#TalkUpTheBears

Social Media and Digital Marketing Competition

Overview and Content Requirements

Finals: Sunday, December 4, 2016

Due date

WRITTEN PROPOSALS:
#TalkuptheBears formal written proposals are due by **November 28, 2016 at 11:59 PM**. Entries received after this deadline will be disqualified. Submissions will be accepted only through the website. Emailed and hard copy submissions will be ignored.

Dress rehearsal: Friday, December 2, 2016 2 – 6 PM (Mandatory)

ORAL PRESENTATIONS:
#TalkuptheBears oral presentations (Power Point or equivalent) are due by **Thursday, December 1, 2016 at 11:59 p.m**. Presentations may be modified after the dress rehearsal on December 2, 2016.

FINAL ORAL PRESENTATIONS:
Final Oral Presentations are due by 5:00 PM on Saturday, December 3, 2016.

Eligibility

See Rules and Guidelines document posted on the U-Imagine website.

Judging

A panel of 3-5 judges will score both the written and oral presentations using the following categories:

- The Marketing Strategy
- The Content
- The Marketing Campaign
- Evaluation of the effectiveness of the Marketing Campaign
- Club Event Execution and Team Capabilities
- Creativeness
- Overall Impression

Technical Requirements for Submission of Formal Written Proposal:

<u>The formal written proposal must contain the following sections, in the order listed below, and should not exceed the 8 page limit (excluding the cover page).</u>

1. **Cover Sheet**

   Entries must include a cover page listing the Team name and the Club name that the team collaborated with, the primary contact person for each (including name and email information), and the full names, and email addresses of team members.

2. **Executive Summary**

   Entries must include an executive summary that concisely provides an overview of the activity that the team employed to engage their audience and to run a successful social/media digital marketing campaign. The opening paragraph should identify the team that the Club worked with and highlight the team's event.

3. **Team Organization**

   Describe the responsibilities assigned to each team member, as well as the tasks done by outside members. This section should answer the question, how did you structure your team to make the most of this competition and to market successfully?

4. **Description of the Marketing Strategy**

   Describe in detail the team's overall marketing strategy for conducting a successful social media and digital marketing campaign. This section should describe the thought, analysis, decisions, and timelines that went into deciding your marketing strategy. This should include discussion on what social media or digital media channels that your team chose to use and why.

5. **Description of the Content**

   Describe in detail how your content was designed to create engagement and connect with your audience. What made it high quality? What made it interesting and engaging? Provide an analysis of how and why you developed the content that you did. Describe why it was unique or different.

6. **Description of Marketing Campaign (how it was executed)**

   This section should detail the measures taken to market your event. Who did you market to, and on what platform – further, *why* did you market to this demographic and *why* did you choose the specific marketing tools you did? What did you emphasize in your marketing campaign? How did you improve upon past marketing techniques? This section should provide an in-depth analysis of what went well/what went wrong? Did you marketing campaign follow your marketing strategy? If not, why not? How did execution differ from your strategy? What did you learn and what did you need to change as a result of that learning?

These are just main points that should be addressed in this section, additional description is encouraged.

7. **Market Campaign Analysis (summary of social media statistics)**
   Provide an assessment of your social media/digital marketing campaign results. Compile data and figures to illustrate trends/successes and provide a discussion of the results. Data should be clearly and simply presented. Your data summary and analysis must be supported with the actual source documents. (These should be addendums attached to your written report. They do not count as part of the page count for your proposal) Describe what worked, and what could you have done better to gain more online traffic? Source documents could include but is not limited to screenshots of metrics, third party measurement tools etc.

8. **Conclusion**
   A summary of key takeaway points from the above sections. In addition, what does the future look like for your club? What could you have improved upon? How did marketing via *social media* specifically help with gaining attention for your event? Comment on the effectiveness of your chosen social media/digital platforms.

Suggestions for Strengthening your Entry

The formal written proposal should be easily readable, concise, and appealing. It should address the team's marketing strategies, goals, prospective target audience, the content, content distribution and the results. It is to the point and contains no unneeded information. It is a detailed expansion of the Executive Summary
As you prepare your final document, consider the following questions and use your answers as input to that document and your oral pitch. An independent reader should be able to answer these questions after reading your entry. Read your finished document to ensure that there are no errors (content or grammar).

How will grow engagement? Be specific about your goal to create awareness and to grab your audience's attention.

Who is your target audience? Who are you looking to attract to the event? What platforms is your audience using? What are their interests?

What are the messages that you need to create to engage with your target audience? Are they creative, and entertaining? Are they informative, or do they tell a story? Are they repetitive or are you developing fresh content? Is your message clear, authentic, does it inspire your audience to engage with it?

What are the ways that you need to use to reach your targeted audience?
Why did you pick the specific social media platforms or digital media platforms that you picked? What makes them effective?

How are you measuring the effectiveness of your campaign? Be specific. Did you identify a baseline for each of the platforms that you are using so that you can gauge the change/improvement? How far is your message spreading? How many people are interacting with your messaging? Do they care about what you are posting? How many people took action? Did they register for the event? Did they attend the event? Did you summarize your raw data? Did you attach your raw data as supporting documents?

Technical Requirements for Content and Submission of <u>Oral Presentation</u>:

Presentations must meet the following criteria.

1) *Title Page*: The title page should include the name of the team, the club name, and the names of all team members, the name of the event, date of the event, and the presentation date.
2) *Maximum Length*: The presentation should be 5 minutes long.
3) *Format:* Robust and professional looking formats, such as MS Power Point or Prezi, cab be used. Other digital presentation formats are welcomed and encouraged. While maintaining the professionalism, the presentation should also be creative and fun. Think outside of the box! Do things that other teams will not to capture the attention of the judges.
4) *Appearance*: Presentation should be visually appealing. Slides containing only text are strongly discouraged.
5) *Content:* highlight important features of your entry. Do not attempt to cover every element of your formal written proposal.
6) *Oral presentation:* **All team members must be present and on stage for the competition.** The presentation should be given ***by one member of the team***. Do not read from the slides. Do not switch between team members. Participation in the dress rehearsal is mandatory. All members can answer questions during the Q+A.
7) ***The presentation should be emailed to uimagine@ursinus.edu by the specified deadline.***