



DIGITAL MARKETING STRATEGIES

DIGITAL MARKETING STRATEGIES

The **Digital Marketing Strategies** event involves one or two students designing a marketing strategy for a product or service using digital solutions. The students will then demonstrate and explain the marketing plan to the potential client.

The objective for the 2026-2027 year is to create a comprehensive digital marketing strategy for a functional food or beverage startup entering a crowded market (think: the Olipop/Poppi space).

The Digital Marketing Strategies event is not intended for design or creation of conceptual technologies; rather, it is designed to demonstrate accurate implementation of existing technologies.

Students will assume the role of agency owner of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest digital solutions.

MARKETING

EVENT OVERVIEW

Prior to the conference, the students will create mock ups of all components of the integrated marketing plan. The students must be able to discuss the reasoning behind the marketing plan, design, features, expected outcomes and customer experience. The marketing plan will be presented to a judge acting as the potential client. Presentations must be presented using software such as PowerPoint, Slide Share, Slide Rocket, etc. Internet service, if needed, is the responsibility of the student. The presentation is not intended to be a live software demonstration, rather to explain the functionality and implementation of the overall marketing plan.

The judge will be in the role specified by the students as a client or potential client who is a functional food or beverage startup entering a crowded market looking for a comprehensive digital marketing strategy to help the brand stand out and grow. At the beginning of the presentation the students will inform the judge as to their role.

There will be an evaluation of the presentation for a possible 100 points. Preliminary round competition will consist of an evaluation of the presentation to the judge. Students will be ranked by section and a predetermined number of students will be named finalists. Finalists will make a second presentation.

LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of an digital marketing strategy to the judge, the students will:

- Demonstrate knowledge of budgetary requirements used for development
- Collect information, obtaining facts and ideas about product(s) and/or service(s)
- Apply design principles to attract the potential customer
- Utilize mobile applications
- Utilize social media
- Use graphics and/or multimedia in a presentation
- Apply marketing principles
- Understand the concept of feature/benefit selling
- Demonstrate knowledge/ understanding of client/ customer needs
- Apply internet and mobile marketing concepts
- Explain the development and design process
- Use innovative technology
- Organize and deliver an effective presentation

CAREER COMPETENCIES

Participants will also develop Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**
Thinks critically to understand and solve problems.
- **Communication**
Communicates clearly, effectively, and with reason.
- **Decision Making**
Considers the impacts of decisions.
- **Collaboration**
Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation**
Demonstrates a creative and innovative mindset.
- **Technology**
Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

GUIDELINES FOR THE PRESENTATION

- Students will have up to **15 minutes** to set up in the presentation area, make their presentation and answer questions from the judge(s).
- The students are to act as agency owners of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest solutions. The students will walk the client or potential client (judge) through the comprehensive marketing plan.
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Only the students may handle and set up their materials. No outside assistance will be allowed.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.

COPYRIGHT GUIDELINES

- For any registered logos, trademarks, names, text, etc. that were not the creation of the students, permission must be obtained (association and federal copyright laws apply). Students should assume that any work obtained from another source is copyrighted, even if it is not explicitly stated, unless they are told otherwise.
- Any violations of copyright, lack of source citation or lack of permission to use material, may result in disqualification.
- Documentation of permission to use registered logos, trademarks and copyrighted materials must be submitted during the event briefing session. This documentation then will be given to judges prior to your presentation.



1-2 PARTICIPANTS



PRESENT STRATEGIES



15 MINUTES
PRESENTATION TIME

PRESENTATION JUDGING

In the Digital Marketing Strategies event, students assume the role of agency owner of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest solutions.

Prior to the conference, the students will create mock-ups of all components of the integrated marketing plan, which will be presented to you acting as the potential client. The students must be able to discuss the reasoning behind the marketing plan, design, features, expected outcomes and customer experience. As the focus of this event is to explain the functionality and implementation of the overall marketing plan, students are not required to present a “live” demonstration. Internet service, if used, is the responsibility of the students.

At the beginning of the presentation, the students will inform you as to your exact role. The students will then walk you through the comprehensive marketing strategy.

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Evaluation Form.
- Students will be scheduled for presentations at 20-minute intervals.
- Students will have up to **15 minutes** to set-up, make the presentation and respond to any questions from you. This includes any introduction to inform you, as the judge, as to the exact role you are to play. The students will be presenting the comprehensive marketing strategies to you.
- Students have been instructed to provide documentation for permission to use any logos, trademarks, names, text, etc. that are not the creation of the students. Any such documentation will be given to you by the event managers before the students begin their presentation (not all students will necessarily need such documentation.) Any violations of copyright, lack of source citation or lack of permission to use material may result in disqualification.
- To ensure fairness, at no time should students be asked where they are from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision will be made soon and the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **5 minutes**, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- When scoring, the main question to ask yourself is “Based on my experience, would I hire this student/team to develop my organization’s marketing strategies using digital technologies to sell product(s) and/or service(s)?”

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.



DIGITAL MARKETING STRATEGIES

EVALUATION FORM

	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. Visual impression of the marketing materials—Consider: creativity, imagination, the use of graphics or media	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
2. Integration of strategy components	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
3. The value/benefit/price relationship featured by the digital marketing strategies	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
4. The application of marketing principles through the digital marketing	0-1-2-3	4-5-6	7-8-9	10	
5. Ability to sell the concepts to client/potential client	0-1-2-3	4-5-6	7-8-9	10	
6. Ability to relate digital strategies used for development to the client	0-1-2-3	4-5-6	7-8-9	10	
7. Introduction: confidence, poise, assertiveness	0-1-2-3	4-5-6	7-8-9	10	
8. Ability to understand and communicate client/customer needs	0-1	2-3	4	5	
9. Summary and conclusion or presentation, opening for call-back, responding to questions	0-1	2-3	4	5	
10. Overall performance: appropriate appearance, presentation technique, etc.	0-1	2-3	4	5	

TOTAL POINTS (100)

A score of 70 or better will earn the student a Certificate of Excellence.

For tie-breaking purposes, the following evaluation form ranking process will be used. First, the student with the highest score for #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining items in the following order: 2, 3, 4, 5, 6, 7, 8, 9, 10.

JUDGE _____