list of each round's decisions/tasks in Mimic Pro. Each round's tasks listed below have a summary of the description that associates each task in the simulation.

1. ## Round 1

   Start after chapter 5 of the Internet Marketing Essentials Textbook

   Round 1 is the introduction round and has a lot more "how to" details than the rest of the simulation. The descriptions for each objective in this round are lengthy and are not included in this document.

2. Round 2

If you are using teams, each teammate should be a product marketing manager in charge of at least one landing page, one ad group and one ad for one ad group.

Landing Page Optimization & SEO

2.1: Create at least 3 landing pages

Pick the right keywords that potential buyers will be searching. Write ads that correlate with those keywords. That is the perfect combination for attracting online buyers via text ads on search engines. But once they click on the ad, the work has just begun. You have to get them to actually decide to get out their wallet and enter their credit card info. That magic happens by the convincing, compelling, easy to understand, trustworthy content that matches the promises made and info given in the ad they clicked. Be sure the keywords, products, unique selling propositions and calls to action used in your ad are mentioned again on the landing page. Don't worry, you don't have to be a programmer to quickly create these landing pages and there's even more instruction once you click through.

Pay Per Click Advertising

2.2: Create one ad campaign

In the first round, you created your first ad campaign. You can continue to use the work from your first campaign, but you must additionally create a new ad campaign in this round. In round 1, you were only able to sell 3 predetermined products. Now you can sell a large variety of products. Be careful though, because things can get unorganized and hard to manage.

Creating multiple campaigns and ad groups helps you stay organized and manage which keywords trigger the ads you want to display when those keywords are searched.

2.3: Create at least 3 ad groups

Ad groups allow you to associate keywords with ads.

Here is an example:

If you have an ad campaign for the Canon camera brand, then you might consider having an ad group specifically for the Canon Rebel t3i.

While writing the ad for the Canon Rebel t3i ad group you might include the words 'Canon', 'Rebel', and 't3i' in the title and the description. Including the aforementioned words will help improve the relevancy of your ad and get more people with the intent to buy the specific model of camera clicking through to your website. Additionally, you would want the keywords in the Canon Rebel t3i ad group to be focused specifically on the Rebel t3i. Those could be keywords like Canon Rebel, Canon Rebel t3i, Canon Rebel t 3 i, Rebel, Rebel t3i, Rebel t3i sale, etc.

The ad's destination URL should be directed to a product specific page in this case. If they search for a Rebel t3i, and your ad mentions a deal on a Rebel t3i, you should be sure to send them to the page where they can right away purchase the Rebel t3i.

2.4: Write at least one ad per ad group

There is no one right way to write a text ad for a search engine, but there are some best practices. Here are some basic principles to remember as you write your ads:

The title AND description lines of the ad should include keywords from the ad group. It is usually good to use most of the characters allowed per line of the ad.

There should be a strong unique selling proposition. Consider the following question while crafting your proposition: "What sets you apart from your competitors and their ads?"

There should be a persuasive call to action. Consider the following questions when formulating your call to action: "What do you want the buyer to do? Save

money? Buy now? Order today? Get free shipping?"

Use proper grammar, punctuation, and spelling.

Write at least one ad for each ad group you create using those principles as your guide.

3. Round 3

Review

3.1: Review scoreboard results from round 2

In the Mimic simulation, you are competing against the computer. Your competitors are simulated. On the scoreboard you will see how you and each of your peers did against the computer. See how you stack up against your peers. Good marketers use this data to help them determine what adjustments they need to make to their online marketing campaigns.

3.2: Review campaign performance from round 2

Here you will find more data that will help you make informed decisions on how to move forward into the next round. Online marketing tools provide mounds of data. Smart marketers learn from the data and use it to help them make data- driven decisions. Look for big issues and determine what to adjust there first.

For example, do you have a campaign that saw little to no conversions? Ask yourself questions like, do you have low CTRs on some keywords? Did you bid too low? Is your ad position worse than 5? Are the keywords being used in the ads you wrote? Do you have low conversion rates? Use the answers of these questions to determine some of changes you may need to make to your campaigns.

Product Selection & Review

3.3: Analyze Products and Pricing Data and Select 2 New Products to Sell

The boss wants to see if adding two more products to the site will increase sales and profits. Review the products, pricing and margins and select which two additional products you think will sell well online. Don't forget to also check the keyword data you have around those products you would like to begin selling. Search volume usually correlates with demand for a product.

Landing Page Optimization & SEO

3.4:   Create Landing Pages for the 2 New Products

While deciding upon which landing pages to create can be difficult, you might consider the following questions: Which landing page layout will appeal the most to your audience? What content will your market be most interested in? Is your target market on Facebook a lot? Will having social media buttons higher up on the page make a difference? Will investing more in design and images improve the conversion rate?

However, we want you to remember that you get to call all of the shots. Just remember, the content in your landing pages should match the content in your ads. Every round provides you with a new opportunity to adjust you landing pages. So you should be making data-driven decisions and adjustments after each round.

Pay Per Click Advertising

3.5:   Optimize Bids

You might be paying more than you need to for your clicks. You might not be paying enough. Review your keyword data.

Low impressions? Maybe you need to add keywords with more monthly search volume. No impressions? Maybe you need to bid more. It could be other things like an irrelevant ad associate with the keyword. Low click volume? Maybe you need to boost your CTR. It could just be a keyword with low search volume. Low CTR? It could be the ad content or relevance with the keyword. It could be a low bid. It could be a poor ad position below 5. CTR diminishes for ads based on position. Usually Position 1 sees the highest CTR and 10 usually gets the lowest CTR.

Use the data and adjust accordingly.

3.6:   Review and Adjust Ads

How did your ads do last round? Did you get high CTRs and high conversion rates? Go check. Even if it did, you might consider writing another ad to see if your new ad can outperform the first ad you wrote. This is called A/B testing. At the end of this round, you'll be able to see if the new ad (the B version) outperformed the old ad (the A version). If the B version wins, you'll want to pause the A, and the B version will become the A and you can write a new B ad to keep testing until you find an ad that wins over and over again.

3.7: Do Keyword Research

Are there more keywords you need to add to old campaigns? Which keywords should you be adding to sell your new products. Review the keyword data.

Consider the intent of the searcher as you consider the keywords you want to add to your ad groups. Is the searcher displaying buyer intent for a GoPro Hero if they search for GoPro Accessories? What about if they search for GoPro Hero 4 Discounts?

Go get started on keyword research and put yourself in the shoes of different personas in your target market as you do so.

3.8: Create at Least 2 New Ad Groups

Creating ad groups is smart for a few reasons. First, it allows you to assign keywords to ads so the Mimic search engine knows when to display your ad. Second, it allows you to organize your keywords in a way that makes it easy to know which keywords you should include in your ad copy. Third, it allows you to set a default bid for all of the keywords in the ad group which saves you time setting bids on each keyword.

3.9: Write at Least 1 Ad per Ad Group

At the end of each round of the simulation, you will be able to see how your ad performed? If you have an ad with a low CTR, the market is telling you they don't like your ad, or it isn't convincing enough for them to click, or it isn't relevant with the keywords they searched, or it is too low on the page and isn't getting enough attention. Sometimes just changing a 1-3 words can drastically improve your CTR.

4. Round 4 – Start after Chapter 8

Review

4.1: Review Scoreboard Results from Round 3

In the Mimic simulation, you are competing against the computer. Your competitors are simulated. On the scoreboard you will see how you and each of your peers did against the computer. See how you stack up against your peers. Good marketers use this data to help them determine what adjustments they need to make to their online marketing campaigns.

4.2: Review Campaign Performance from Round 3

Here you will find more data that will help you make informed decisions on how to move forward into the next round. Smart marketers learn from the data and use it to help them make data-driven decisions.

Landing Page Optimization & SEO

4.3: Review Landing Page Optimization

Check the content on your landing pages. Hopefully, you wrote content that humans will enjoy reading. That is most important. Now go through and make sure that the content includes keywords and synonyms of those keywords that search engines will be able to use to determine the best places for your page to be indexed. If your landing page doesn't mention the Canon Rebel t3i, then it is very unlikely that search engines will ever choose to display your web page in their search results. Check that your page title, description, H1 tag (page headline), and page text include the keywords and synonyms you would like to rank for. Remember that search engines do penalize for keyword stuffing, so be sure that your content considers humans first, search engine robots second. Putting the same keywords over and over again will negatively impact your score and most likely your grade.

Beyond the search engine optimization aspects of your landing page, consider if it would be worth testing different layouts and or elements in your landing pages. Even something as small as a call to action being higher on the page could improve your conversion rates.

Pay Per Click - Shopping Ads

4.4: Create Product Feed

Before you can create a shopping campaign, you'll need to create a feed in your Merchant Product Center. A product feed is a file composed of a list of products and the attributes that uniquely define each. All of the products added through this feed will be available to use in your shopping ads.

This step will only need to be completed once.

4.5: Create First Shopping Campaign

Your first shopping ad campaign gives the search engine details about your products so it can match online shoppers with a specific product and not an arbitrary landing page on your website with relevant keyword matches.

Motivated shoppers will see details about your product offers before they even click on your ad. This includes an image of the product along with the product title, brand, and price.

Search ad success is heavily influenced by keywords. The equivalent of a keyword in shopping ads is a product group, that is a group of products (or a single product) with which you can associate a bid. In other words, with shopping ads, **your success will come from your strategy in pairing the right products with the right bid strategy**. While your product titles and descriptions help, it is the bid strategies that will set your products apart from the competition.

In this round, you'll create a shopping ad campaign with at least one ad group and one product group. Each ad group will have a set budget that will be available for the product group(s) that you will create. Product groups are only used for bidding purposes. They do not have any relevance to when or in what order the search engine displays your products in their listings.

For this round, you'll be able to select from a few, pre-configured product groups, so take your time evaluating your options in order to make the appropriate selection for your bid strategy.

Shopping campaign: To set up a shopping campaign, you'll need to select an account or feed from the Merchant Product Center that will be used to populate the product groups within the campaign. You will also set a budget for the campaign as a whole.

Ad groups: Similar to search campaigns, ad groups are used to organize your campaign. Here you will enter a name and a bid for the ad group. This bid becomes the default for the product groups that will be created in the next section.

After creating your ad group, you'll be taken to the product groups tab.

Product groups: You can have one product group for all your products and bid the same amount for all of them. Or you can subdivide your products into product groups by brand or custom labels such as Level and Camera Type. It's highly recommended that you organize your products in groups based on your bid strategy. When creating product groups, you'll set a Max CPC for all of the groups. After the groups are created, you'll be able to modify your Max CPC for each of the product groups individually, based on your bid strategy.

Email Marketing

4.6: Create an Email Marketing Campaign

If the first thing you think of when you think about email marketing is SPAM,

think again. When you are on the market for a product, and you care about the brand, and you have subscribed to their email list, it isn't spam email you are receiving. It is a message you actually care about and might take time to read. And the best part for the email marketer is that it doesn't cost more very much so the ROI is great and the conversion rates are higher than with PPC ads.

Email marketing has its place in every online marketing campaign. There are email blasts announcing sales, new product releases, and events. There are email blasts for company newsletters, giveaways, new blog posts, surveys, and more. Think about it. Sometimes email is about more than selling sometimes it is about promoting content that you want your market to read and share.

In this email campaign, your goal is to write an email that will generate camera sales. What content will your audience care to read? What images do they want to see? What unique selling propositions should you include? What call(s) to action should you use? Will any of that matter if the subject line isn't even appealing enough for recipients to click through?

Select which list of email subscribers you want to send the email blast out to. The email will be sent upon the simulation round being run. Be sure to check your open rates, click-through rates, and conversion rates for this email as you begin the next round.

NOTE: Each teammate should be in charge of at least one email campaign each round.

5. Round 5 – Rounds can go as fast as 3 days per round now. The students are used to the whole platform and know the material.

Review

5.1: Review scoreboard results from round 4

In the Mimic simulation, you are competing against the computer. Your competitors are simulated. On the scoreboard you will see how you and each of your peers did against the computer. See how you stack up against your peers. Good marketers use this data to help them determine what adjustments they need to make to their online marketing campaigns.

5.2: Review campaign performance from round 4

Here you will find more data that will help you make informed decisions on how to move forward into the next round. Smart marketers learn from the data and use it to help them make data-driven decisions.

5.3: Review Results from Email Campaign in Round 4

How did your email campaign do last round? Go review the data and adjust as you see fit.

Improve open rates by improving your subject line, and targeting the right audience by selecting the most appropriate email list. Improve clickthrough rates by improving email content. Pay close attention to your call to actions and layout. Improve conversion rates by improving your landing page content. Ensure that the unique selling propositions and calls to action match up between the email and the landing page.

Pay Per Click Advertising

5.4: Optimize Landing Page Content

Which landing pages are converting better than others? Is it time to make a change to the page layout? What about the content? Is it too thin? Is it convincing enough? Are the images in the right place? What about your unique selling proposition and call to action? Make the adjustments necessary to improve your conversion rates. Think about how much more profitable your campaigns become if you can go from 3 sales for every 100 clicks to 6 sales for every 100 clicks.

5.5: Optimize Bids

You might be paying more than you need to for your clicks. You might not be paying enough. Review your keyword data and adjust accordingly.

5.6: Review and Adjust Ads

How did your ads do last round? Did you get high CTRs and high conversion rates? Go check. Even if it did, you might consider writing another ad to see if your new ad can outperform the first ad you wrote. This is called A/B testing. At the end of this round, you'll be able to see if the new ad (the B version) outperformed the old ad (the A version). If the B version wins, you'll want to pause the A, and the B version will become the A and you can write a new B ad to keep testing until you find an ad that wins over and over again.

5.7: Ad New Ads and Products

You've proven you now know how to drive sales on a few products. The boss wants you to maximize the money you believe you can make online. Optimizing campaigns should come first and foremost in that process, but you can also add more products for sale on your site.

Email Marketing

5.8:   Create Another Email Campaign

It is time to prep another email blast. Are you going to target a different email list this time? How many inboxes can you get into? Be sure to tailor your message to the new audience.

6.   Round 6 - Again, this round should only take a few days to complete.

Review

6.1:   Review Results from Email Campaign in Round 5
6.2:   Review Scoreboard Results from Round 5
6.3:   Review Campaign Performance from Round 5

Landing Page Optimization & SEO

6.4:   Optimize Landing Page Content

Which landing pages are converting better than others? Is it time to make a change to the page layout? What about the content? Is it to thin? Is it convincing enough? Are the images in the right place? What about your unique selling proposition and call to action? Make the adjustments necessary to improve your conversion rates. Think about how much more profitable your campaigns become if you can go from 3 sales for every 100 clicks to 6 sales for every 100 clicks.

Pay Per Click Advertising

6.5:   Optimize Bids

You might be paying more than you need to for your clicks. You might not be paying enough. Review your keyword data and adjust you bids as you see fit.

6.6:   Review and Adjust Ads

How did your ads do last round? Did you get high CTRs and high conversion rates? Go check.

If your ads have a low CTR, you might consider writing a new ad and pausing the first one you wrote. REMEMBER THIS: sometimes ads don't perform well for other reasons besides the content of the ad. Usually it has to do with ad

position or irrelevant keywords that trigger the ad to display when chances are the ad won't get clicked because it doesn't relate to the searcher's interest.

6.7:   Add as many keywords as you like

(P)romotion and (P)lacement. Two of the P's of marketing. Selecting the right keywords where your ad will appear is (P)lacement. Creating the right ad that converts is (Promotion).

It is time to go do another review of the keywords you're bidding on. Adjust bids. If CTR is low, and ad position is low, but the keyword is converting, you might raise bids to improve ad position which should improve CTR which should increase clicks which should increase conversions. If CTR is high, and ad position is high, but you're not getting conversions, maybe it is time to pause that keyword and quit paying for clicks that don't convert. Or maybe you just need to adjust the landing page and leave the ad and bid alone. Your call. Use your best judgment.

Email Marketing

6.8:   Create another Email Campaign

It is time to prep another email blast. Are you going to target a different email list this time? How many inboxes can you get into? Be sure to tailor your message to the new audience. Remember that success is in the smallest details. Subject lines alone determine open rates. How many people can you get to open the email? Email content and layout determine clickthrough rates. How many people can you get to click through to your landing page? Landing pages determine conversion rates. How many of those that clicked on to your landing page can you convince to enter their CC info and make a purchase?

7. Round 7 – Repetition follows in the remaining rounds.

This gives a chance for late bloomers to catch up and for the whiz kids to practice, test and try different things. Encourage them to take risks. Practice makes perfect.

7.1:   Bring at least two more products to market via ad campaigns only

8. Round 8
8.1:   Bring at least one more product to market via ad campaigns only

9. Round 9

9.1: Optimize Ad Campaigns for Maximum Profitability

10. Round 10

10.1: Congrats. You've proven to the boss you know what you're doing. The boss has put you in the driver's seat so make whatever changes you see fit.

10.2: Create another Email Campaign