The Expert Marketers Challenge

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Among the many facets of the Internet, it has played a key role in developing a common platform for the world to connect on.

Not only individuals, but also small and big businesses have benefited by this communication at large.

Although online advertising and marketing has emerged as one of the more cost effective and result oriented ways for business development, at the same time determining and appointing professionals who can be competent in this field has become quite a task as well.

The multinational company Google has sewed up a platform that now provides students worldwide with an opportunity to not only test but also learn and enhance their Internet marketing skills.

A global competition established in 2008 known as the Google Online Marketing Challenge (GOMC) is put forth the professors and their students of the higher education establishments.

This three-week contest is provided to groups of students whose task is to develop a lucrative and successful online campaign for a real business or a non-profit organization.

The challenge consists of preparing a pre campaign report. Once the report is submitted the team of students can credit $250 to their AdWords account and from here on they are to set up a fully operational Internet marketing and advertising program for the organization selected.

In the case of choosing a non-profit organization such as an Internet Marketing Vancouver company, the impact statement of the teams campaign must me eligible for the Social Impact Award.

Such an experience during the educational years helps students to refine and sharpen their advertising as well as consulting skills.

They also get an opportunity to analyze various forms of data and thus be able to evaluate their own initiative amongst the other participants.

At the end of three weeks the students are required to submit a case study and an analytical report of their campaign.

The progress is monitored at a global and the regional levels by a panel of independent academics and Google.

The winners at the global level along with their professors receive a trip to the Google headquarters in Mountain View, Calif and the regional winners win a trip to Googleâ€™s local offices.

For the year 2011 Google had almost 50,000 contestants from more than 100 countries and for this year it is expecting a much higher enrollment and participation.

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Ismoip a Internet Marketing Vancouver strategy helps you realize your strengths and weaknesses and internet marketing Vancouver enables you to come up with a great marketing plan.

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