THIS IS HOW WE DO DECA
THIS IS HOW WE USE INTEGRATED MARKETING CAMPAIGN EVENTS IN THE CLASSROOM
INTEGRATED MARKETING CAMPAIGN
INTEGRATED MARKETING CAMPAIGN EVENTS

- Integrated Marketing Campaign—Event
- Integrated Marketing Campaign—Product
- Integrated Marketing Campaign—Service
WRITTEN ENTRY

• EXECUTIVE SUMMARY
  One-page description of the campaign which should be no more than 45 days in length
• DESCRIPTION OF THE PRODUCT, SERVICE OR EVENT
• CAMPAIGN OBJECTIVES
• CAMPAIGN TARGET MARKET
• CAMPAIGN ACTIVITIES AND SCHEDULE
  Include creative samples of marketing pieces suggested
• BUDGET
  Detailed projections of actual cost
• KEY METRICS
• BIBLIOGRAPHY
  A bibliography is required. Include a list of the sources of information used in the written document.
• APPENDIX
  An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body.
INTEGRATED MARKETING CAMPAIGN

Combines the medium and multiple stages in a promotional campaign to ensure that the marketing message is consistently received by the greatest possible number of people in the target market.

—Savy Agency
7 WAYS TO CREATE A SUCCESSFUL INTEGRATED MARKETING CAMPAIGN
HAVE A CLEAR UNDERSTANDING OF YOUR TARGET AUDIENCE.
STATEGICALLY PICK YOUR CHANNELS.
HAVE A CONSISTENT LOOK/BRAND.
CREATE CLEAR, CONSISTENT CONTENT THAT CAN BE EASILY ADAPTED OR REPURPOSED TO SUIT DIFFERENT MEDIA OR CHANNELS.
ENSURE THAT YOUR MESSAGING IS INTEGRATED.
MAKE SURE THAT YOUR MARKETING TEAMS/AGENCIES ARE WORKING IN SYNC.
DON'T FORGET TO TRACK YOUR CAMPAIGNS.
RESOURCE GUIDE

DECA INTEGRATED MARKETING CAMPAIGN

RESOURCE GUIDE
Performance Indicators

- Plan project.
- Identify resources needed for project.
- Explain the use of advertising agencies.
- Foster client-agency relationship.

Project Kick-Off

Performance Indicators:
- Plan project.
- Identify resources needed for project.
- Explain the use of advertising agencies.
- Foster client-agency relationship.

1. Review the Event Guidelines
   Review the DECA Guide for the most up-to-date guidelines for the Integrated Marketing Campaign Events. In addition, you should also refer to the Written Statement of Assurances and Penalty Point Checklist. Use these three documents to serve as your blueprint for this project.

2. Staff Your Agency
   DECA’s Integrated Marketing Campaign Events are composed of one to three members of the DECA chapter. In order to be successful, you’ll want to consider working individually or forming a team (up to three members) based on the following suggestions:
   - Content Knowledge (extent is required for competition)
   - Writing Skills
   - Presentation Skills
   - Communication
   - Collaboration
   - Creativity
   - Critical Thinking
   - Organizational Skills

   You should also consider the need to schedule regular meetings to ensure your campaign is moving forward, so you will want to discuss meeting timelines, times and locations with your team to ensure a complete commitment from all.

3. Select a Client
   You’ll need to select a real event, product or service to develop a campaign. As you select a client, here are a few items to consider:
   a. Global Brand vs. Local Focus
   b. Access to Information
   c. Career Interests
   d. Job Experience

4. Specific Requirements
   Review the Written Entry Guidelines and list any specific requirements that you feel important to highlight as you work throughout the project.

5. Set Milestones
   Based on your campaign due date, you should work backwards to develop a schedule for when the components of the Integrated Marketing Campaign must be completed.
RESEARCH
• Gather brand information.
• Explain the nature of marketing research.
• Describe methods used to design marketing research studies.
• Describe data-collection methods.
CAMPAIGN OBJECTIVES
PERFORMANCE INDICATORS

• Compare business objectives with the expected use of the marketing-research outcomes.

CAMPAIGN OBJECTIVES

Performance Indicators:
- Compare business objectives with the expected use of the marketing-research outcomes.

AIDA is an acronym that marketers use to help them develop effective communication strategies and connect with customers in a way that better responds to their needs and desires. credited to the American advertising and sales pioneer, elias elmo Lewis, the model originally applied mainly to advertising. AIDA describes a common list of events that occur when a consumer views an advertisement or other marketing communication. As marketing communication methods have evolved, the model has been used to encompass other marketing tools and channels as well.

The letters in the AIDA acronym stand for the following:

A represents attention or awareness, and the ability to attract the attention of the consumers.

I represents interest and points to the ability to raise the interest of consumers by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising).

D represents desire. The advertisement convinces consumers that they want and desire the product or service because it will satisfy their needs.

A is action. Consumers are led to take action by purchasing the product or service.

The system helps guide marketers to refine their objectives and clarify what they want to accomplish with a target segment. As campaign objectives become clearer, marketers gain insight into ways of refining their marketing messages and deciding which tools they can use to deliver those messages effectively.
AIDA

- **Awareness**: Remind consumers of the brand
- **Interest**: Reiterate differential product benefits
- **Desire**: Position the brand as a high-quality option
- **Action**: Drive sales of the brand
AIDA

- Awareness
- Interest
- Desire
- Action
PERFORMANCE INDICATORS

• Explain the concept of market and market identification.
• Identify ways to segment markets for marketing communications.
• Describe the nature of target marketing in marketing communications.

<table>
<thead>
<tr>
<th>PRIMARY TARGET MARKET:</th>
<th>SECONDARY TARGET MARKET:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(if applicable)</td>
</tr>
</tbody>
</table>

This is the section of the project where you describe the consumer you are targeting with your campaign. It could be the organization’s entire target market, a specific market segment or a new market they are trying to capture.

ADDITIONAL TARGET MARKETS:
## CUSTOMER PROFILES

<table>
<thead>
<tr>
<th>CUSTOMER PROFILE</th>
<th>BEN</th>
<th>HUNTER + SPORTSMAN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>45 years old</td>
<td>Male</td>
</tr>
<tr>
<td></td>
<td>Highly engaged dog owner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enjoys outdoor activities that involve the dog being able to go along</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prefers a premium dog food brand</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Likely to purchase dog food at a specialty pet store</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Concerned about nutritional content and ingredients in dog food</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Not price-sensitive</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High brand loyalty</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CUSTOMER PROFILE</th>
<th>MARY</th>
<th>SOCIAL MEDIA MARKETER</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>20 years old</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Single</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Connected to digital devices and mobile apps</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Super conscious about what she spends her money on</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prefers to use credit/debit cards</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prefers spending her money on experiences rather than brand labels</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Not brand loyal</td>
<td></td>
</tr>
</tbody>
</table>
CUSTOMER PROFILES

<table>
<thead>
<tr>
<th>[Insert PERSONA PHOTO]</th>
<th>[INSERT PERSONA NAME]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BACKGROUND:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>DEMOGRAPHICS:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>PSYCHOGRAPHICS:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>LOYALTY:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>PREFERRED COMMUNICATIONS:</strong></td>
<td></td>
</tr>
</tbody>
</table>
CAMPAIGN ACTIVITIES AND SCHEDULE
PERFORMANCE INDICATORS

• Discuss the use of marketing/creative briefs.
• Employ communication styles appropriate to target audience.
• Understand promotional channels used to communicate with targeted audiences.
• Identify the elements of the promotional mix.
ACTIVITIES

- Social Media
- Mobile
- Multi-Media
- Email Marketing
- Print Media & Direct Mail
- Search
- Website
- Social Share
- Video
- Other Offline Media
- Public Relations
- Your Customer
# SCHEDULE OF ACTIVITIES

<table>
<thead>
<tr>
<th>MONTH</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEK</td>
<td></td>
<td></td>
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</tbody>
</table>
PERFORMANCE INDICATORS

- Describe the nature of budgets.
- Determine advertising reach of media.
- Choose appropriate media outlets.
- Calculate media costs.

BUDGET

Performance Indicators:
- Describe the nature of budgets.
- Determine advertising reach of media.
- Choose appropriate media outlets.
- Calculate media costs.

After gathering all of the costs associated with your campaign, you can present the information using a simple spreadsheet. There are also free budget templates you can review and download to learn more about how to present this information in a professional manner. Smart Sheet has 12 Free Marketing Budget Templates you can download to learn and/or use.

Other budget calculations to consider for use as key metrics:

Return on Investment (ROI) is a basic calculation of the overall dollar value returned by the initiative.

\[ \text{ROI} = \frac{\text{Revenue} - \text{Marketing Spend}}{\text{Marketing Spend}} \]

For example, if you spend $2500 on your campaign and earn $5000 in revenue, your ROI is 200% or 300%.

The simple ROI is easy to do, but it is loaded with a pretty big assumption. It assumes that the total month-over-month value growth is directly attributable to the marketing campaign. For the marketing ROI to have any real meaning, it is vital to have comparisons. Monthly comparisons – particularly, the sales from the business line in the months prior to the campaign launching – can help show the impact more clearly.

Calculating Customer Lifetime Value

If your goal is to attract new customers, you may also want to measure what the new customer is worth. Customer lifetime value is the metric that indicates the total revenue a business can reasonably expect from a single customer account. It considers a customer’s revenue value, and compares that number to the company’s predicted customer lifespan. Businesses use this metric to identify significant customer segments that are the most valuable to the company.

Following are several sources to help you learn more:


KEY METRICS
PERFORMANCE INDICATORS

• Describe the need for marketing data.
• Identify data monitored for marketing decision making.
• Track performance of promotional activities.
• Monitor/measure customer “buzz.”
• Track trends.
• Analyze customer behavior.

KEY METRICS

Performance Indicators:

• Describe the need for marketing data.
• Identify data monitored for marketing decision making.
• Track performance of promotional activities.
• Monitor/measure customer "buzz."
• Track trends (e.g., social, buying, social media, advertising agency, etc.).
• Analyze customer behavior (e.g., media consumption, buying, etc.).
• Data mine clickstream data using web analytics for marketing information.
• Monitor and mine sales data (by volume, product, territory, channel, time period, etc.).
• Identify transactional data through electronic means (e.g., bar-coding, optical scanners, automatic replenishment systems, electronic data interchange (EDI), and radio scanners).

Key Metrics, also known as Key Performance Indicators, are a quantifiable measure used to evaluate the success of an organization in meeting objectives for performance.

Common Key Metrics:

• Impressions: the number of times a consumer sees your message/content
• Reach: the number of unique people who see your content
• Engagement: the number of interactions people have with your posts such as likes, comments, shares, retweets, etc.
• Landing page views: the number of times your website is visited by driving consumers to the landing page through digital banner ads, social media posts, etc.
• Click through rates: measures the number of clicks that advertisers receive on their ads per number of impressions
• Trial (measured through sales of product)
• Ad recall (specific to television): Do consumers remember the ad, and more specifically, do they remember the brand featured in the advertisement
• Generating tools
• Number of new versus repeat site visits

Metrics Specific To Events:

• Ticket sales
• Event check-ins: the number of people who actually attended the event
• Social media engagement: the number of people who shared messages or images from your event or tagged your location on a picture
• Attendee or sponsor satisfaction: many event planners use a Net Promoter Score to measure this satisfaction
• Customer loyalty

PERFORMANCE INDICATORS

• Data mine clickstream data using web analytics for marketing information.
• Monitor and mine sales data.
• Identify transactional data through electronic means.
**PERFORMANCE INDICATORS**

- Write executive summaries.

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### EXECUTIVE SUMMARY

**Performance Indicators:**
- Write executive summaries.

> "The job of the executive summary is to sell, not to describe." — Guy Kawasaki. The executive summary is your first impression with a judge, so you want to make sure the most important elements to pitching your campaign are included. Often, it is best to write the executive summary last so that you can identify the most relevant components to include. The executive summary should be persuasive and compelling enough to make the reader want to continue through the remaining written entry, but contain enough information to make an informed decision should the reader not.

Identify the most important components of your Integrated Marketing Campaign to include in your executive summary:

<table>
<thead>
<tr>
<th>Component 1</th>
<th>Component 2</th>
<th>Component 3</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

After you have drafted your executive summary, consider the following:
- If a person only read this section of the written entry, would they understand the premise of the paper and the recommendations that are included?
- Have you provided the appropriate data and metrics to support your campaign?
- Is the executive summary clear and coherent and free of any spelling and grammatical errors?
- Is the executive summary graphically appealing?
PERFORMANCE INDICATORS

• Make client presentations (includes strategies and research findings).

PRESENTATION

Performance Indicators:
• Make client presentations (includes strategies and research findings).

You have 15 minutes to make your pitch to your prospective client (judge), which includes time for any questions the prospective client (judge) may have:
• How will you organize your information?
• What information is the most important to share and what in your written entry can you reference to?
• What are the most compelling visuals to use?
• How will you end your presentation?

Storyboard

Anticipate Questions
What questions may your prospective client (judge) ask?

Overall Presentation
In addition to your content, you’ll be evaluated on these overall performance items: professional appearance, poise, confidence, presentation techniques, effective use of visuals, professionalism of participants, participation by each participant.

What will set your presentation apart from the rest?
**PERFORMANCE INDICATORS**

- Edit and revise written work consistent with professional standards.

**EVALUATION**

Performance Indicators:
- Edit and revise written work consistent with professional standards.

Once you have completed your written entry and your presentation, review the criteria below to ensure you have addressed each item. These items are part of the competitive events evaluation form, so if you believe items are missing or need improvement, revisit your written entry and presentation and improve those areas. You may also wish to ask consultants to read your written entry and listen to your presentation against the criteria and provide feedback. Often, that is the best way to determine if your written entry and presentation are clearly understood by someone other than you on the project team(s).

In addition, you should edit and revise your written so that it is well-organized, professional, logical and error free.

<table>
<thead>
<tr>
<th>Executive Summary: One page description provides a clear overview of the campaign</th>
<th>□ YES □ NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>The description of the event, product or service, and business is clearly defined</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>Objectives are defined and referenced throughout the campaign</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>The campaign activities are realistic, show evidence of marketing knowledge, and are research based</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>Using theme is evident in all campaign activities</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>Provides high-quality appropriate and creative samples of key marketing pieces suggested</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>Campaign schedule is cohesive and plan is no more than 45 days long</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>The budget is realistic for the campaign and all costs that would be incurred have been considered</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>Key metrics are well thought out and appropriate for the campaign</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>The campaign shows evidence of creativity and originality</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>The written entry is well-organized, professional, and presented in a logical manner</td>
<td>□ YES □ NO</td>
</tr>
</tbody>
</table>

| Checked the Written Entry against the Written Entry Guidelines | □ YES □ NO |
| Checked the Written Entry against the Penalty Point Checklist | □ YES □ NO |
| Reviewed, signed, and included the Statement of Assurances | □ YES □ NO |