

MARKETING AND DIGITAL MEDIA STRATEGY DOCUMENT



@TEAMADRENALINE7

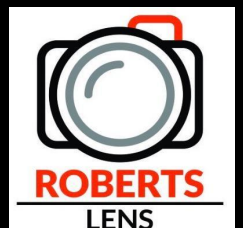


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This was the first time when we were exposed to such vastly spread and different competition, and so the marketing and digital media platform strategies were a 'must to discuss'.

If we take an example of companies, the **companies** use advertisements as part of a marketing program to increase sales of their products and services; companies with retail outlets use **advertising** to make consumers aware of product availability and increase sales through the outlets. It is just that in our case, we just wanted (to raise awareness or) people to know about us and gain popularity & publicity.

While thinking about the marketing strategies we shortlisted the points that we must fulfill.

MARKETING-

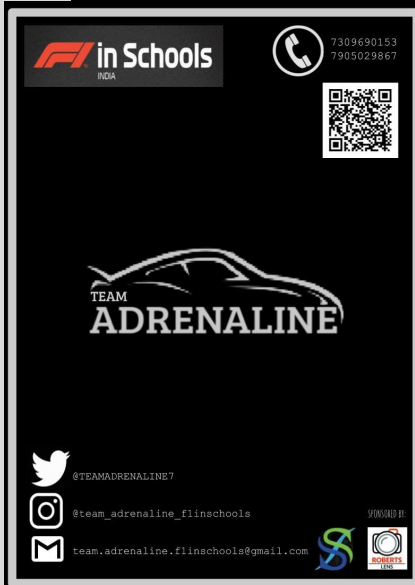
- ❑ ADVERTISING
- ❑ PUBLICITY
- ❑ SOCIAL MEDIA
- ❑ CONNECTING/APPROACHING

"HOW DO WE ADVERTISE?"

Advertising, unlike making a team and social media accounts, can be quite problematic and a hard job.

We wanted to have an efficient advertising system; as it holds significance for communicating with the people and raising awareness among them. So we came up with some ideas that could help us with it.

- ❑ We made our team's flyer and pamphlet so that we could distribute it to people (especially who wanted to know about it) and attach the flyers at different places (i.e schools, restaurants, etc).



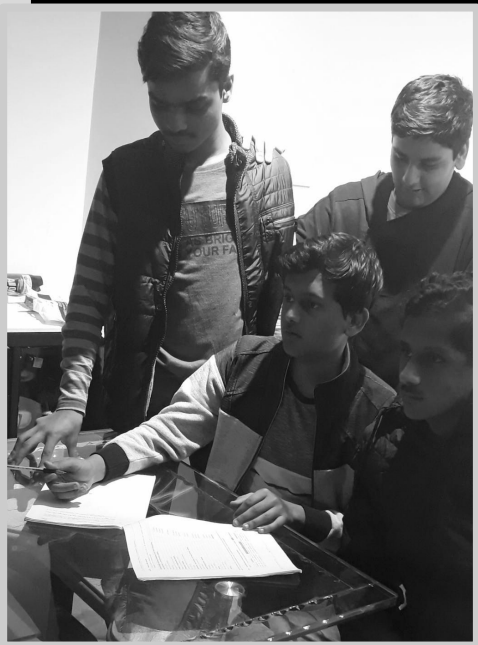
- ❑ We also used a quick response (QR) code (which is a machine-scannable image that can instantly be read using a smartphone camera to see any piece of information that it contains). This allowed any person to easily check our team details and our instagram account.



- ❑ Using merchandise as to advertise the team worked out successfully. We printed stickers (of different sizes) that was attached onto things such as notebooks/notepads, pens, etc; this gained us more followers. We often use these items to advertise our team.



- ❑ We are going to showcase energy drinks, notepads and pens that will have stickers of our logo and a QR code (for quick access to our team's information). This can be huge in helping us in increasing our publicity.

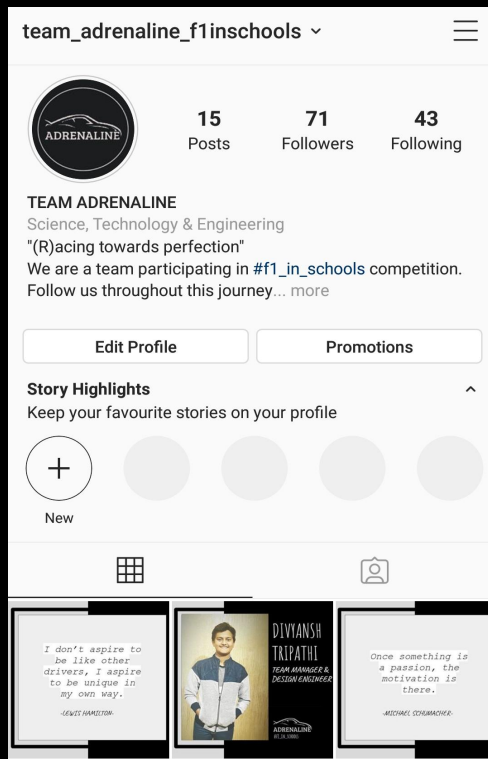


- ❑ We also approached/ informed our friends, family and known one's about our team and this competition and requested them to promote our accounts and team name further.

- ❑ We also held meetings for sponsorship request and updated our sponsors with the daily progress.

OUR SOCIAL MEDIA...

INSTAGRAM



TWITTER



"HOW DO WE MANAGE SOCIAL MEDIA?"

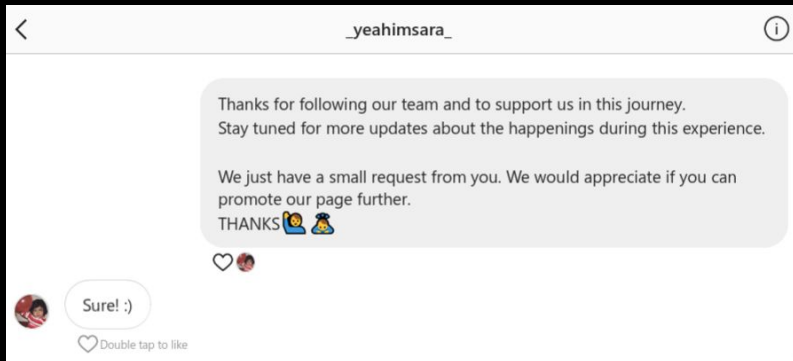


Even though most of us had been using our personal accounts on these platforms, none of us had ever worked on/handled a business(working) account. We took advice from other business accounts before making ours, and it really helped.

We made our Instagram & Twitter account easily and we asked other people to follow us and promote our page further.

We thought that warmly welcoming the people who follow us, might be a great way of addressing them; we also asked them to promote our page(voluntarily).

Just making our accounts wasn't enough and we wanted to make our account worth following. Engaging with our followers was one of the best parts of the competition and to that we hosted some quizzes and shared facts, that were quite appreciated.



We also believe that it's important that we should 'progress-as-we-proceed' and for that we had to allow users to give suggestion/feedbacks. Moreover, the feedbacks were very valid and beneficial and it helped us to maintain a good profile and a fun environment with our followers.

Team Adrenaline also use Twitter to inform and communicate with its supporters and its sponsors.

