

# CMS Digital Marketing Strategy Competition Format

NC State AMA Regional Competition | Build Your Brand



## Format

- Case scenario released before the event
- **Teams come to the conference with their presentation prepared. Visual aids are allowed and must be sent to [ncsuama@gmail.com](mailto:ncsuama@gmail.com) no later than Thursday, Feb. 6<sup>th</sup> at 11:59PM EST**
- You may bring paper notes but excessive reliance on them will count against your presentation score
- Each team participates in a 15-minute slot – will be assigned at the check-in table at the conference
- **7-minute** presentation for each team
- **2 minutes** for Judges to ask follow-up questions to each team
- **6 minutes** for Judges to privately deliberate (team leaves room)

## Rules

- Maximum of 8 teams for the competition
- **2-3 (preferably 3) members** per team
- **Participants are responsible for choosing their team members and including that in the registration form on the AMA website**
- Panel of judges discuss and submit scores
- Teams ranked by judges according to total point score
- Each team member must speak a minimum of **2 minutes** during presentation

## Evaluation

- Teams will be evaluated on their selection of target market, proposed marketing strategy, and their presentation and communication skills.
- Consider how your team can set itself apart from other groups, both in your ideas and your communication of them.

## Prizes

**\$750 in total prize money** will be awarded for this competition

## CMS Digital Marketing Strategy Competition Case

The Creative Marketing Solutions Agency (CMS) is a student-run marketing agency based in Raleigh, NC. CMS is a division of NC State's AMA Chapter, but serves as an individual entity. Founded in 2016, CMS's primary focus has been providing students with hands-on consulting and marketing experience through working with real-world clients and marketing projects. CMS consists of a CEO, a COO, and a few teams, each working with a different client during the semester. The teams consist of 2 Accounts Managers and 2-4 Consultants. CMS teams for the past 3 years have worked on different campaigns and projects including Organic Social Media, Website Optimization, & Video Creation, but the main focus has been marketing strategy projects. The projects typically start with a client audit and market research to get to know the client and the industry, followed by analysis of current marketing channels. After that the teams typically create mock-ups, social media posting calendars, branding guidelines (ex: including color pallets), and then come up with recommendations for the client. The recommendations are presented to the client in the form of a presentation at the end of the semester and written reports that include mock-ups, future recommendations, and the overall marketing plan. Recently, CMS has started focusing on establishing CMS as a trustworthy marketing and consulting agency (not just "student projects"). The reason behind that transition is to provide CMS consultants with industry specific skills they can use as well as take on bigger clients that would bring more revenue to CMS and allow the agency program to grow more. A big part of that transition is establishing online and digital presence which the CMS team hasn't been able to focus on as much. CMS doesn't have much digital presence outside of a page on the AMA site and a LinkedIn page that don't represent or reflect the type of projects and work that the consultants do every semester. Their website is <https://www.ncstateama.org/cms> and their LinkedIn page is <https://www.linkedin.com/company/11843391/>

**Goal:** Establish CMS's digital and online presence that presents the agency as a professional student-run organization with professional student consultants that are capable of taking on big projects. This would also drive awareness and leads from potential clients.

**Campaign budget:** None. This is meant to be an organic campaign.

**Timeframe:** The campaign will run for 2 months.

### Proposed Social Media Strategy Presentation

Teams of 2-3 people are allowed. Based on client analysis, competitor analysis, client website, and current marketing, each competing team should craft an appropriate/integrated social media strategy to present. The components of this strategy are below, along with the recommended time to speak on such a subject.

#### **Brief SWOT Analysis - 2 minutes**

- Provide a short audit of CMS's current social media offerings. What platforms are they using? Are they posting regularly? Do their posts align with the goals outlined below?
- Be sure to look at competitors offerings and integrate into your later improvement recommendations.

**Social Marketing Objective - 30 seconds**

- Define what success is for this campaign; awareness, website traffic, improve search rankings, leads, job placement for CMS members etc.
- Outline metrics for success and how to measure them.

**Brand Experience Strategy - 1 minute**

- A written statement that encapsulates the position the brand wishes to hold in the mind of its target market) What is the experience strategy based on the platform?
- Identify current target audience for CMS (based on current online presence) and the optimal target audience for CMS.
- What do we want customers to know about us? How will we engage with new customers and current?

**Social Media Profile - 30 seconds**

- Target market (demographic, geo-demographic, psychographic, and product-usage characteristics).
- What platforms do we use?

**Social Media Platforms - 3 minutes**

- Media Platforms: choose which platforms you think will have the best results based on the stated objective.
- **Include specific posts, etc. for each platform. Actual post mockups and a stated goal of each post is recommended.**

Carefully read the scenario above to fully understand CMS's goal for social media advertising. Use existing social media knowledge you have, to put together your proposed social media strategy. How can you reach CMS's objectives through an organic campaign. Prepare a 7 minute presentation. Please send any visual aids to [ncsuama@gmail.com](mailto:ncsuama@gmail.com) by Thursday, February 6<sup>th</sup> at 11:59pm EST. Be creative and have fun!