



STUKENT SOCIAL MEDIA MARKETING CHALLENGE



The **Stukent Social Media Marketing Challenge** provides the opportunity for participants to compete in the world's first social media marketing simulation used by top institutions around the world. Participants will test their social media marketing skills by managing a \$50,000 budget in simulated ad dollars for a fictitious, global bag company. Their online strategy will include marketing on Facebook, Instagram, Twitter, LinkedIn, YouTube and Pinterest.

Participants will:

- **Write Targeted Social Media Ads:** Participants will learn and test different promotional strategies to create compelling social media ads across various social media network platforms. Participants will gain experience in writing ad copy that increases engagement and conversions.
- **Perform Demographic Targeting:** Participants will analyze which types of content on which platforms resonate better amongst different demographics.
- **Learn Social Media Content Promotion Strategies:** Participants will learn the difference between earned, owned, and paid social media marketing promotion strategies. They will analyze various forms of media and different strategies to achieve the greatest reach.
- **Measure Key Performance Indicators:** Participants will measure and improve their marketing efforts by analyzing the performance of key indicators.
- **Ad Budgeting:** Participants will manage a \$50,000 social media marketing budget, while placing competitive bids to drive clicks, shares, likes, comments, etc.
- **Content Scheduling:** Participants will schedule their marketing content to post and go live at optimal times.

ONLINE CHALLENGE OVERVIEW

- The Stukent Social Media Marketing Challenge will contain two (2) rounds. Challenge 1: Monday, October 16, 2017, 10:00 a.m. EST through Friday, October 27, 2017, 5:00 p.m. EST. Challenge 2: Tuesday, January 16, 2018, 10 a.m. EST through Monday, January 29, 2018, 5:00 p.m. EST.
- Entries will be composed of **one member** of the DECA chapter. Students may participate in both challenge rounds; however, students may only participate once each round. Students submitting more than one entry will be disqualified.
- To register to compete, participants should visit: <http://www.stukent.com/mimic-social-challenge/> and click "Free Student Registration."
- The Stukent Social Media Marketing Challenge is a DECA Challenge and not an official DECA Competitive Event. Therefore, participants may still compete in the other DECA Challenges and/or DECA's Competitive Events Program; including DECA's Virtual Business Challenges (VBC) and Stock Market Game.
- DECA membership will be verified for all winners. Students must list their name, chapter and state, as listed on their official DECA membership roster. Entries with incomplete information will be disqualified.

AWARDS

The top three overall participants will be recognized on stage at DECA's International Career Development Conference (ICDC) in Atlanta, Georgia. Eligibility to attend DECA ICDC is determined by the chartered association advisor, based on their policies. Winners should consult with their chartered association advisors for eligibility guidelines. The top 3 winners will receive a travel scholarship to DECA ICDC in the amount of:

- First Place: \$1,500
- Second Place: \$1,000
- Third Place: \$500

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills



1 PARTICIPANT



ONLINE SIMULATION