



Stukent Social Media Marketing Challenge

The Stukent Social Media Marketing Challenge provides the opportunity for participants to compete in the world's first social media marketing simulation used by top institutions around the world. Participants will test their social media marketing skills by managing a \$5,000 weekly budget in simulated ad dollars for a fictitious, global bag company. The strategy will include marketing on Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest.

KNOWLEDGE & SKILLS DEVELOPED

Upon completion of the challenge, students will be able to:

- Write targeted social media ads
- Perform demographic targeting
- Learn social media content promotion strategies
- Measure key performance indicators
- Budget ads
- Schedule content

CHALLENGE OVERVIEW

- **Register your students** using the [“DECA Social Media Marketing 2022 Competition Registration” form](#) and click “Register My Students.”
- Since every student has the opportunity to participate in the challenge with free access to Mimic Social, all competition participants are required to submit their own simulation. Students are not permitted to compete in group settings or use more than one account.
- Participants will compete in three (3) posting rounds and three (3) analysis rounds within the simulation, after which the top participants will be vetted and their posts reviewed by a panel of judges.
- Only one winner per school will be eligible for the scholarship prize. Top individuals from the top three schools will be determined based on the authenticity, ROI, and overall quality of their posts.

PARTICIPANTS WILL:

- Learn and test different promotional strategies to create compelling social media ads across various social media network platforms
- Gain experience writing ad copy that increases engagement and conversions
- Analyze which types of content on which social platforms resonate best amongst different demographics

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- Learn the difference between earned, owned, and paid social media marketing promotion strategies
- Analyze various forms of media and different strategies to achieve the greatest reach
- Measure and improve marketing efforts by analyzing the performance of key indicators
- Manage a \$5,000 weekly social media marketing budget, while placing competitive bids to drive clicks, shares, likes, comments, etc.
- Schedule their marketing content to post and go live at optimal times

CHALLENGE GUIDELINES

- Each participant **must** be a registered DECA member of a high school chapter at the time of registration.
- **Students cannot register themselves; if a student wishes to participate, his or her DECA advisor must register on behalf of the student.**
 - Once the advisor submits the student's registration request, the advisor will receive an email that includes the link to the competition. The advisor will then forward the email to his or her student(s) to complete the registration.
 - DECA membership will be verified for all winners. Entries with incomplete information or students who are not registered DECA members will be disqualified.
- Any form of cheating (or suspicion thereof) will **not** be tolerated. Forms of cheating include, but are not limited to:
 - Registering and competing using more than one account
 - Plagiarizing: using another person's work and claiming it as your own
 - Collaborating with one or more people, whether they are also participating or not. This includes participating in a group setting under one account.
 - Posting the same or strikingly similar content repeatedly.

AWARDS

The top three **qualified** (per the guidelines listed above) individuals from individual schools will be recognized by Stukent and DECA and receive the following awards:

- 1st Place: \$1,500 cash prize
- 2nd Place: \$1,000 cash prize
- 3rd Place: \$500 cash prize



TIMELINE

The Stukent Social Media Marketing Challenge will begin **Tuesday, Feb. 1, 2022**, and end **Tuesday, March 1, 2022**. Participants may register anytime during these dates but must finish their simulation rounds no later than **March 1, 2022**, at 12 a.m. MST.

For any questions or concerns regarding the challenge, please contact Karly Farley at karly.farley@stukent.com.