



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Promotion

BUSINESS-TO-BUSINESS MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Describe marketing functions and related activities.
2. Explain factors that influence customer/client/business buying behavior.
3. Describe the use of technology in the promotion function.
4. Develop communications objectives.
5. Identify ways to track marketing-communications activities.

CASE STUDY SITUATION

You are the director of marketing and director of promotion for CREDIT SOURCE, an online company that provides business customers with credit and risk management products and services. CREDIT SOURCE provides business credit reporting, information reports, current and historical business data and products that aid in repairing low credit scores. CREDIT SOURCE is primarily an online company, yet it does provide consultants to struggling businesses that need in-person help to reach goals.

The main marketing technique CREDIT SOURCE uses is email marketing. The company has a large database of email addresses from current and former clients, potential clients that have filled out information forms and other interested parties. Emails are sent from CREDIT SOURCE twice a week: on Tuesdays and Fridays. The emails contain specials and promotions that CREDIT SOURCE is offering and a short bio or interview of a client that is used as testimony.

A main goal for the marketing department at CREDIT SOURCE is to increase the number of email contacts. It is important to the chief marketing officer that the email addresses are not gained by simply purchasing a list. The email addresses should be gathered organically by potential clients that want to receive emails from CREDIT SOURCE. Sending out emails to a purchased list could lead to a damaged reputation and cannot guarantee the recipients are the correct customers for CREDIT SOURCE.

YOUR CHALLENGE

The chief marketing officer of CREDIT SOURCE wants your team to analyze a list of email growth tactics to organically gain email addresses and choose the two that are the right fit for CREDIT SOURCE. Once the two email growth tactics have been chosen, the chief marketing officer wants your team to explore each tactic by developing communications objectives and determining how activities can be tracked to measure success.

Email Growth Tactics

- Content marketing
- Social media advertising
- Social login/signup
- Contests/Giveaways
- Search engine optimization
- Other

You will present your email growth plan to the chief marketing officer in a meeting to take place in the chief marketing officer's office. Additional staff from the company may accompany the chief marketing officer.

You will receive 2-3 questions from the judge pertaining to the case situation.



BUSINESS-TO-BUSINESS MARKETING, 2018

Participant: _____

JUDGE'S EVALUATION FORM

State/Provincial 1

I.D. Number: _____

INSTRUCTIONAL AREA

Promotion

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe marketing functions and related activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Describe the use of technology in the promotion function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Identify ways to track marketing-communications activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						