**To Student Organizations in NYC**

Hello,

Our names are Bill, Jairus, and Conrad. We are all students at the University of Virginia and are enrolled in an E-commerce & Web Analytics class together.

Our team is working on an e-commerce project with an exciting startup company called EatNomz! EatNomz is a New York based provider of authentic Asian soups. All soups are frozen prior to delivery, so as to ensure a fresh and authentic experience!

We are trying to help increase awareness about EatNomz through our Google Adword campaign. We have decided to launch a promotion campaign, where users can receive 10% off of their purchase, as well as a raffle campaign for 10 free delicious Asian soups.

If you search “Nomz promotion” on Google, you will be able to find our ad copy in the search results. Clicking on this ad will bring you to a webpage that lists our promotion code. After you find this promotion code, you can easily put the items you wish to purchase into your cart and apply this promotion code for 10% off of your purchase.

Additionally, we are creating a limited time raffle! The winners of this raffle will receive 10 free delicious Asian soups. To enter into this raffle, simply search “Nomz raffle” on Google, and look for our ad copy in the search results, which will take you to raffle page. Participants can navigate to the raffle page by clicking on the site extension just below our ad copy.

These campaigns are for a limited time only. Participants are only allowed to enter into and participate in these campaigns until April 28th.

Thank you for helping us spread the word about this fantastic new company and their assortment of authentic Asian soups!

Thank you,

Bill, Jairus, and Conrad

**To Student Organizations in UVA**

Hello,

Our names are Bill, Jairus, and Conrad. We are all students at the University of Virginia and are enrolled in an E-commerce & Web Analytics class together.

Our team is working on an e-commerce project with an exciting startup company called EatNomz! EatNomz is a New York based provider of authentic Asian soups. All soups are frozen prior to delivery, so as to ensure a fresh and authentic experience!

We are trying to help increase awareness about EatNomz through our Google Adword campaign. We have decided to launch a raffle campaign targeted at UVA students moving to NYC for an internship or fulltime. If you participate in this campaign, you will be entered into a raffle for 10 free delicious Asian soups.

To enter into this raffle, simply search “Nomz raffle” on Google, and look for our ad copy in the search results, which will take you to raffle page. Participants can navigate to the raffle page by clicking on the site extension just below our ad copy.

These campaigns are for a limited time only. Participants are only allowed to enter into and participate in these campaigns until April 28th.

Thank you for helping us spread the word about this fantastic new company and their assortment of authentic Asian soups!

Thank you,

Bill, Jairus, and Conrad

**To Friends**

Hi \_\_\_\_\_\_\_,

I’m reaching out to you today to ask for your help on a project for my E-commerce & Web Analytics class.

My team and I are currently trying to promote a new startup company, EatNomz, on Google. Because EatNomz is such a new company, we are struggling to gain search traffic. Would you mind helping my team and me by searching for “Nomz raffle” and “Nomz promotion” and clicking on our Google search ad copy?

After clicking on our ad copy, you will be taken to our promotion or raffle page. From here, you can enter into the raffle if you wish, but please be certain to spend more than 10 seconds on the page.

To provide some additional background about the company, EatNomz is a startup that sells authentic Asian soup. All soups are frozen prior to delivery, so as to ensure a fresh and authentic experience!

Thank you for helping us promote the exciting new company, and thank you for helping my team and I with our project!

Thank you,

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