

Digital Marketing Competition in March - April 2024

7 reasons why you should join the DEMS student competition with your SME:

- 1 Fresh Perspectives**

Students bring fresh, creative ideas to the table. They haven't been immersed in the industry for years, which means they can approach your business with a new set of eyes and a unique perspective that may uncover untapped potential.
- 2 Cost-Effective Solutions**

This competition offers you cost-effective solutions to your marketing challenges. Instead of hiring expensive marketing consultants or agencies, you can leverage the skills and enthusiasm of students who are eager to prove themselves.
- 3 Networking Opportunities**

Engaging with students provides an excellent networking opportunity. You can establish connections with future marketing professionals who may become valuable assets to your company down the line.
- 4 Case Study Material**

The strategies developed by students can serve as case studies for your business. These real-world examples can be used to showcase your company's commitment to innovation and as a reference for future marketing endeavors.
- 5 Relevance and Adaptability**

In today's rapidly changing digital landscape, having a fresh and adaptable marketing strategy is crucial. Students are up-to-date with the latest trends and technologies, making them well-suited to help you stay competitive in the market.
- 6 Giving Back**

By participating in this competition, you are actively contributing to the education and development of future marketing professionals. It's an opportunity to give back to the community and support the growth of young talent.
- 7 Win-Win Collaboration**

This is a win-win collaboration. You benefit from the students' expertise, and they gain valuable real-world experience. It's a mutually beneficial relationship that can lead to long-term success.



***Participating
in our student
competition as a
SME partner is a
smart investment
in your business's
future.***