



## Digital Marketing Competition

### What is the DIGITAL MARKETING STRATEGY Competition?

Your team will have 24 hours in this competition to create a digital marketing strategy presentation slide deck. AcuRite's team will review your slides and choose finalist teams to present their ideas to AcuRite judges on the day of the conference.

You will be given the full prompt for the Digital Strategy Task two days before the conference and will have 24 hours to complete your strategy and submit a slide deck. You are encouraged to review AcuRite's website and social media pages before the conference and release of the full competition prompt.

Utilizing digital marketing channels is critical to any business's success. To reach a target market, each channel must support the others and create an overall experience for the customer. Digital marketing continues to grow in importance, and marketers are challenged with choosing the most relevant channels to engage their audience. Social media, email, websites, and mobile all remain as essential channels in today's digital world, but the boundaries continue to expand to include emerging platforms and connected technologies that influence branding, storytelling, and the customer journey experience.

How do you recommend engaging a new weather enthusiast and other customers with AcuRite's **Smart Home connected products** via social media and other digital channels?

To prepare for this challenge, we recommend visiting these links, our social media, and other pages on AcuRite.com to learn more about and familiarize yourself with AcuRite.

- <https://www.acurite.com/>
- <https://www.acurite.com/collections/wi-fi-connected-weather-stations>
- <https://www.acurite.com/pages/optimus-landing-page>
- <https://www.acurite.com/pages/acurite-now>

### Competition Guidelines

- Teams of 1-2 students.
- Your team will receive the specific prompt two or three days before the conference.
- You will be given 24-48 hours to prepare your slide deck.
- Selected finalist teams will present to AcuRite the day of the conference.