



## Simbound Intro

Welcome to Simbound, the e-marketing simulation game! This is an intro for students following the tablet pc products scenario. You will find more about the simulation, the interface and campaign building.

Let's take it step by step and explore the world of Simbound!

For the beginning, here's how the simulation works:

Simbound takes place in a risk-free environment, meaning that you don't have to worry about losing someone's invested budget. Also, the emails sent in the simulation won't spam anybody.

You will join a competition as part of a team and during the game you will compete against other students just like how advertisers compete in real situations. The competition is set on a number of rounds (according to the competition profile and students' level).

An objective will be set for every round and you will have to save decisions and make changes in your campaigns in order to achieve it. Saving decisions is mandatory for getting reports of your activity; your campaigns are active when you save decisions in them. Reports are available after the first round. Also, keep in mind to save your decisions before the deadline.

E-marketing is all about optimizing and testing, so reports are important because they help you improve your results and check competition. We will take a more detailed look at each part of a campaign later in the intro.





Scenarios in the simulation can be various, but here we focus on the tablet pcs one. In this case you are assigned with promoting and selling different tablet pc products on two geographical markets by placing paid ads on the Baigoo Search Engine.

Markets have different preferences when it comes to the products and accordingly you will have to find the best targeting method for each brand on the different markets.



The sales margin is different for each product and as such you will have to adjust your strategy depending on your course time span and other indications from your instructor.

The sales margin for the UK market tends to be a bit lower with around 5 EUR on average (due to shipping costs)

Your main objective is to obtain as high a ROAS indicator as possible for your products. ROAS stands for Return On Advertisement Spend which compares the value extracted (total conversions) to funds spent on advertising (total cost of your campaigns).



Eg.

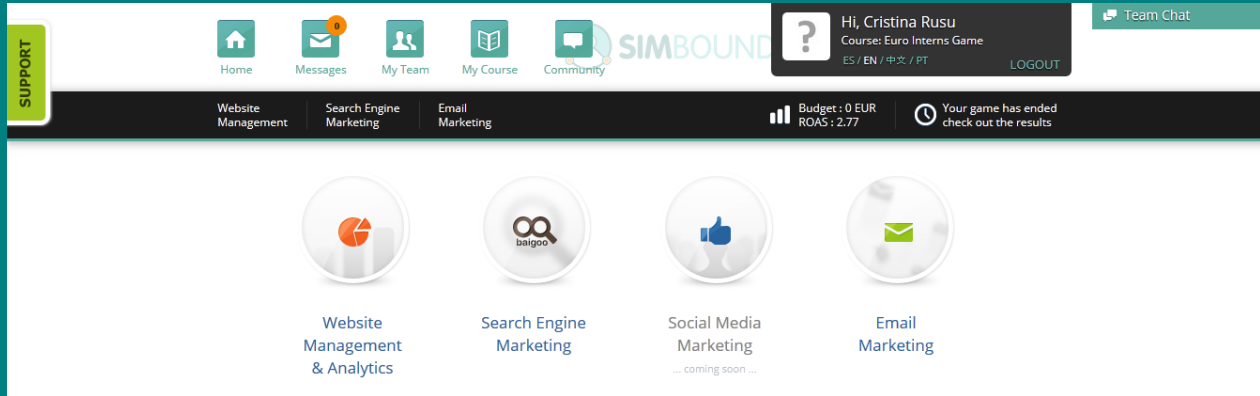
**Conversion Value per each product brand sold (US):**

<b>Brand</b>	<b>Conversion Value</b>
Apple, iPad	50 EUR
Sony	40EUR
Samsung	40 EUR
Android	35 EUR
Blackberry	30 EUR
Windows	30 EUR
Lenovo	30 EUR
Asus	30 EUR
Dell	30 EUR
Motorola	30EUR
Thinkpad	30EUR
Amazon	30EUR
HP	30EUR
Wacom, Bamboo	25EUR
Others	30 EUR

You will be given a budget for the first round. The budget will not cover all the rounds, it's just for the first one. If you don't use all of it, it will not be added to the one you'll get the next. During the competition you will get budget according to your campaigns' performance and you will get chances to win bonuses.



That being said, let's take a closer look on the interface and what can you do in the simulation.



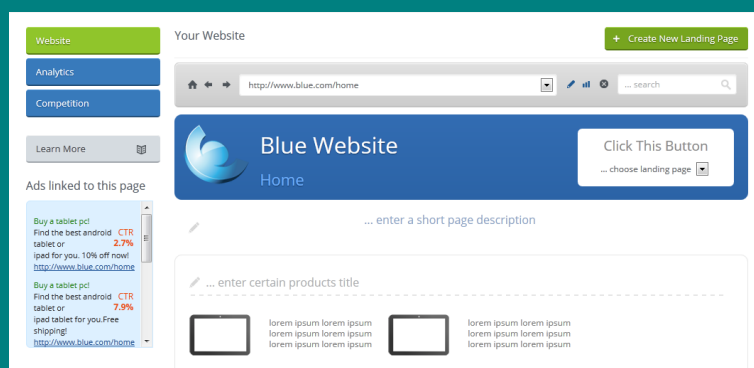
Seems familiar? Hopefully you've seen this page before.

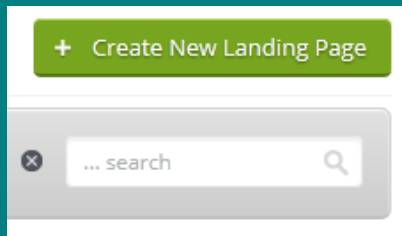
The **home page** is the place to

- ✓ switch between e-marketing delivery methods (search engine marketing, email marketing, social media marketing) and website management
- ✓ check your Messages
- ✓ access materials for your course on the My course tab
- ✓ talk with other students on the Community tab or chat with your team

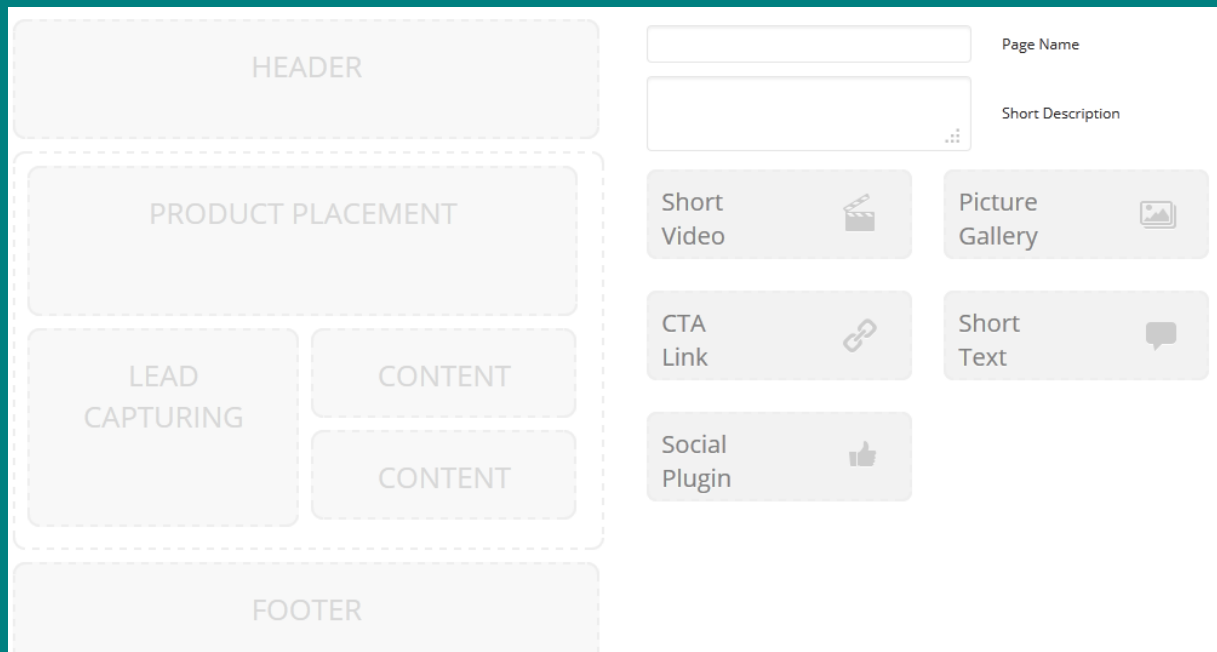
On the Website Management & Analytics tab you can

- ✓ create the landing pages for your ads
- ✓ after the first round you can check analytics reports and competition



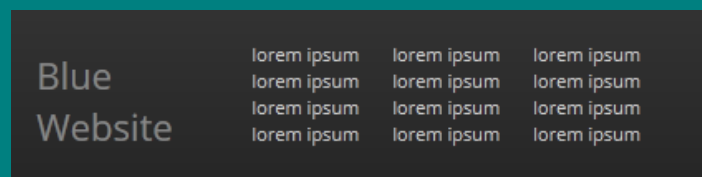


Click on the +Create New Landing Page button from the top and you will get options to customize your page. Find out what works best, what features are more engaging for your website's visitors and which bring you conversions.



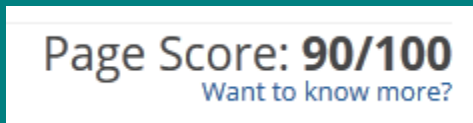
You don't have to post actual videos or products to your pages. The simulation lets you test which option (video, picture gallery, CTA link etc. or type of title – one product, certain products etc) works best to get a high page score and conversions from your website.

Also, the lorem ipsum sections stand for content from a real website. You don't have to write anything there.



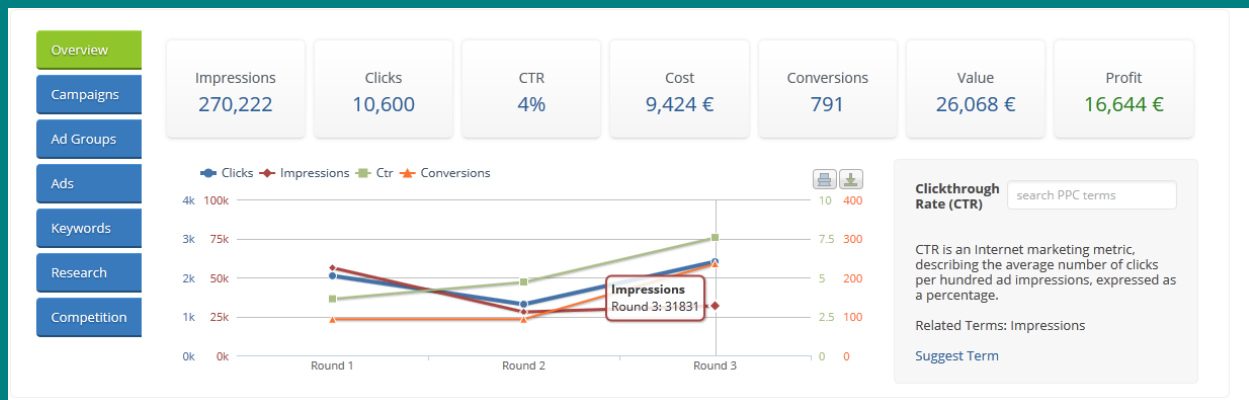


After customizing the landing pages and linking ads to them your page score is going to raise. The page score in Simbound is a metric. Just as in real campaigns, the quality of the landing pages (high page score) affects the quality score. Most of the time it refers to being able to convert traffic into goals (demo sign-ups, new customers etc).



On the Search Engine Marketing tab you get the chance to

- ✓ test PPC strategies
- ✓ create, manage and optimize campaigns
- ✓ check competition



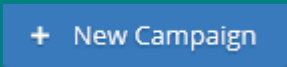
This is where the magic happens

Each tab under Search Engine Marketing lets you create, adjust or research. After the first round you'll find detailed reports for your campaigns and for competition.

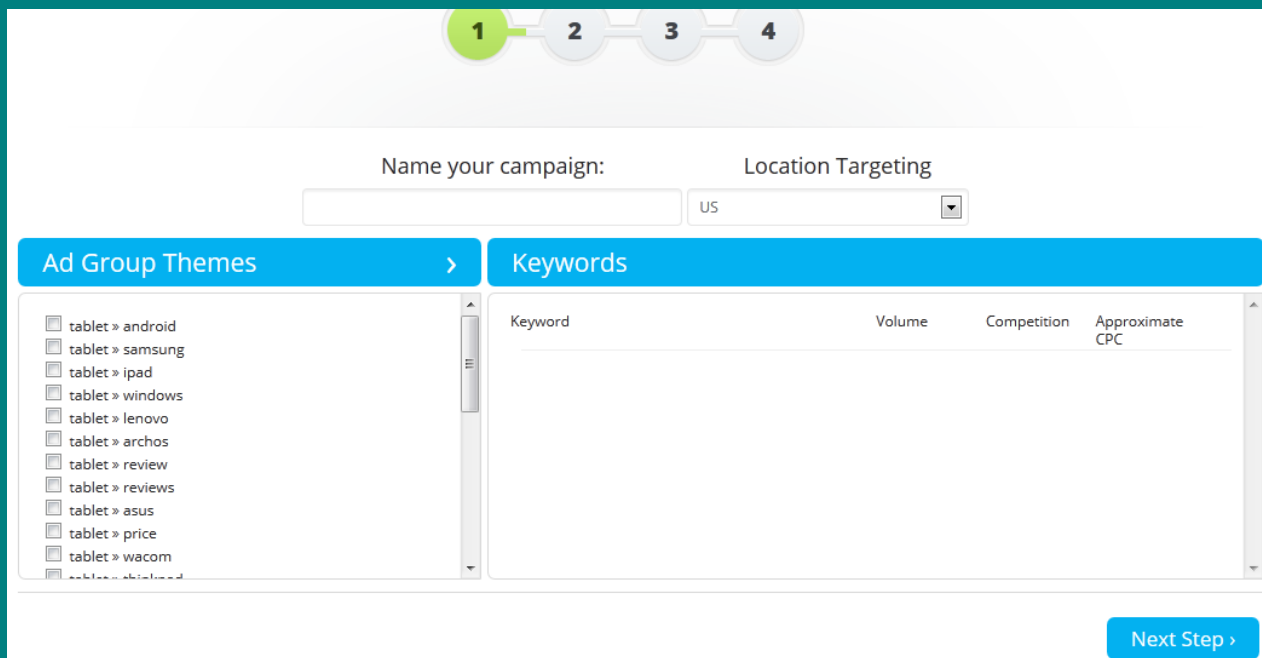


Here's a quick guide to common activities in the Search Engine Marketing tabs.

**Add new campaigns** by clicking the + New Campaign button.

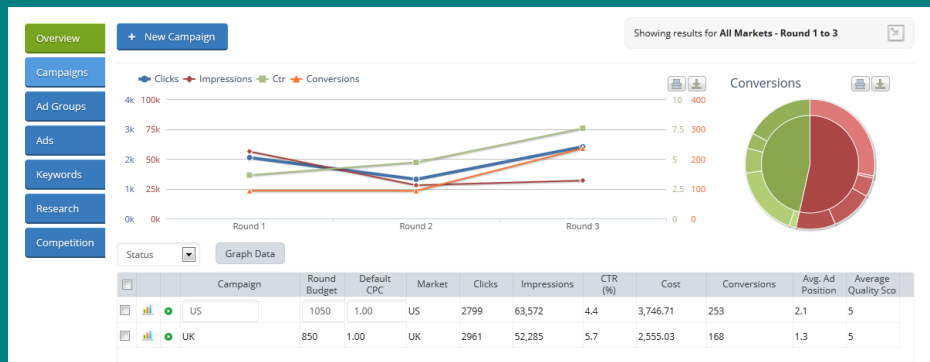


This will open a window with suggested ad group themes and keywords. Here you also select your location targeting. You'll be then asked to set the budget for one round and the CPC bidding and to write an ad. Don't worry, you can later change your ad groups, keywords and ads or add new ones.





To change the name your campaign or the bidding look in the table under the graph in the Campaigns tab



If you click on the names or numbers under bidding in the table you will be able to change them.

A close-up of the campaign table. A yellow arrow points to the 'Status' dropdown menu above the table. Three yellow arrows point to the 'Campaign' column entries 'US' and 'UK'.

Campaign	Round Budget	Default CPC	Market	Clicks	Impressions	CTR (%)	Cost	Conversions	Avg. Ad Position	Average Quality Sco
US	1050	1.00	US	2799	63,572	4.4	3,746.71	253	2.1	5
UK	850	1.00	UK	2961	52,285	5.7	2,555.03	168	1.3	5

The table also shows you the campaign's status and you can choose to enable, pause or delete a campaign. You can do that by choosing the option from the dropdown menu above the table.

Similar with this you can adjust your ad groups from the Ad Groups tab.





In the Ads tab you can check your ads performance and edit them by clicking on the pencil next to their status.

	Ad Text	Campaign	Ad Group	Market	Clicks	Impressio	CTR (%)	Average Paid CPC	Cost	Avg. Ad Position	Conversions
	Buy an Android Tablet PC Google's best Android Tablet now with 10% off. Get It Here! <a href="http://www.blue.com/android-tablets">www.blue.com/android-tablets</a>	US	Android Tablets	US	1092	19,622	5.57	1.65	1,798.26	1.6	182
	Apple&Windws tablets-10% iPad tablets and Windows based tablet pcs on offer. Shop now! <a href="http://www.blue.com/apple-ipad-tablets">www.blue.com/apple-ipad-tablets</a>	US	Apple and Window	US	48	1,276	3.76	1.16	55.52	1.4	1
	Buy a tablet pc! Find the best android tablet or ipad for you. 10% off now! <a href="http://www.blue.com/home">www.blue.com/home</a>	US	Getting interest	US	263	7,671	3.43	1.40	369.33	2.1	13

You can also make an A/B test which won't cost you anything. A/B testing is a tool that lets you compare the results (eg.CTR) for two ad versions. You can think of it as an experiment to test which ad version works best on viewers. The slider at the top of the A/B test lets you set the frequency you want an ad to show in the test. For eg. In the default setting 50 – 50 the ads A and B are shown equally during the test. Results are available for the next round.

In the Keywords tab you get a similar report for your keywords' performance. From the table you can adjust bidding (Max CPC cell in the table) and check the status, delete or pause a keyword.

To add keywords to your ads you have the Research tab. You can add keywords by checking the montly search trends, which tell you the search volume for every keyword.

<input type="checkbox"/>	Keyword	Market	Keyword Competition	Average Search Volume	Approximate CPC	Monthly Search Trends
<input type="checkbox"/>	tablet	US	High	90500	3.91	
<input type="checkbox"/>	android tablet	US	High	90500	1.55	
<input type="checkbox"/>	hp tablet	US	Medium	74000	0.64	
<input type="checkbox"/>	tablet pc	US	High	49500	1.96	
<input type="checkbox"/>	amazon tablet	US	Low	40500	0.77	
<input type="checkbox"/>	acer tablet	US	High	33100	0.91	
<input type="checkbox"/>	asus tablet	US	High	33100	0.63	
<input type="checkbox"/>	samsung tablet	US	High	33100	1.21	
<input type="checkbox"/>	sony tablet	US	Medium	27100	0.53	
<input type="checkbox"/>	toshiba tablet	US	High	22200	0.71	
<input type="checkbox"/>	best android tablet	US	Medium	18100	2.18	
<input type="checkbox"/>	wacom tablet	US	High	18100	0.54	
<input type="checkbox"/>	windows tablet	US	High	18100	1.11	
<input type="checkbox"/>	samsung galaxy tablet	US	High	18100	1.07	
<input type="checkbox"/>	blackberry tablet	US	High	14800	0.96	



To check the competition performance on Search Engine Marketing click on the Competition tab and you will get comparison reports and graphs for the top teams.

In the Email Marketing tab you can set your own campaign and test newsletter templates versions to see which brings you more conversions.

Once you create a campaign you will be able to customize a template, similar to what you did on the landing pages. You can also make an A/B test to find the version that works best.

The screenshot shows a web form titled 'Create A/B Version' in a green button at the top. Below the title is the section 'Version A'. It contains an 'Email Subject' input field. A large blue button labeled 'BLUE WEBSITE' is positioned below the subject field. To the left of the button are three stacked input fields for 'PRODUCT NAME', 'FEATURES', and 'DESCRIPTION', each with a pencil icon for editing. To the right of these fields is a large blue circular area labeled 'HERO IMAGE'. Below the input fields is a 'GIANT LINK' section with a dropdown menu showing 'select landing page ...'. To the right of this is an orange button labeled 'LIMITED OFFER BANNER'. At the bottom of the form are two grey buttons: 'BLUE LOGO / UNSUBSCRIBE LINK' on the left and 'SOCIAL LINKS' on the right.



## Notes

Remember to save your changes every time and to always do that before the deadline in order to get results (clicks, clients, reports etc).

Ask for help if you need it. Feel free to use the community chat or the support team's email 😊

**Hope you'll get most of this experience and that you'll have a great time competing!**

We're looking forward for your feedback! Get in touch with us at [support@simbound.com](mailto:support@simbound.com).

Thank you and good luck!