

(V12) Social Media Marketing Campaign Team - Pilot

Description

Develop a social media marketing campaign, following the guidelines outlined in the [Style & Reference Manual](#), that details pricing strategies and promotional plans for a business.

The completed plan should include, but is *not* limited to, the following:

- Title Page and Table of Contents
- Executive summary
- Description of event, product, or service
- Marketing objectives
- Creative content
- Content strategy
- Campaign budget
- Methods of measuring success
- Works Cited

Submitted separately during presentation ONLY:

- Supporting documentation (research, charts, brochures, etc.)

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$20 fee for each team (*invoiced during event registration*).

Topic

Your consulting firm has been retained to develop and present a social media marketing campaign for a product in your local region. Authentic Adventures, a fictitious company, has hired your team to create a social media marketing campaign for their newly announced product, AnyChair. AnyChair is a camping chair that features a sturdy, origami design which allows the chair to fold completely flat, making getting the chair to your next adventure simple and easy.

Task - Your task is to create a comprehensive social media marketing campaign utilizing the following information. Authentic Adventures wants to work to ensure the product's success and believes that a well-prepared campaign can do just that. The main goals for this campaign are demographics, price point, and geographical information. This information will be used by Authentic Adventures to make more educated decisions about where to begin mass production first.

Use the Social Media Marketing Campaign format in the [Style & Reference Manual](#) and the rubric as your guide.

Teams who do *not* submit an entry that follows this topic will be *disqualified*. Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.

Competencies

- Develop a written social media marketing campaign
 - Communicate research in a clear and concise manner both orally and in writing
- Business Professionals of America Workplace Skills Assessment Program

Material contained in this publication may be reproduced for member and/or event use only.

- Identify and utilize internal and external resources
- Demonstrate knowledge and understanding of consumer buyer persona
- Demonstrate successful content creation and execution
- Demonstrate successful content strategies for implementation
- Identify the relationship between content and consumer persona
- Identify customer base including consumer and organizational markets
- Utilizing fixed financial resources in a marketing environment
- Understand how digital marketing affects consumer demographics
- Apply a reflective growth mindset to business goals
- Demonstrate teamwork skills needed to function in a world-class workforce
- Demonstrate effective persuasive and informative communication and presentation skills

Specifications

- The marketing plan must *not* exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited). The marketing plan must follow the Social Media Marketing Campaign format in the [Style & Reference Manual](#).
- Submit the Marketing Plan, Works Cited, and signed Release Form(s) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2024.
- Any campaign submitted beyond the maximum number of pages will be *disqualified*.
- Member ID will be required for all submissions.
- The team is responsible for securing a signed Release Form from any person whose image is used in the production.
- All text/graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#))
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams' advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Technical Judges' Rating Sheets

Presentation Judges' Rating Sheets

Length of event

No more than three (3) minutes setup

No more than ten (10) minutes presentation time

No more than five (5) minutes judges' questions

Business Professionals of America Workplace Skills Assessment Program

Material contained in this publication may be reproduced for member and/or event use only.

(V12) Social Media Marketing Campaign Team - Pilot

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format, <ul style="list-style-type: none">Social Media Marketing Campaign Plan and Works Cited in one combined PDF file <i>All points or none are awarded by the technical judge.</i>				10	
Executive summary	1-5	6-10	11-15	16-20	
Description of events, product, or service	1-5	6-10	11-15	16-20	
Marketing objectives	1-5	6-10	11-15	16-20	
Market persona	1-5	6-10	11-15	16-20	
Creative content	1-5	6-10	11-15	16-20	
Content strategy	1-5	6-10	11-15	16-20	
Campaign budget	1-5	6-10	11-15	16-20	
Methods of measuring success	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (190 points maximum)					

(V12) Social Media Marketing Campaign Team - Pilot

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Oral presentation/stage presence/delivery (Including: maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Ability to explain the development and design process (pre-production phase, target audience, etc.)	1-5	6-10	11-15	16-20	
Ability to explain the use of innovative technology, software, and techniques	1-5	6-10	11-15	16-20	
Ability to explain use and development of media elements or additional assets	1-5	6-10	11-15	16-20	
Ability to explain roles of various team members	1-5	6-10	11-15	16-20	
Oral presentation quality/style, effectiveness	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				10	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (165 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

TOTAL MAXIMUM POINTS = 335

Business Professionals of America Workplace Skills Assessment Program

Material contained in this publication may be reproduced for member and/or event use only.

September 8, 2023 Initial Release 1.1

Page | 107