

Reunion Marketing Digital Strategy Competition Case

NC State AMA Regional Competition | Accelerate Your Marketing Career



Format

- Case scenario released before the event (below)
- **Teams come to the conference with their presentation prepared. Visual aids are allowed and must be sent to ncstateamaregionalcompetition@gmail.com no later than March 23rd (one week before the event)**
- 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 closer to the conference
- **7-minute** presentation for each team (Digital timer clearly visible for teams to see)
- **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
- Maximum of **1 team** per chapter and **2-3 (preferably 3) members** per team
- 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

\$1000 in total prize money will be awarded for this competition. The distribution will depend on the number of teams competing.

For any questions or requests for clarification, please email Parker Lee at pelee2@ncsu.edu.

Reunion Marketing Digital Strategy Competition Case

Reunion Marketing is a digital marketing agency based in Raleigh, NC. Founded in 2015, Reunion's initial primary focus was providing the auto dealer industry with top-notch SEO, Paid Search, Social Media, and Website Management strategies, rivaling the achievements of much larger agencies. As a result, Reunion Marketing has grown to nearly 40 employees in fewer than 3 years and is currently looking to expand into the dental industry by targeting dental practices with its suite of services. Their website is <https://www.reunionmarketing.com/>

Facebook: <https://www.facebook.com/reunionmarketing/>

Youtube: <https://www.youtube.com/channel/UC49tR1-iBew59Esvv4VnUdA>

Instagram: <https://www.instagram.com/explore/locations/1033552482/reunion-marketing>

Goal: Reunion Marketing aspires to drive awareness and leads from potential clients in the **dental industry**, focusing on individual practices or small groups of practices in North Carolina, South Carolina, and Virginia.

Timeframe: The campaigns will run for 1 month.

Campaign Budget: \$1,000. Each platform you choose must have at least \$250 allocated toward it to be effective.

Proposed Social Media Strategy Presentation

Teams of 2-3 people are allowed. Based on client analysis, competitor analysis, client website, and current marketing, each applicant 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 strengths/weaknesses Analysis - 2 minutes

- Provide a short audit of Reunion's current social media offerings
- Do a brief social media audit of Reunion Marketing's current social presence. 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. Awareness, website traffic, improve search rankings, sales, etc.
- Outline metrics for success and how you will 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?

- Are we expensive or the value leader? What characteristics describe our “voice”? 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 they use?

Social Media Platforms - 3 minutes

- Media Platforms: Facebook, Instagram, and/or YouTube. 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 ad is recommended.**

Carefully read the scenario above to fully understand Reunion Marketing’s goal for social media advertising. Then use the reference guide below to learn more about advertising on each platform, along with any existing social media knowledge you have, to put together your proposed social media strategy. How can you most effectively use the \$1,000 budget to earn new clients for Reunion Marketing? Prepare a 7 minute presentation. Please send any visual aids to ncstateamaregionalcompetition@gmail.com by March 23rd. Be creative and have fun!

Brief Reference Guide for Platforms

Please note that you may have limited access to graphics and video to actually create sample ads. Facebook does has a large library of photos that can be used to create ads if needed, and the majority of the application will be judged on creativity of the campaigns and the accuracy of the metrics proposed to measure campaign effectiveness.

Facebook

Facebook is one of the most versatile digital advertising platforms because of its audience targeting options and because of the different types of ads on offer.

- [Ad types overview](#)
- [Facebook ads best practices](#)
- [Guide to audience targeting](#) - this will be key to hit the target demographics!
- [User demographic overview](#)

Instagram

Facebook owns Instagram and as a result, it is very easy for Facebook advertisers to also advertise on Instagram.

- [User demographic overview](#)

YouTube

We generally view YouTube as a much more cost-effective alternative to a traditional stimulus media like newspaper, radio, or TV. YouTube allows advertisers to hone in on their audience targeting, both demographically and geographically, and target them with specific messages based on their behavior.

- [Ad types overview](#)
- [Comprehensive best practices guide](#)