

FOURTH ANNUAL YOUTH BUSINESS SUMMIT

SOCIAL MEDIA MARKETING COMPETITION

THIS YEAR'S THEME:

College, Career, Life: Making the Pieces Fit



SORRELL

College of Business

TROY UNIVERSITY



2020

Authors:

Lane Boyte-Eckis, Ph.D.
Richard S. Voss, Ph.D.



Sorrell College of Business
Troy University, Dothan Campus
500 University Dr.
Dothan, AL 36303

SOCIAL MEDIA MARKETING COMPETITION

College, Career, Life: Making the Pieces Fit

Design a Great Social Media Marketing Campaign, and Tell Us
How **YOUR** School's Team Can Make It Happen!

Purpose

The purpose of the Social Media Marketing Competition is to give students experience in what it takes to design effective social-media marketing strategies, while also helping students to:

- Communicate effectively through social-media marketing
- Integrate creativity into workable social-marketing solutions
- Understand social-marketing dynamics in today's business world
- Build team competencies and esprit de corps around a creative endeavor
- Develop and present a unique strategy for a real company to increase its social-media impact

Featured Company:

Todd Farms
Headland, Alabama



Seven Generations Since 1835
<https://www.todd farms.com>

SOCIAL MEDIA MARKETING COMPETITION

Competition Overview

Students will develop a unique social-media marketing strategy for the *featured company* (see page 1). An effective strategy builds on a company's best traits and unique background to increase exposure, produce more customer visits (in person, online, or both), and ultimately boost revenues for the company.

Teams will compete in the final competition on May 5 *by invitation only*. **Each team will submit a "teaser" video (2-4 minutes long) by April 15, 2020** to dothanscob@troy.edu for a chance at being invited to present their ideas in person on event day. The video should offer enticing snippets and highlights to paint a picture of your team's marketing concept.

*This year, we will recognize one school for strong turnout and competitive participation as **TROY Champion**.*

Details

The top 3 qualifying teams will be notified by Monday, April 20, 2020, to allow time for each team to prepare a 10- to 12-minute PowerPoint presentation to give before a panel of judges on May 5, 2020.

- Presentations should aim to grab attention to promote sales while always maintaining professionalism.
- Presentations will utilize *any* and *all* preferred modes of social media (Facebook, Instagram, Snapchat, Pinterest, LinkedIn, Twitter, etc.).
- Presentations will focus on the best strategies that will prove successful for the *featured company* (see page 1 and appendices for company details).
- Teams may choose to submit email requests for more information once they have devised their main strategy. A consultant from the featured company will answer all relevant questions. Send questions to dothanscob@troy.edu.
- This is a real consulting project! All presentations and winning team's information will become the property of the featured company. (Your résumés will thank you!)

Assumptions & Expectations

- Students should assume that they have been hired by the featured company to act as a team of social-media marketing experts.
- Students should learn all about the featured company, starting with the information presented in the appendices, while also exploring additional information, as necessary, online.
- Students may visit the company in person and explore it first-hand if they like. (Hint: This is a very good idea.)

SOCIAL MEDIA MARKETING COMPETITION

Guidelines for Judging the Social Media Marketing Competition

First Impressions	At first glance, how well does the initial video submission interest the audience?	(1 to 5 points)
Content	How well does the presentation and delivery promote the product(s) and/or service(s)?	(1 to 5 points)
Presentation	Is the presentation done so in a professional manner?	(1 to 5 points)
Pitch/Problem	How well do the students articulate a clear marketing solution? Your pitch should answer the questions: What are you selling? Who needs it? Why do they need it?	(1 to 5 points)
Target Market	How well do the students understand and segment its target market? Describe the target market, including demographic and geographic characteristics.	(1 to 5 points)
Marketing Plan	Is there an effective plan in place to attract/retain customers thereby increasing sales through social media outlets?	(1 to 5 points)

Scoring Criteria

1	2	3	4	5
Falls clearly below expectations	Almost meets expectations	Meets expectations	Exceeds expectations	Defines the standard
—	—	—	—	—
Exhibits serious flaws	May exhibit moderate flaws	May exhibit minor flaws	May exhibit trivial flaws	Exhibits no notable flaws
—	—	—	—	—
May be missing an entire section	May be missing some elements	Missing no key elements	More than the minimum	Much more than the minimum
—	—	—	—	—
Poor execution	Fair execution	Good execution	Superior execution	Outstanding execution

SOCIAL MEDIA MARKETING COMPETITION

Schedule for the Social Media Marketing Competition

Date	Event
January 31, 2020 FRIDAY	Schools receive Youth Business Summit packets and register for the competition via registration link. Each school forms a 5-person student team through whatever process it chooses.
February 1 to April 15, 2020	Student teams begin studying the featured company and developing their marketing ideas for it. Teams may email dothanscob@troy.edu to get in touch with the featured company for more information. One social-media marketing submission per school.
April 15, 2020 WEDNESDAY 11:59 p.m. CT	Teams submit their teaser videos (2-4 minutes in duration) to dothanscob@troy.edu by this date to qualify for possible selection to present their ideas to the panel of judges on event day. Failure to submit a video of your pitch by the deadline will disallow your team from being in the competition.
April, 17, 2020 FRIDAY 12:00 p.m. CT	The top three (3) schools will be notified via email if they are advancing to the competition in the Summit. All schools will be notified if they were selected or not.
May 5, 2020 TUESDAY	<p>Fourth Annual Youth Business Summit Troy University, Dothan Campus</p> <ul style="list-style-type: none"> • 8:15 a.m. – Students begin checking in at Troy University in Dothan (check in by 8:50 a.m.). • 10:40 a.m. – Social-media marketing competition (venue as printed in program). Ends at 11:40 a.m. <ul style="list-style-type: none"> ○ No need to bring your own technology. ○ Students will sign a waiver regarding content presented to the featured company. • 12:50 p.m. – Keynote Speaker & Awards Ceremony for all three competitions, plus TROY Champion Award.

Remember: The Youth Business Summit is hosting **three** competitions this year:

- *Business Plan*
 - *Financial Investment*
 - *Social Media Marketing*

To compete for **TROY Champion**, make sure each competitive team consists of a different group of students!

—APPENDIX A—
COMPANY SELF-PORTRAYAL

Company Self-Portrayal

The following information consists of excerpts from the featured company’s own website or other documentation. Therefore, this information constitutes the company’s self-portrayal, meaning that this is how the company sees itself and wishes customers to see as well. Every aspect of the customer experience with the company must reiterate these messages in some way—from product quality, packaging, and sourcing to customer service, interaction, and helpfulness. Be sure to give this self-portrayal a lot of importance as you develop your core social-media marketing message.

Todd Farms, Headland, Alabama

For decades, farm families have understood the need for food preservation. Todd Farms continues that tradition by producing and providing some of the best syrups, jellies, jams, pickles, relishes, and sauces (just try our newest “Big Dew Sauce”), and salsas. We also proudly sell a large number of Amish products—butter, cheese, canned goods, and candies.

History: https://youtu.be/KXQ_21f60j0

We Strive to Satisfy Your Hunger

Our family owns and operates a restaurant inside the General Store that serves the best homemade food available (we won *Best Sandwich Shop in the Wiregrass* in 2018/2019). It is open for breakfast on Fridays and Saturdays and for lunch Tuesday through Saturday.

It’s Personal

Our family is committed to providing the best natural products your money can buy.

Signature Style

Thomas Todd started it in 1835, and seven generations have perfected cane syrup making. This is also complemented by Grandpa Isler’s locally roasted “Cane Syrup Coffee.”

Our Commitment

Your satisfaction is expected and guaranteed, or we will give you your money back.

—APPENDIX B—
COMPANY BACKGROUND & CHARACTER

Company Background & Character

This section provides additional background information about the featured company, including selected images that should provide a sense of the company's character and identity. Proposed imagery for a social-media marketing campaign should respect the preexisting look and feel of the company and its products or services. Key aspects of the company's identity include color schemes, logos, and other aspects of style, in terms of what makes the company stand out from the crowd and what visual representations best enable the company to communicate its value proposition to the outside world.

Liquid Gold

Here, you see a simple glass bottle, but one time, a few years ago, “Mr. Joe” Todd (fifth-generation syrup maker) announced that it was filled with “liquid gold.” It has been very good to our family, no doubt. This venture began at least 185 years ago, although it likely started even earlier when this country was still very young. We refer to Grandpa Thomas Todd as the “first-generation” syrup maker. But, the story begins with his grandfather and the grandfather of his son's father-in-law, Luke Simmons. Thomas's and Luke's grandfathers came to the American Colonies together on the *HMS Pearl* in 1767. Both of these men were shipbuilders in Inverness, Scotland. After the Scottish loss at the Battle of Culloden in 1746, times were hard in Scotland for skilled laborers like these men, so they took advantage of a program that allowed them to book passage to the colonies and receive 100 acres of land to start a business or farm. Simmons began a mercantile business near the Waccamaw Creek in North Carolina, and Todd began farming in Horry County, South Carolina, near modern-day Myrtle Beach. Both of these men fought in the American Revolution under Francis Marion (the Swamp Fox) and firmly established their homes in this new country. Simmons's grandson, Luke, was the first to migrate to Alabama, as a surveyor (he is credited with naming Troy, Alabama), and William's grandson, Thomas, was the first to migrate to southwest Georgia, in 1832. By 1835, we know that he had built a large cabin and was raising sugar cane to make syrup. Every generation since then has learned this time-honored skill, and the Todd's still produce delicious cane syrup every fall.



Retrieved from <https://www.toddfarms.com>

SOCIAL MEDIA MARKETING COMPETITION

In 1996, Joe Todd retired from a career in law enforcement and decided to commercialize the syrup business. For him, it was less about making money and more about keeping an artisanship alive that had begun to decline significantly. In 2010, his son, Dr. Dewey Todd, decided to join him and help expand the operation. It began with a relocation to Headland, Alabama, in Henry County (which Generation 4 patriarch, Eli Todd, helped found in the early 1800s) in order to have more land and greater access to tourism, since it was located on US Highway 431. The next couple of years



Retrieved from <https://www.toddfarms.com>

saw an expansion in products and the building of a new syrup-making facility. In 2015, Dewey’s wife, Annette, and children, Haley and Will, moved to the area and helped expand even further with the building of a new facility (pictured above) to house a restaurant and store. Annette now serves as General Manager, and the enterprise has expanded to include several businesses—Store, Restaurant, Bakery, Catering, Syrup Making, Farm Museum, RV Park, Barber Shop, Seed & Feed, Produce Market, and Special Events Center.

Below is depicted the Todd Farms building before and after adding trademark signage. The second image includes the logo for the “Barn Quilt Trail.”



Todd Farms is widely known thanks to its participation in the Alabama Agri-Tourism Trail (<http://www.alabamaagritourism.com>) and recent selection as a participant in the Alabama Barn Quilt Trail (<https://www.facebook.com/alabamabarnquilttrail>).

—APPENDIX C—
STRATEGIC ISSUES IN MARKETING

Strategic Issues in Marketing

Think of this concluding section as a conversation with the owners of the featured company. Here, you will get the inside scoop on what the company has been thinking, what it has tried, and what its leadership wants. This information should provide a starting point to help you understand what the company needs right now in terms of marketing, which you should translate into a social-media marketing campaign. After you have studied and discussed the information within your team, consider what additional questions you may have, to achieve a well-rounded perspective of what kind of campaign would best fit the company's needs. Then contact us at scobdean@troy.edu, and we will get the answers from the company that you are looking for!

Strategy Discussion

While Todd Farms has grown in popularity and greatly appreciates its faithful customers and new visitors daily, the business has experienced limited growth due to a lack of effective advertising. Our family is typical of small business owners in that we have the core competencies to be good at what we produce and sell, but we are not advertising experts. At this point, we have built our own website (<https://www.toddfarms.com>), but we have been told by “experts” (i.e., people who want us to pay them a lot of money to “fix us”) that our website requires significant changes. They mention the need to modernize our fonts, enhance the details, “fix” our online store so it is more reliable and easier to maintain, and, of course, the need to enhance our website security. In addition, we have our own Facebook page (<https://www.facebook.com/ToddSyrupFarm>). This has proved to be our greatest source for advertising! We expended tremendous effort and a lot of time to grow our “Followers” and “Likes,” which both now sit at over 3,600. But that is the extent of our social-media expertise.

Over the past four years, we have tried other forms of advertising—radio ads, billboards, team sponsorships, and general signage. Amazingly, the biggest improvement to business came when we decided to place additional signage on our barn roof (see Appendix B). Facebook posts have also proved to be somewhat effective. But the other channels have shown no perceptible improvement in sales. The problem is, so many people don't realize that we even have a restaurant, much less understand our diversification. Obviously, our signage is not even helping there.

What is it that Todd Farms Management is looking for?

We need help! We need someone to show us how we can better leverage social media and online advertising to expand our monthly revenues. Below are some specific achievements we would like to make in 2020.

1. We want to expand our reach on Facebook. We want to double our number of Followers this year to 7,000 plus!

—APPENDIX C—
STRATEGIC ISSUES IN MARKETING

2. We want to expand our social-media reach to additional programs—Instagram, Snapchat, Pinterest, LinkedIn, Twitter—and achieve a similar reach.
3. We want to increase our online sales by 25% in 2020. We currently do all online sales through our website (we have two “stores”—<https://www.toddfarms.com/syrup-store-shop> and <https://www.toddfarms.com/emu-products-shop>). Both of these stores were developed using standard Wix tools and, according to our customers, are somewhat “unwieldy.” Shipping is not calculated effectively, and we do not believe that our SEO keywords are effectively distributed on the internet. We want Todd Farms to be a “first-page” search return when it comes to our products.
4. We would like to see our patronage increase by 25% this year—including both local traffic and travelers. US Highway 431 sees an average of 18,000 to 22,000 cars per day, and we are currently only stopping a very small percentage of those. It is our goal to see our parking lot full at all times during operating hours.

Helpful Links

<https://topdigital.agency/2019-small-business-website-statistics-you-need-to-know-to-stay-ahead-of-the-digital-curve>

<https://digital.com/blog/small-business-statistics>

<https://www.familybusinesscenter.com/resources/family-business-facts>

Note: Only 3% of family businesses operate at the fourth-generation level and beyond!