

Google Ignite

What is Google Ignite?

Google Ignite is a training-to-internship program targeted to students who will later on be likely to pursue a career in digital marketing.

Some examples of digital marketing are the photos, banners, and videos you see popping up online. There is also Search Engine Marketing, where when you search for something the marketed sites come up first.

If you join, you will be trained in how to use Google AdWords, which is Google's main online advertising platform. All the internships will be related to digital marketing, so you must be interested in digital marketing to get the most out of the program

What's Google Ignite objectives?

The program aims to develop the online marketing ecosystem by:

- Making students more competitive as they graduate and apply for jobs in the digital marketing space
- and at the same time, help businesses and agencies, who are using the Google advertising platform, have access to AdWords experts like you, if you get certified!

What is digital marketing?

Let me ask you: When you're looking for something, what's the first thing you do? You Google it! With a large population becoming inseparable from technology, digital marketing is the latest (and some would say greatest) method for businesses to reach out to potential customers.

Some examples of digital marketing include:

- YouTube advertisements,
- banner and text ads on websites
- ads on search engines
- many more.

Imagine you own a Ramly burger stall and you want more customers.

- You open a website, but can't get any traffic. Maybe this is because when people search for "Best Ramly burger", your website is in page 5 of the Google Search.

- If you ran a AdWords search campaign, you can become the FIRST result on the first page of search, which equals more customers for your business!

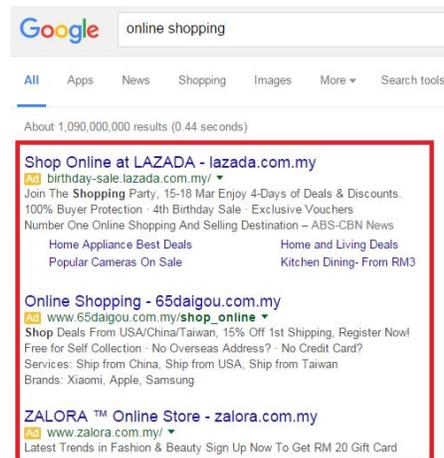
Digital marketing in Malaysia has a great potential for growth in the coming years.

- Did you know there are only over 1000 AdWords Certified individuals in Malaysia to serve 1.3 MILLION small-and-medium businesses?
- Imagine how awesome it would be to be so desirable for hire when you graduate?

What's Google AdWords?

Google AdWords is Google's platform for digital advertising. In it there are many different modules, but the relevant ones to Google Ignite will be AdWords Search and AdWords Display advertising. Students will get training on these two items when they join Google Ignite.

Search advertising influences Google Search results. Example: Let's say you want to do online shopping, but you don't know where to shop. You can Google 'Online shopping' to see what sites are available. In the example below, we find that LAZADA is the #1 search result, which means you are more likely to click on it than Zalora (3rd).



Display advertising is advertising in the form of text, videos, banners, and other media on the Google Display Network. Websites that agree to host GDN ads will show advertisements on spaces in their site. Example: When you go to The Star.com.my you can see advertising on the top and side of the site. These ads are different for every person depending on their search history.



Why should target students join Google Ignite?

You get a Certificate for completing the program. This is an industry-recognized Certificate which students can put on their resumes to make it more attractive to recruiters, especially those from marketing backgrounds.

The second thing is that Google AdWords is a worldwide platform. You can use what you've learned in any business or agency you work in, and you can even use the skills when running your own business! Why pay agencies when you can save money by running your own campaigns?

Registration

How do I sign up?

Only undergraduate university students in Malaysia can apply. Please visit <https://www.google.com.my/landing/ignite/registration/index.html> for instructions. Make sure you do BOTH steps (Google Partners + Registration on form)

Do I have to pay?

Google Ignite is free to join. However, you will need to pay a refundable deposit of RM50 if you choose to participate in offline training. The deposit will be refunded to you if you attend all offline sessions.

Who can sign up for the program?

Google Ignite is open to all university students. Students from participating partners will be prioritized for Career Fair invitations.

I signed up with incorrect information! How do I fix it?

Please e-mail us at ignitemalaysia@google.com so our team can assist you.

Google Partners

Why do I need to register with Google Partners to join?

All exams and results will come from Google Partners. If you don't join, you won't be able to do the exams.

How do I affiliate with Google Ignite Malaysia 2016?

Please follow the instructions listed in <https://www.google.com.my/landing/ignite/registration/index.html>.

I've affiliated, but it says it's pending administrator confirmation, what do I do?

Please allow us 1-3 business days to approve your affiliation. In the meantime, feel free to start your studies via the materials here <https://www.google.com.my/landing/ignite/training/index.html>

Where is the verification e-mail?

You need to check the e-mail you used to register Google Partners with.

Training

How do I find information about training?

Visit this link to find out about online and offline training.

Do I need to pay for training?

You will need to pay a refundable deposit of RM50 if you choose to participate in offline training. The deposit will be refunded to you if you attend all offline sessions.

What do I need to bring for training?

For offline training, please bring a laptop or tablet to download and use in-class study materials. Eating before training is highly recommended.

I signed up for offline training. Can I still do online training?

Yes you can. The only difference between the two types of training is that in offline training, you get a live trainer whereas in online training you study yourself.

How much time should I plan for training and exams?

Our guideline is 1 week per course, which includes study time and an exam. There are three courses in total, so we suggest having at least 3 weeks for all the training and exams.

Exams

Where do I find study materials?

You can find study materials here <https://www.google.com.my/landing/ignite/training/index.html>. Try to go as deep into the materials as you can to master Google AdWords!

How do I take exams?

- a. Login to your Google Partners account
- b. Click "AdWords" on the left sidebar
- c. Click "Exam details" on the exam you want to take
- d. Click "Take exam"

IMPORTANT: Please make sure your internet browser is set to "ENGLISH" as the default language.

Can I do exams online or at home?

Yes, all exams are taken online via the Google Partners platform. You can take the exams anywhere you like; just make sure your internet connection is fast and steady!

Each exam is 120 minutes long, 100 questions each, and the passing grade is 80%.

Are the exams open book?

Yes, technically the exams are open book but your best resource is your comprehensive learning of the platform. You need to have a good understanding of all the concepts taught to be prepared for the AdWords exams. You will rarely easily find an answer - even if you Google it!

Which exams do I need to pass to become AdWords Certified?

You must pass AdWords Search Fundamentals. After that, you need to pass either Advanced Search or Advanced Display; we recommend passing them all! Exam pass scores and time limit are stated in your Google Partners account.

Can I retake the exam if I fail?

After a 7 day waiting period, you can retake any exam you fail. Click “exam details” to see how much time is left.

Certification

How do I get AdWords Certified?

To get Certified, you must pass at least 2 exams: AdWords Fundamentals AND AdWords Advanced Search OR AdWords Advanced Display. It’s best to pass all 3!

Why do AdWords Certificates expire?

There are many product updates and changes released in any given period, and an expert must remain an expert despite these changes. The yearly certification ensures expertise on the platform is maintained so we require you to re-take the exams after 1 year to make sure you stay updated on best practices.

Where can I get my Certificate?

Once you are Certified, you can find your Certificate by visiting “My Profile” in your Google Partners page.

I’m Certified! What do I do next?

Start applying for the internship positions exclusively available for Google Ignite certified students and attend the Career Fair! We will send notifications well in advance. Want to explore outside of Google Ignite? You can start applying for jobs with your newly updated resume.

How do I change my Certificate name?

You can change it by going to your G+ page and editing your profile name there.

Prizes

How do I win a prize?

Every week, the top AdWords Fundamentals scorer will be given a Google Chromecast as a prize, whereby the top 2 to 5 will win a Google USB. Winners must earn the score on the first try.

I won! Where do I pick up my prize?

Congratulations! You can pick a prize up at an on-ground university training day. You must provide valid ID, or let us know in advance who your representative is. If you are unable to pick up the prize, we can deliver it to your home address. Please see our Terms & Conditions for more info.

Career

How do I apply for internships?

To be qualified, you need to be Google certified by passing the Fundamental exam and at least 1 Advanced exam. The application link will be sent to the Gmail account you used to register for the program. You will be directed to our 3rd party partner website for internship positions and applications.

What is the internship recruitment process?

First, follow the link on the first invitation email and fill up the application form on our 3rd party partner website. Your resume will be forwarded to the participating agencies and companies. They will initiate the internship selection process.

Will Google be offering any positions?

We do not offer internship positions to students at this point in time.

Career Fair

What do I need to do to qualify for the Career Fair?

You need to be Google AdWords Certified. Marketing/communications/advertising students who are available for internships from December 2017 - March 2018 will be given priority for invitations.

What will be offered at the Career Fair?

Students who come to the Career Fair will get to meet recruiters looking specifically for Certified talents, a unique opportunity not provided anywhere else. We have scheduled career talks from various companies and will be providing food to keep hungry students energetic. Additionally, participants will get to walk away with neat little goodies given out at the fair.

Where do I get details about the Career Fair?

Details such as where to go, what to wear, and the itinerary will be sent to you along with your invitation to the fair.

I didn't get an invitation to the Career Fair. Why?

It is possible that your major, year of study, or lack of internship availability may have disqualified you for an invitation. Another reason could be due to lack of affiliation to Google Ignite, which means we are unable to view your Certification status.

Other

Where can I ask questions about Google Ignite?

You can e-mail us at ignitemalaysia@google.com