



# MARKETING CLUSTER

## *cheat sheet*

EVENTS: ASM, FMS, MMS, RMS, SEM

**PRO TIP:**  
ALWAYS TIE BACK TO  
THE CUSTOMER'S  
NEEDS. BE THINKING  
LIKE A MARKETER!

CORE SKILLS THE JUDGES WILL BE LOOKING FOR:

1. CREATIVITY IN PROMOTIONS, CAMPAIGN, DESIGNS AND CAMPAIGNS
2. STRONG COMMUNICATION AND PERSUASION
3. PROBLEM-SOLVING WITH REALISTIC SOLUTIONS
4. CUSTOMER-FOCUSED THINKING (WHAT'S IN IT FOR THEM?)
5. ABILITY TO MEASURE RESULTS (SALES GROWTH, ROI, ETC.).

QUICK TIPS FOR ROLE-PLAY & PRESENTATIONS

- HOOK FIRST—START WITH A STRONG INTRO (GREETING & CONFIDENT OPENING)
- USE EXAMPLES—REFERENCE REAL BRANDS
- STAY ORGANIZED—STRUCTURE YOUR RESPONSE: PROBLEM—SOLUTION—BENEFIT
- ADD NUMBERS—EVEN IF ESTIMATED ("INCREASE ATTENDANCE BY 715")
- CLOSE STRONG—SUMMARIZE AND STATE CLEAR NEXT STEPS

TOP PERFORMANCE

INDICATORS:

- IDENTIFY TARGET MARKETS AND CUSTOMER SEGMENTS
- EXPLAIN THE MARKETING MIX (4 Ps: PRODUCT, PRICE, PLACE, PROMOTION)
- ANALYZE CUSTOMER BUYING BEHAVIOR
- EVALUATE AND INTERPRET MARKETING INFO (RESEARCH, DATA, TRENDS)
- EXPLAIN PROMOTIONAL METHODS (ADVERTISING, SOCIAL MEDIA, PR, SALES PROMOTION)
- DESCRIBE STRATEGIES TO INCREASE SALES AND CUSTOMER LOYALTY
- DEMONSTRATE ETHICAL BEHAVIOR IN MARKETING DECISIONS

WORDS TO IMPRESS JUDGES:

- BRANDING—CREATING AN IDENTITY THAT CUSTOMERS RECOGNIZE & TRUST
- ENGAGEMENT—HOW CUSTOMERS INTERACT W/YOUR BUSINESS
- KPI (KEY PERFORMANCE— A WAY TO MEASURE SUCCESS (EX: SALES GROWTH, CLICK RATES)
- DEMOGRAPHICS— CHARACTERISTICS OF YOUR AUDIENCE (AGE, GENDER, INCOME)
- VALUE PROPOSITION— THE UNIQUE BENEFIT YOUR PRODUCT/SERVICE OFFERS
- CONVERSION RATE— HOW MANY PEOPLE TAKE THE DESIRED ACTIONS