

Module 8 — Assignment 2

Elevate Marketing Simulation Walkthrough + Campaign Prep

★ Total: 25 points

📄 Submit in Portal (one file)

Purpose

This assignment helps you learn how marketers plan campaigns using real-world decision steps: understanding the business context, evaluating what happened before, choosing a target and message, running mini-campaign tests, and using results to prepare a stronger full campaign—specifically, the upcoming **Doggy Diaper campaign**.

Student Access

Use the Elevate Marketing simulation at the student link below.

[Access Simulation Link](#)



What Is The Simulation?

The Elevate Marketing simulation is an interactive marketing scenario where you step into a campaign-planning role. You'll move through a guided sequence that takes you from:

**Onboarding → Reviewing Performance → Mini-Campaigns
→ Final Plan**

Think of it like a marketing "practice lab": you make choices, see outcomes, and learn what to adjust.

What You Must Complete

Work through the simulation from start to finish, including:

1

Onboarding + Role Setup

You'll enter the simulation, review the scenario, and confirm your role and objective.

Your goal: understand what you're being asked to improve and what success should look like (awareness, engagement, leads, sales, etc.).

2

Campaign Context

You'll review the company/product background and the problem the marketing team is trying to solve. You should be able to answer:

- Who is the customer?
- What problem does the product solve?

- What makes this product different?

3

Review the Past Campaign

Analyze what happened in the previous campaign(s). Review results and notice patterns (what worked, what didn't, and why). Look for:

- What message performed best?
- Which channel seemed strongest/weakest?
- Where did customers drop off (saw it but didn't click, clicked but didn't convert)?

4

Mini-Campaigns (Test + Learn)

Complete short mini-campaign activities that simulate real campaign building. These usually include choices like:

- ✓ Selecting a target segment
- ✓ Choosing a message/value proposition
- ✓ Picking channels (social, email, etc.)
- ✓ Making creative decisions

The point: learn fast, reduce guesswork, and collect insights before committing to the full Doggy Diaper campaign.

5

Insights → Prep for the Doggy Diaper Campaign

At the end, shift from "testing" to "planning." Use what you learned to propose a stronger approach for the Doggy

Diaper launch, including:

- The best target audience to start with
- The clearest message (what value matters most)
- The channels you believe will work best (and why)
- What you would change based on past results

What You Submit (One File)

Submit one document (Word or PDF) that includes both of the following:

A) Completion Evidence

Include 1 screenshots total:

- A screen showing a mini-campaign decision or results screen dashboard

B) Campaign Prep Summary

Use these headings and bullet points:

- **Past Campaign:** What worked (2 bullets)
- **Past Campaign:** What didn't work / friction points (2 bullets)
- **Best insight** from mini-campaign testing (2 bullets)
- **Doggy Diaper Campaign Plan** (6 bullets total):
 - Target segment (1 bullet)
 - Core message/value proposition (1 bullet)
 - Offer/CTA (1 bullet)

- Channels (2 bullets)
- One success metric you'll track (1 bullet)

Grading Rubric (25 points)

Criteria	Points	Description
1) Completion Evidence	5 pts	3 clear screenshots that demonstrate you completed the required sections.
2) Past Campaign Understanding	6 pts	Accurate, specific takeaways about what worked and what didn't (not vague).
3) Mini-Campaign Insights	6 pts	Insights connect to real decisions (target/message/channel/CTA/budget), not just "it did good/bad."
4) Doggy Diaper Campaign Prep Plan	8 pts	Plan is specific and consistent (target matches message; channels make sense; metric fits the goal).

Tips for Success

- When you write insights, focus on **why** something worked (message fit, channel fit, reduced friction, stronger CTA).
- Avoid generic statements like "social media is good." Instead: *"Short testimonial-style posts performed best with busy student pet owners because it felt real and quick to understand."*

- Your campaign plan should feel like a logical result of what the simulation showed you.