

STUKENT



# Instructor Guide

MIMIC PRO SIMULATION

# Mimic Pro Instructor Guide

Welcome to the Stukent simulation, Mimic Pro. This guide includes an introduction to the simulation and acts as a reference for its set up and use.

Please email [virtualTA@stukent.com](mailto:virtualTA@stukent.com) or call (855) 788-5368 with any questions.

Thank you for joining Stukent in providing valuable, interactive learning experiences for your students in the simulated environment Mimic Pro provides. This simulation represents one of the ways Stukent seeks to fulfill its mission to help educators help students help the world.

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## SECTION 1

# Introduction to Mimic Pro

## Overview

Mimic Pro provides students hands-on educational experiences with important elements of digital marketing in a fictitious scenario in which they take on the role of a digital marketing intern at Buhi Supply Co.



Much of the student work concerns writing targeted ads and measuring KPIs. Students also practice budget allocation and adjust strategies and ad spend for different product lines.

Below are the main learning objectives for students who complete the Mimic Pro simulation.

## Learning Objectives

- Strategically prioritizing keywords along with selecting and optimizing them
- Effectively allocating a budget to maximize profits
- Interpreting vanity metrics (impressions and clicks) and where they fit when evaluating the value of a campaign
- Effectively organizing, creating, and optimizing search, display (interest-based, remarketing), and shopping ads
- Calculating and using KPIs, including ROI, and knowing when to prioritize these metrics
- Utilizing digital tools and tactics to improve campaign performance
- Performing A/B testing to identify the best approach for retargeting
- Conducting landing page optimization

## SECTION 2

# Simulation Set Up

Students will only have access to Mimic Pro after you have created a course with Stukent. It is best to create your course at least one week before the semester start date.

Creating a course only takes a few minutes. If you are teaching multiple courses that will



use the simulation, you must create a course for each of those courses. Note that this course creation process must be completed at the beginning of every semester.

**Checklist:** Within one week of introducing Mimic Pro, be sure to do the following:

- ❑ Create a Mimic Pro course by following the steps outlined in **Creating Your First Course**
- ❑ Begin registering students by following the steps outlined in **Adding Students to Your Course**

## Creating Your First Course

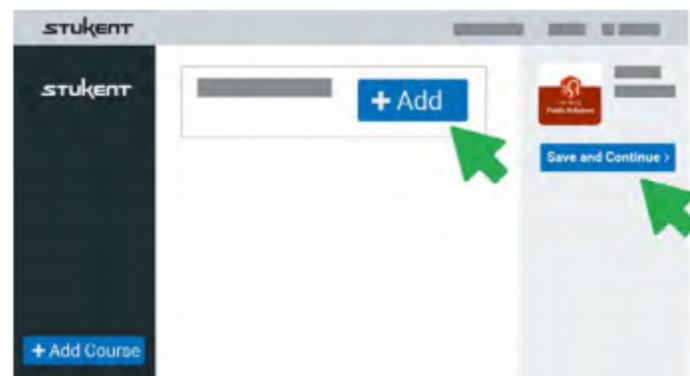
1. Visit [www.stukent.com](http://www.stukent.com) and click “Login” at the top right of your screen.
2. Log in as an instructor with your email and password. If you do not know your login information, email [virtualta@stukent.com](mailto:virtualta@stukent.com) or call (855) 788-5368.
3. Once you log in, click your name in the top right corner of your screen, and then click “Course List.”

4. Click “+ Add Course” in the bottom left corner of your screen.



5. Enter your course details. Click “Next Step.”
6. If you are only using Mimic Pro for the course, navigate to the Simulations tab and “Add” Mimic Pro. If you are using Mimic Pro in conjunction with digital courseware, go to the Bundles tab and “Add” the appropriate bundle.

7. Once you’ve added the simulation or an identified bundle, select “Save and Continue.” Please note that selected products cannot be changed after clicking “Save and Continue.” If you decide to switch products after clicking “Save and Continue,”



you must add a new course and identify those products in the newly added course.

If you'd like to watch a brief tutorial video showing you how to create a course, [you can do so here](#).

After completing the course creation process, you will be taken to the Products tab.

## **Adding Students to Your Course**

*Note: You do not have to add students to your course right away; you may add them whenever is best for you.*

All students must register for your course and pay for Mimic Pro access. Students can purchase simulation access through Stukent after they register for the course, or they can purchase an access code from the bookstore of the school your students are attending.

If your students have trouble registering, email [virtualta@stukent.com](mailto:virtualta@stukent.com) or call **(855) 788-5368**.

To begin the process of adding students to your course, log in as an instructor at [www.stukent.com](http://www.stukent.com). Click your name in the top right corner of your screen, and then click "Course List." Select your course. Next, click on the Students tab at the top of your screen.

There are two options for adding students:

### **Option 1: Course Invite Link**

Copy the "Course Invite Link," and share it with your students. The link will take them to your course registration page.

### **Option 2: Send an Email**

Copy and paste your students' emails into the system. They will receive an email invitation from [no-reply@stukent.com](mailto:no-reply@stukent.com).

#### **Option 1: "Course Invite Link"**

Copy the "Course Invite Link" and share it with your students. The link will take them to your course registration page.

#### **Option 2: Send an Email**

Copy and paste your students' email addresses into the system. Students will receive an email invitation from [no-reply@stukent.com](mailto:no-reply@stukent.com).

## Course Management

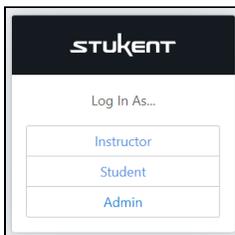
To manage your course, log in as an instructor at [www.stukent.com](http://www.stukent.com). Click your name in the top right corner of your screen, and then click “Course List.” Select your course. Next, click “Go to Admin.”

Manage simulation settings within the Instructor Portal, including the following:

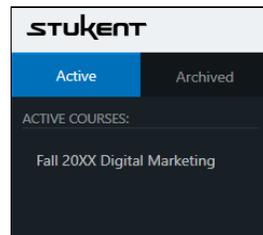
- **Student Scores:** This tab displays all registered students. You can view each student's overall performance for every round by clicking on his or her name.
- **Sim Start Date:** This setting allows you to manage the start and end dates for each round of Mimic Pro.
- **Sim Scores:** This setting lets you choose which way students' scores are displayed in Mimic Pro.
- **Rounds:** This table allows you to configure the settings of your course, including how many rounds your students play.

## Accessing the Simulation as a Student

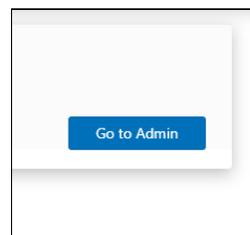
To interact with the simulation as a student, log in as an instructor at [www.stukent.com](http://www.stukent.com). Click your name in the top right corner of your screen, and then click “Course List.” Select your course. Next, click “Go to Admin.” Lastly, click “Launch Mimic Pro” in the top right corner of the screen.



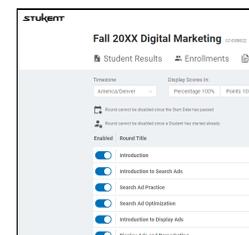
Step 1



Step 2



Step 3



Step 4

Accessing the simulation in this way will allow you to navigate and complete assignments within the simulation as would a student. However, as an instructor, this simulation access will also allow you to move backward and forward to rounds whereas a student's access does not.

*Note: Interacting with the simulation as a student may help in preparing for upcoming class instruction and better understanding the student experience within the simulation.*

### SECTION 3

## Structure of Mimic Pro

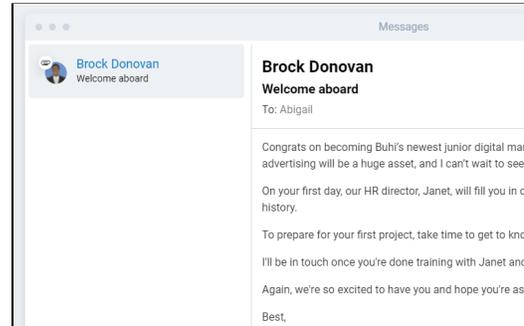
This section explains how information will be presented in the simulation and how the simulation is organized.

## Presentation of Information

Think of the sim as providing instructional communication in two basic ways: one, by addressing the student as an employee at Buhi Supply Co., and two, by addressing the student working to complete the simulation. Here is an overview of each of these approaches:

### 1) AS A BUHI SUPPLY CO. EMPLOYEE

The simulation's storyline, assignment introductions, and some information about assignment completion are communicated by a director of marketing at Buhi. He is the supervisor of the role students take on in the simulation, that of a digital marketer. He will share information through introductory videos each round and through memos. (More about these communication channels is presented in the "Organization" section below.)



### 2) AS A STUDENT IN YOUR CLASS

There are two cases in which the simulation's communication will be directed to students as opposed to the digital marketer role.

#### Case 1

Under the introductory video at the beginning of each round, a brief overview of the round will be given. Each of these overviews will summarize the storyline for the given round, list in-round assignments to be completed, and remind students to utilize the round's Guides (discussed more fully under "Case 2" below and in the following "Organization" section of this guide) and Resources (also discussed more fully under "Organization").

#### Case 2

Instructions on how to use the simulation to complete assignments will be provided each round.

## Organization

The simulation is organized with an introductory section followed by ten rounds of work for students to complete.

### INTRODUCTORY SECTION

The introductory section consists of a simulation video introduction as well as a presentation of the overall learning objectives of the simulation (as listed in Section 1 of this guide).

#### Simulation Walk-through Video

This video introduces to students their role at Buhi Supply Co. as a digital marketer. The video addresses basic navigation in the simulation.

*Suggestion:* After students have watched the video introduction, as a class discuss the simulation's overall scenario and learning objectives.



## SIMULATION ROUNDS

As indicated, the simulation has seven rounds of work (listed below). A summary of each is presented in the following section of this instructor guide.

### Mimic Pro Rounds

- Round 1: Introduction to Search Ads
- Round 2: Search Ad Practice
- Round 3: Search Ad Optimization
- Round 4: Introduction to Display Ads
- Round 5: Display Ads and Remarketing
- Round 6: Optimize Display Ad Campaigns
- Round 7: Introduction to Shopping Ads
- Round 8: Shopping Ads and Remarketing
- Round 9: Shopping Ad Optimization
- Round 10: Campaign Optimization

## Round Components

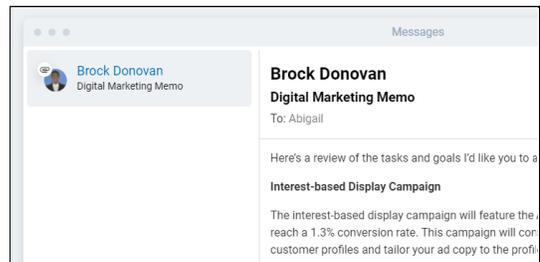
### Video Introduction

Each round begins with a round-specific video introduction from the student's supervisor, a director of marketing at Buhi Supply Co.

### Inbox

As indicated, the inbox will present memos from the students' supervisor, the director of marketing. The memos will contain information pertinent to work students are to complete in the given rounds.

The inbox is accessed from the left navigation in each round of the simulation.



### Assignments

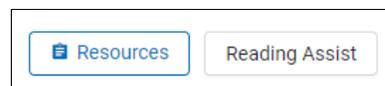
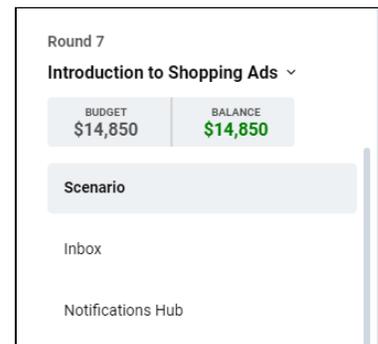
Assignments for students to complete in each round will be listed in the left navigation.

By clicking on the assignment names, students will be presented with directions and fields for completing work.

### Resources

The Resources button will open any materials students accumulate when in the role of digital marketer to which they may need access in a given round.

The Resources button is located at the bottom right of the screen. After students click on the Resources button, a pop-up window will display pertinent material.



## SECTION 4

# Round Overviews, Success Tips, and Scoring

## Learning Objectives and Scheduling

Below is a list of the objectives for each round in the simulation. Review this list with your syllabus to plan and schedule when you want to complete each round. You can also use this list to determine how many rounds you want to play.

### INTRODUCTION

Students will be playing the role of a new digital marketing specialist intern at Buhi Supply Co. Buhi is an e-commerce and retail bag supplier. It specializes in backpack, purse, wallet, satchel, and duffel products.

In the first three rounds, students will be asked to increase the revenue generated by a Buhi product line called American Dream. The product line consists of a backpack, messenger, and duffel bags.

In later rounds, students will take on additional responsibility with new ad types, products, and product lines.

Throughout the simulation, students will be asked to reach metric goals based on existing data in order to grow Buhi revenue.

Students are not expected to reach these goals in the round they're given. Instead, students will be graded on the goals that pertain to their respective round and the overall goal that is graded at the end of the sim, whether they reached the Legacy line's benchmark goals after Round 10. The simulation's rounds will become more weighted as the sim goes on, which will heavily affect grades. This was done to help ensure students who struggle in the beginning do not fall behind or become discouraged.

You'll find more information about Buhi Supply Co. and the scenario within Mimic Pro. It is wise to set up a demo for yourself to review the information about Buhi in the introduction round and the scenario page in each round.

Throughout the simulation, students will be evaluated on clicks, CPC, CTR, and revenue. Each of these metrics contributes to the success of an advertising or digital marketing campaign. We want to give students an experience that uses different kinds of metrics to give them a holistic understanding of digital marketing.

## Round 1

In this round, students will create, at a minimum, one search campaign for the American Dream Backpack with two ad groups and one ad per group. Students will learn how to organize their ad groups and the importance of keywords in all elements of their ad (e.g. ad text uses keywords that live within the ad group they're working in).



### Round Goals:

- Create one search campaign for the American Dream Backpack. **The goal is to achieve a clicks benchmark.**

### Tips for Student Success:

- Ensure students are utilizing the keyword planner to build keyword lists specific to campaigns and ad groups they plan to run.
- Keep in mind that Mimic Pro registers all keywords as exact-match.
- Students should choose a name for their campaign that will help them remember the product, keywords, ads, and landing pages associated with the campaign. In the simulation, students are able to change their campaign names. If a student has a campaign that is doing really well, they may edit it to include a note to use it. The same tip applies for campaigns that need work.
- Some students may struggle to understand the connection between campaigns, ad groups, and ads.
  - Inside a student's campaign, there are ad groups, a collection of ads that correspond to a group of related keywords.
  - An advertiser can have multiple ads in an ad group, and the advertiser should run at least two variations of the ad at the same time, which will allow the advertiser to see which ad performs best.
- When students are deciding their keyword bids, remind them that the suggested bid is the average cost per click of all companies using that keyword. A search engine will look at your bids as a last resort when determining which ad to show. A good practice for your first campaign is to set bids a few cents over the suggested bid and then adjust based on the campaign performance results.

### Round Tasks:

1. Scenario
2. Inbox (Includes three interactions that test student learning. These interactions

will test students' knowledge and help them learn ways to be successful in this round.)

3. Optimize Landing Page
4. Search Ads
  - a. Keyword Selection and Keyword Planner
  - b. Campaign
  - c. Ad Groups
  - d. Ad

NOTE: If you're utilizing this simulation in conjunction with the "Digital Marketing Essentials" courseware, you should have students read through Chapter 6: Paid Search Marketing before they start this round. Sections 1–5 teach the basics of Paid Search advertising and how to analyze campaign performance results.

## Round 2

In this round, students will create a second search ad campaign for the American Dream Messenger. Students should also optimize their search ad campaign from the previous round. The Round 1 search ad campaign will receive a new goal focused on cost-per-click. Students should strive for the new goal and the clicks goal from the previous round.



### Round Goals:

- Optimize their search campaign for the American Dream Backpack from Round 1 in order to obtain **their new goal to reach a cost-per-click (CPC) benchmark**. They should still try to improve their clicks goal. All goals given should work together to help students increase revenue through the American Dream line.
- Create one new campaign for the American Dream Messenger with two ad groups and one ad per group. **The goal of this campaign is to achieve a clicks benchmark.**

NOTE: The clicks goal of this campaign will differ from the previous campaign's goal as they focus on different products in the American Dream line.

### Tips for Student Success:

- Encourage students to stay organized with their keywords and keyword lists. They should have 40 or more keywords selected now across multiple lists.
- If students choose to test new keywords for the previous round's backpack campaign, they should either add new keywords or remove ones they don't want and replace them. Students should think critically about the keywords they

choose. Even with 40 or more, they could perform poorly if they are selecting keywords that are not competitive and have low monthly search volume.

### Round Tasks:

1. Scenario
2. Inbox (Includes three interactions that test student learning. These interactions will test students' knowledge and help them learn ways to be successful in this round.)
3. Optimize Landing Pages
4. Search Ads
  - a. Keyword Selection and Keyword Planner
  - b. Campaign
  - c. Ad Groups
  - d. Ad

NOTE: If you're utilizing this simulation in conjunction with the "Digital Marketing Essentials" courseware, Chapter 6: Paid Search Marketing is still the most helpful chapter for this round.

### Round 3

In this round, students will continue to focus on search ads. They will add a third campaign for the American Dream Duffel. The search ad campaigns they've already made should be optimized and students should strive for the goals given, especially the most recent one.



### Round Goals:

- Create one new search campaign for the American Dream Duffel with two ad groups and one ad per group. **The goal for this campaign is to achieve a clicks benchmark.**  
The clicks benchmark number will differ from the previous two as this campaign is for a new product.
- Optimize Round 1's campaign. **The new goal for this campaign is to achieve a click-through rate benchmark.**
- Optimize Round 2's campaign. **The new goal for this campaign is to achieve a CPC benchmark.**
- Optimize their landing page for increased Conversions. The goal is to choose a page that best **optimizes the Conversion Rate of the American Dream Backpack campaign.**

NOTE: Students may ask why the different campaigns differ on their benchmark goals

or goal metric numbers achieved. This is done to help students see that no one product or ad will generate the same outcome. Each will be unique and require different, though similar, optimization strategies.

### Tips for Student Success:

- Encourage students to stay organized with their keywords and keyword lists. They should have a plethora of keywords selected now and multiple lists. If students choose to test new keywords for the previous rounds' campaigns, they should either add new keywords or remove ones they don't want and replace them.

### Round Tasks:

1. Scenario
2. Inbox (Includes three interactions that test student learning. These interactions will test students' knowledge and help them learn ways to be successful in this round.)
3. Optimize Landing Pages
4. Create and Optimize Search Ads
  - a. Keyword Selection and Keyword Planner
  - b. Campaign
  - c. Ad Groups
  - d. Ad

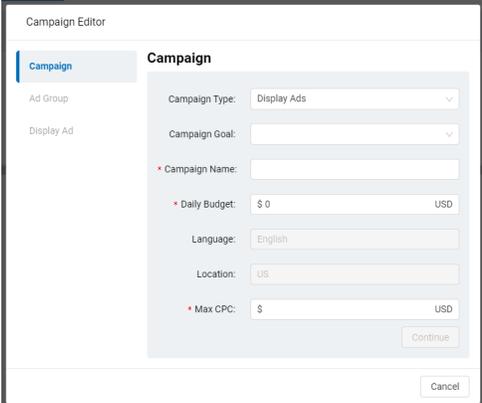
NOTE: If you're utilizing this simulation in conjunction with the "Digital Marketing Essentials" courseware, Chapter 6: Paid Search Marketing sections 1–5 are great teaching resources. To help students learn about landing pages, have them study Chapter 2: Web Design (Desktop and Mobile), section 3 of "Digital Marketing Essentials" before they start this round.

## Round 4

In this round, students will learn how to create an interest-based display campaign. They will continue to optimize their search campaigns.

### Round Goals:

- Create an interest display ad campaign. **The goal is to achieve a conversion rate benchmark.**
- Optimize their landing page for increased conversions.
- Optimize all search campaigns. While students should continue to strive for their clicks, CPC, and click-through rate



The screenshot shows the 'Campaign Editor' interface. On the left, there is a sidebar with 'Campaign' selected. The main area is titled 'Campaign' and contains the following fields:

- Campaign Type: Display Ads (dropdown)
- Campaign Goal: (dropdown)
- \* Campaign Name: (text input)
- \* Daily Budget: \$ 0 (text input) USD (dropdown)
- Language: English (text input)
- Location: US (text input)
- \* Max CPC: \$ (text input) USD (dropdown)

At the bottom right of the main area, there are 'Continue' and 'Cancel' buttons.

goals, in this round, students should focus on revenue. **The goal is to achieve a total revenue benchmark between all three search campaigns.**

Students will still be evaluated on their progression on their clicks, CPC, and click-through rate goals in addition to the two listed above.

### **Tips for Student Success:**

- If students are struggling with their search campaigns, have them create new ad groups or ads, or mix and match keywords to find what works. The interactions should help prompt students with ideas of how to enhance their search campaigns as well.
- If students are struggling with their audience selection for their interest-based display campaigns, make sure they're matching both the correct demographics and the interest categories to the interests found in the Customer Profiles, found in the "Resources," and the description of the American Dream Backpack.

### **Round Tasks:**

1. Scenario
2. Inbox (Includes three interactions that test student learning. These interactions will test students' knowledge and help them learn ways to be successful in this round.)
3. Optimize Landing Pages
4. Optimize Search Ads
  - a. Keyword Selection and Keyword Planner
  - b. Campaign
  - c. Ad Groups
  - d. Ads
5. Interest Display Ads
  - a. Campaign
  - b. Ad Group
  - c. Ad

NOTE: If you're utilizing this simulation in conjunction with the "Digital Marketing Essentials" courseware, Chapter 7: Online Advertising sections 1–3 are great resources for teaching about display ads. These sections explain what a display campaign is, various types of display campaigns including interest-based, and how to select a target audience.

## **Round 5**

Round 5 introduces retargeting display ads. In addition to learning about retargeting ads, students will also be optimizing their interest and search campaigns.

### Round Goals:

- Create a retargeting display campaign for the American Dream Backpack. **The goal is to achieve a conversion rate benchmark.**
- Optimize the interest display ad campaign for the American Dream Backpack. **The goal is to achieve a conversion rate benchmark.**
- Optimize their landing page for increased conversions.
- Optimize all search campaigns in order to achieve **the goal of a total revenue benchmark between all three search campaigns.**

Students will still be evaluated on their progression on their clicks, CPC, and click-through rate goals in addition to the other goals listed above.

### Tips for Student Success:

- If students are struggling with their audience selection for their retargeting display campaigns, make sure they're targeting (1) those hitting their product category pages and (2) a highly trafficked and high-converting product category.

### Round Tasks:

1. Scenario
2. Inbox (Includes three interactions that test student learning).
3. Optimize Landing Pages
4. Optimize Search Ads
  - a. Keyword Selection and Keyword Planner
  - b. Campaign
  - c. Ad Groups
  - d. Ads
  
5. Interest and Retargeting Display Ads
  - a. Campaign
  - b. Ad Group
  - c. Ad

NOTE: If you're utilizing this simulation in conjunction with the "Digital Marketing Essentials" courseware, Chapter 7: Online Advertising section 4 is a great resource for teaching about retargeting display ads. This section explains how retargeting ads work and their benefit for a digital marketer.

## Round 6

This round continues to focus on display ads. The primary learning objective is to help the students see the difference between interest and retargeting campaigns. They should understand that the retargeting campaign leads to more conversions and so should be allocated the majority of the display budget.

### Round Goals:

- Optimize your retargeting and/or interest display campaigns. **The goal is to achieve a total conversion rate benchmark** between both display campaigns.
- Optimize their landing page for increased Conversions.
- Optimize all search campaigns in order to achieve **the goal of a total revenue benchmark between all three search campaigns.**

Students will be evaluated on clicks, CPC, click-through rate, and the goals listed above.

### Tips for Student Success:

- If students are struggling to determine which display campaign type should receive more of their budgets, remind them of their conversion rate goal and to make the decision based on whichever campaign performed best.

### Round Tasks:

1. Scenario
2. Product, Persona, and Traffic and Sales Report
3. Inbox (Includes three interactions that test student learning).
4. Optimize Landing Pages
5. Optimize Search Ads
  - a. Keyword Selection
  - b. Campaign Creation and Optimization
  - c. Ad Groups
  - d. Ads
6. Interest and Retargeting Display Ads
  - a. Campaign Creation and Optimization
  - b. Ad Groups
  - c. Ads

NOTE: If you're utilizing this simulation in conjunction with the "Digital Marketing Essentials" courseware, Chapter 7: Online Advertising sections 2 and 4 are great resources for explaining the pros and cons of interest-based and retargeting display ads.

## Round 7

Chapter 7 features shopping ad campaigns. This round will teach how to create a shopping ad and best practices.

### Round Goals:

- Create a shopping campaign. **The goal is to achieve a conversion rate benchmark.**
- Optimize your retargeting and/or interest display campaigns. **The goal is to achieve a total conversion rate benchmark** between both display campaigns.
- Optimize their landing page for conversions.
- Optimize all search campaigns. While students should continue to strive for their clicks, CPC, and click-through rate goals, in this round, students should focus on revenue. **The goal is to achieve a total revenue benchmark between all three search campaigns.**

### Tips for Student Success:

- Helps students understand that shopping ads are much simpler on the side of the digital marketer in terms of keywords and ad text as these factors have little to no impact or use in this ad type. However, bids are much more important. If they're struggling with setting bids, remind them that the same bid principles apply across all PPC ad types. The only difference is that it's alright to bid a little more on shopping ads than you would on search because competition can be so fierce.
- Rather than using keywords like search ads do, shopping ads employ only negative keywords, words that hide ads when a searcher uses them. Since shopping ads cost more than search, it's wise to try and limit products being advertised with shopping ads to those who really are interested in them by making sure the ads only show to an audience with purchasing search intent.

### Round Tasks:

1. Scenario
2. Product, Persona, and Traffic and Sales Report
3. Inbox (Includes three interactions that test student learning).
4. Optimize Landing Pages
5. Optimize Search Ads
  - a. Keyword Selection
  - b. Campaign Creation and Optimization
  - c. Ad Groups
  - d. Ads
6. Interest and Retargeting Display Ads
  - a. Campaign Creation and Optimization

- b. Ad Groups
  - c. Ads
7. Shopping Ads
- a. Product Feed
  - b. Ad Groups
  - c. Ads

NOTE: If you're utilizing this simulation in conjunction with the "Digital Marketing Essentials" courseware, Chapter 6: Paid Search Marketing section 3 provides instruction on shopping ads, how they work on the part of the digital marketer, network and search engine, and why they're a useful PPC ad type.

## Round 8

This round lets the students practice what they've learned with no new tasks. Students should utilize all their knowledge and practice to improve the performance of their ads as much as possible.

### Round Goals:

- Optimize the shopping ads to achieve the **conversion rate goal**.
- Optimize the retargeting and/or interest display campaigns. **The goal is to achieve a total conversion rate benchmark** between both display campaigns.
- Optimize their landing page for conversions.
- Optimize all search campaigns. While students should continue to strive for their clicks, CPC, and click-through rate goals, in this round, students should focus on revenue. **The goal is to achieve a total revenue benchmark between all three search campaigns.**

### Tips for Student Success:

- Students have goals to accomplish, but this is the first round where a new principle is not introduced. Students should use this round to test all their campaigns and their learnings up to this point.

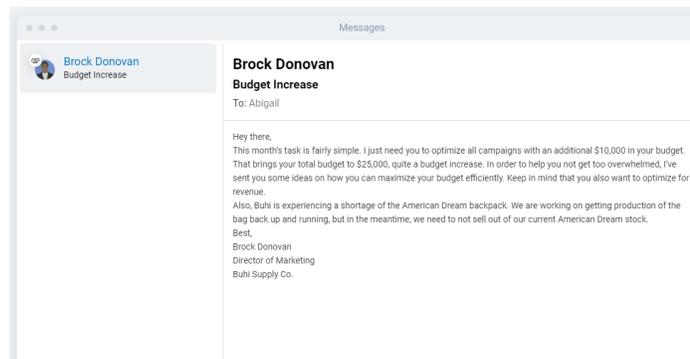
### Round Tasks:

1. Scenario
2. Product, Persona, and Traffic and Sales Report
3. Inbox (Includes three interactions that test student learning).
4. Optimize Landing Pages
5. Optimize Search Ads

- a. Keyword Selection
  - b. Campaign Creation and Optimization
  - c. Ad Groups
  - d. Ads
6. Interest and Retargeting Display Ads
    - a. Campaign Creation and Optimization
    - b. Ad Groups
    - c. Ads
  7. Shopping Ads
    - a. Product Feed
    - b. Ad Groups
    - c. Ads

## Round 9

This round repeats the tasks in Round 8. However, in this round, the students receive a curveball. Students are asked to decrease the promotions for the American Dream Backpack (the primary product they sell) so only a certain number sell.



### Round Goals:

- Optimize the shopping ads to achieve the **conversion rate goal**.
- Optimize the retargeting and/or interest display campaigns. **The goal is to achieve a total conversion rate benchmark** between both display campaigns.
- Optimize their landing page for conversions.
- Optimize all search campaigns. While students should continue to strive for their clicks, CPC, and click-through rate goals, in this round, students should focus on revenue. **The goal is to achieve a total revenue benchmark between all three search campaigns.**

### Tips for Student Success:

- Students should alter their budgets so only the designated amount of the American Dream Backpack sells, not more. They should also consider pausing their display ads since the ads use the Backpack and pick one of the other two products to make new display ads around. In both cases for the display ads, students can succeed as long as they're smart with their budget allocation.

- If student's wish to review strategy tips, they can find the resources for this in the Inbox tab in all Memos up to this point in the simulation.

### Round Tasks:

1. Scenario
2. Product, Persona, and Traffic and Sales Report
3. Inbox (Includes three interactions that test student learning).
4. Optimize Landing Pages
5. Optimize Search Ads
  - a. Keyword Selection
  - b. Campaign Creation and Optimization
  - c. Ad Groups
  - d. Ads
6. Interest and Retargeting Display Ads
  - a. Campaign Creation and Optimization
  - b. Ad Groups
  - c. Ads
7. Shopping Ads
  - a. Product Feed
  - b. Ad Groups
  - c. Ads

### Round 10

This round repeats the tasks in Round 8 and 9. The restrictions on the American Dream Backpack are lifted as the issue has been resolved. Students should use this final round to focus all they've learned and done to get their campaigns to produce as much revenue as possible.

### Round Goals:

- Optimize the shopping ads to achieve the **conversion rate goal**.
- Optimize the retargeting and/or interest display campaigns. **The goal is to achieve a total conversion rate benchmark** between both display campaigns.
- Optimize their landing page for Conversions.
- Optimize all search campaigns. While students should continue to strive for their clicks, CPC, and click-through rate goals, in this round, students should focus on revenue. **The goal is to achieve a total revenue benchmark between all three search campaigns.**

### Tips for Student Success:

- If student's wish to review strategy tips, they can find the resources for this in the

Inbox tab in all Memos up to this point in the simulation.

**Round Tasks:**

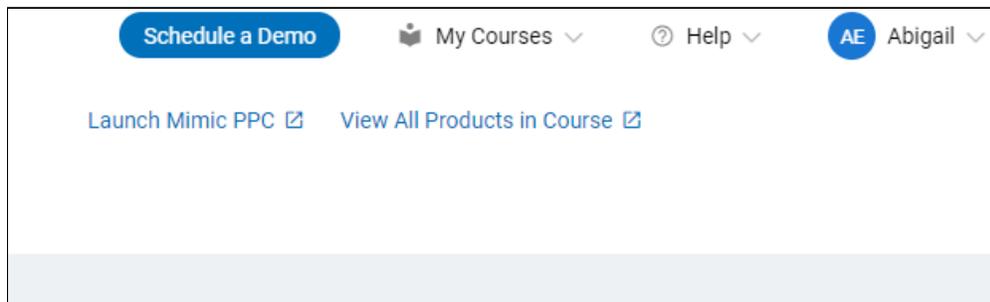
1. Scenario
2. Product, Persona, and Traffic and Sales Report
3. Inbox (Includes three interactions that test student learning).
4. Optimize Landing Pages
5. Optimize Search Ads
  - a. Keyword Selection
  - b. Campaign Creation and Optimization
  - c. Ad Groups
  - d. Ads
6. Interest and Retargeting Display Ads
  - a. Campaign Creation and Optimization
  - b. Ad Groups
  - c. Ads
7. Shopping Ads
  - a. Product Feed
  - b. Ad Groups
  - c. Ads

SECTION 5

## Additional Resources

### Access Mimic Pro as a Student

To view the simulation as a student, go to your instructor portal and click the “Launch Mimic Pro” button found in the upper-right corner of your screen.



# Frequently Asked Questions

## How do I set round deadlines?

Round deadlines cannot be set in the simulation. The reason is because the previous round needs to be completed before it can generate the data for them to start the next round. So if a student doesn't complete the simulation by the deadline you have set for them, they will still need to go in and finish it before they can move onto the next round.

You can set start dates in the simulation to prevent your students from moving too far in the simulation too early. You can set the round start dates by going to the Mimic Pro Admin and selecting the "Schedule" tab.

## How Much Does Mimic Pro cost?

Mimic Pro costs \$59.99 per student. If you are using the "Digital Marketing Essentials" courseware as well (which comes at an individual price of \$79.99), a \$10 bundle discount will be applied to each product for a total of \$119.99.

## What is the ISBN for the simulation? And how does my bookstore order access codes?

The ISBN information for the product individually and bundled with the courseware can be found below.

Please advise your bookstore to send their PO to [bookstore@stukent.com](mailto:bookstore@stukent.com). Our support team will respond with an electronic that can be paid directly and then we will get access codes for the materials sent over to them.

Title: **Mimic Pro Simulation**

ISBN: 978-0-9967900-3-1

Publisher: Stukent

Price USD\$: 59.99

Title: **Digital Marketing Essentials/Mimic Pro Bundle**

ISBN: 978-0-9996302-0-4

Author: Jeff Larson and Stuart Draper

Publisher: Stukent

Price: \$119.99