

Bid – It Web App - Pre-Campaign Report

Client Overview

Client Profile

Bid-It is a web application built by a team of 5 undergraduates of Tel-Aviv University, Israel, as part of Google Workshop for 3rd year computer science undergraduates. The team members are Eden Gal, Karin Angel, Arbel Frieman, Maytal Shamir and Guy Hardonag. The team started to work on the application 3 months ago and they are now in the beta test stage. It can be accessed through two domains <http://Bid-It.appspot.com/> or <http://www.bidit.co.nr/> . The website services are currently free of charge and the website does not include any paid advertisements.

Bid-It is a helper tool for Tel-Aviv University students who need to build a course schedule for the next semester. The tool offers an intuitive UI and a variety of options and statistics to help students decide which courses to take. It includes all available courses with their information profile. In addition, the web app presents all past years "Bidding" information and statistics.

Once, there was a serious problem when registering for classes: the number of seats in every class was limited, and the demand was too high. Students, who wanted a specific course, would stand in line to register for classes at 5a.m. In order to avoid this situation, the Bidding system was created. Through this system, a computerized bidding for courses takes place at the beginning of each semester: every student receives a number of points, according to the number of academic credit points he earned so far, that s/he must divide among the course s/he wants to register for. Students who want to take a specific course or instructor will give more points to that course or instructor and fewer points to other less important courses according to their own priorities. At the end of the bidding students who gave the most points to each course are registered for those courses.

The past years Bidding information includes statistics such as courses availability for the upcoming semester, number of seats in each course, number of seats asked, maximal and minimal bid points needed in order to get a seat etc.

Also the app has a useful feature called "Build me a schedule" that builds a schedule according to the student constraints. The student can choose the courses s/he must take and then decide how many days a week s/he wants to study, at which hours s/he wants to study, and even decide on a preferable interval between tests at

the end of the semester. Every built schedule displays the courses tests in a graphical calendar and alerts when conflicts between different tests are created.

The website is managed by and supported by the team and Mr. Eden Gal is responsible for marketing personnel. The founders of Bid-It plan to extend it to other universities in Israel, so students from all universities in Israel would be able to use this app. The team has created a Facebook page, <https://www.facebook.com/pages/Bid-It/1211188905687121> that will help the team to get feedback from users that will help them make the application better.

Market Analysis

The "customers" of Bid-It are the current and future students of Tel Aviv University. At the future, the app will be available to students of other universities in Israel. The current competitors of the website are other schedule building tools like <http://www.utime.co.il/> . Also, before Bid-It the course information was presented only in the university website. In addition the bidding statistics could be accessed only at bidding time, so students didn't have enough time to plan a bidding strategy based on it.

Current Marketing

Bid-It, as many other apps before it, was mainly made for the greater good. But, as many other such apps, this app would be a profitable platform for advertising related products such as studying materials, private tutorials, and benefits for students.

The website is actually the product we "sale", therefore it is well designed, user friendly, fast and intuitive. But, above all, the information in the site is very reliable, since all its data and statistics were delivered from the secretary of the university, especially for this exact purpose.

The only weakness of the site, as we see it, is that it is not yet recognized by the students, which are the main "potential customers". Another reason for that weakness is the name of the domain which is not very intuitive.

According to Google analytics the website's visibility is very limited at the moment. At the moment, the average number of visitors per day is about a dozen, and almost all of them are friends of the site's creators who were asked to test the site.

Conclusion

The Google AdWords campaign aligns with the client's business very well because, as we mentioned earlier, the main weakness of the product is that it is a new website, and therefore unfamiliar amongst the students.

The fact that the client's product is indeed a web application makes AdWords campaign the most natural and useful way to advertise the product and reach as many potential customers as possible. The reason for that is that the AdWords campaign would result not only in advertising the product but mainly in delivering the product straight to the customer's hands.

Proposed AdWords Strategy

The online marketing team decided to have three Ad Groups in order to promote Bid-It. Most of the keywords will contain the words "Tel-Aviv University". Therefore they will be suitable to our target audience which is the current and future students who search information about the university. All the following proposed groups, keywords and ads will be written in English but the actual campaign will be done in Hebrew.

The first group is "Schedule" and will focus on schedule planning and building. It will be the main group of the campaign, since it is the basic feature of Bid-It that students search often.

The second group is "Courses and Bidding" and will focus on course related keywords. Also the group ads will emphasize the unique feature of Bid-It that gives the students the valuable information about past years bidding results.

The third group is "Bid-It" and will focus on keywords variation containing the name "Bid-It" (which can be written in different forms in Hebrew). The search terms in the group will be used by students who heard about Bid-It and don't know the specific website domain.

In order to decide on search keywords for each group we have used the Keyword Tool. In addition we made an estimation of the average CPC using the Traffic Estimator. When the campaign will start, we will use Google Analytics and AdWords statistics pages in order to estimate the groups and keywords success.

At first, we will divide the \$250 credit evenly for each week in the campaign period. We then divide each week budget evenly among our Ad Groups. Then we will follow our ads statistics and remove ads with low CTR.

Our goal is to use our budget on ads that bring high CTR. According to the Keyword Tool we don't have high competition, so we will try to get an average CPC of \$0.5.

Our success metrics are based on the number of users of the Bid-It app. As mentioned above, the app has only dozen "active" users every day. The Bid-It website contains a Google Accounts login form. We would like to see more students

that login to the system and build new schedules. In addition, we want to get recognized by other universities. Other universities can contact Bid-It team members and ask them to support their course schedule.

The following table summarizes all Ad Groups, keywords and ad samples. Some of the keywords will contain the words Tel-Aviv University.

Ad Group	Keywords	Ad Sample
Schedule	Schedule, schedule planning, schedule building, auto schedule builder, how to build a schedule	<p data-bbox="943 640 1362 674"><u>The ultimate schedule for you</u></p> <p data-bbox="943 741 1406 819">Build the ultimate schedule for next year/semester.</p> <p data-bbox="943 994 1362 1028"><u>The ultimate schedule for you</u></p> <p data-bbox="943 1095 1441 1173">Choose the courses you want to learn and let us do the rest for you.</p>
Courses and Bidding	Courses, bidding, Course schedule, course registration, course search, bidding statistics, course information	<p data-bbox="943 1424 1441 1458"><u>The best way to success in bidding</u></p> <p data-bbox="943 1525 1422 1603">Come and see how many points you need in order to get your courses.</p> <p data-bbox="943 1778 1441 1812"><u>The best way to success in bidding</u></p> <p data-bbox="943 1879 1441 1957">All the course information and bidding statistics in one place.</p>

<p>Bid-It</p>	<p>Bid-It, bidit, bid-it schedule, bit-it bidding, utime</p>	<p><u>Bid-It Tel Aviv University</u></p> <p>Enter to Bid-It and discover how your next semester will look like.</p> <p><u>Bid-It Tel Aviv University</u></p> <p>Work and study at the same time – it is possible with Bid-It.</p>
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To prevent untargeted people such students from other universities we will use the following negative keywords: Technion, Haifa, Jerusalem, Bar Ilan, Beer Sheva, and College.