

Subject: Student Competition in Online Marketing - SME Information Request

Dear Client,

We hope this message finds you well. We are excited to inform you about an upcoming student competition in the field of online marketing, where talented students will have the opportunity to develop digital marketing solutions or campaigns for selected Small and Medium-sized Enterprises (SMEs). We believe that your participation can provide a valuable learning experience for students and potentially benefit your business.

As part of this initiative, we kindly request your assistance in providing essential information that will enable students to create proposals for effective online marketing strategies and operations for your company. Your involvement is crucial to ensure the success of this competition. Below, we have outlined the key details we require:

1. Business Overview:

The New Library in Almere, The Netherlands, is a dynamic library dedicated to engaging young people aged 18 to 35. We provide a wide range of activities and services to involve young adults in reading and learning.

Sector: Library and Educational Services.

Target audience: young adults aged 18-35.

Core product/service: books, educational events, and multimedia facilities.

2. Current Online Presence:

Social media, event pages en newsletters and Radio Easy FM.

Website url: <https://www.denieuwebibliotheek.nl>

Social media profile <https://www.instagram.com/denieuwebibliotheek/>

3. Marketing Goals and Objectives:

- Specific goals: Increase youth engagement, promote reading activities, raise awareness of educational events, and simply achieve high attendance at our events.
- Previous strategies: Social media campaigns.
- Results: On December 30, 2023, we organized Ally Con (Ally is the nickname of the city: Almere), and prior to that, on December 6, 2023, we have superheroes abseiling from the roof, such PR stunts enhance our popularity, we also run campaigns with content that is then distributed to people on Instagram through paid ads. Additionally, we use monthly flyers, digital and physical newsletters and publications, etc.

There is no visibility on the age of our members; however, there is an average of 2.000 visitors at the 50 activities organized for this target audience, each year.

Current activities for young people include the urban hip-hop open mic event called "By the Books". Additionally, we have events such as "Sex in the Library" on Valentine's Day and "Laser Tag in the Library" on March 2nd.

4. Budget and Resources:

The budget for a campaign depends on the goals set.

Access to images, content and technical support if needed.

5. Competitive Landscape:

Competitors: None, DNB (De Nieuwe Bibliotheek) virtually monopolizes the local libraries in Almere as a municipal initiative.

Strengths and Weaknesses: the library has a large building in the center of Almere, making it highly visible, but it is invisible to young people because the library culture is simply not ingrained in this target audience in Almere.

6. Desired Outcomes / smart challenges to be solved by the student teams:

Challenges: Attracting young people, increasing participation, combining entertainment with education.

Desired results: higher attendance at events.

7. Contact Information (for the student competition management):

1. Name: ██████████ Programma Coördinator
2. Email address: ██████████@denieuwebibliotheek.nl
3. Phone number of the primary contact person for this competition: ██████████
4. Your company website or links to information about your company: denieuwebibliotheek.nl

We look forward to collaborating with the students and are ready to answer any questions. We prefer a Teams meeting, if possible, but are also willing to speak in person at the HU.

Please provide this information to us at your earliest convenience. The students will use this data to develop a comprehensive proposal for online marketing strategies or campaign and creative solutions tailored to your business needs.

We genuinely appreciate your interest in participating in this student competition and contributing to the growth of aspiring digital marketers. If you have any questions or require further clarification, please do not hesitate to contact us.

Thank you for your support, and we look forward to working with you in this exciting competition.

Sincerely,
Drs. Karin van den Akker

Program Manager, Lecturer Marketing Communication
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DEMS team.

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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.

In summary, participating in our student competition as a case study partner is a smart investment in your business's future