



MARKETING

CHALLENGE



2023

Sponsored By



DMRi and 'The Entry Platform'



DMRi

DMRi is a digital technology agency that uses automation and technology to deliver and monitor the success of the marketing activity.

'We identify the right people, gain their permission to send them the right message, at the right time, in the right way and the results will follow.'

They offer brands and marketing agencies opportunities to promote brands by running competitions and prize draws and have run over 90,000 competitions in the last decade. Clients include:



Good Housekeeping

Why do companies run competitions?

- For PR – to put the brand or products in front of people in a positive light
- To promote/launch new products/services
- For customer loyalty/engagement
- To collect data in a GDPR compliant way

The primary type of competition is a prize draw, where people enter by answering a question relating to the brand. Businesses often outsource the running of competitions, but some build them in-house. They can be run in print, across social channels or through other media.

They provide a valid means to collect data about customers that can be used to improve targeting and relevance of marketing campaigns.

The Entry Platform

Despite their impact as a tool, brands and marketing agencies often report that setting up and running competitions is very resource intensive. It requires input from IT, design, data and marketing teams to produce a landing page and entry mechanism that is on brand, compliant and secure. DMRi has specialised in building campaigns for the brands and agencies, but still face similar resourcing challenges.

The Entry Platform launched in October 2022. It is a platform for brands and marketing agencies to build their own competition/prize draws or promotions from scratch in less than 10 minutes. They can manage the promotion, tracking of data capture and reporting all through The Entry Platform. A one-stop solution which requires no plugin, downloads, HTML or design knowledge.

It is a monthly subscription with five tiers of pricing to choose from. The higher the tier, the more capacity, customisation and features available.

FREE	HOBBY PLAN	BUSINESS STARTER	BUSINESS	Current Plan BUSINESS PLUS
£- /monthly	£15 /monthly	£100 /monthly	£300 /monthly	£1000 /monthly
£- per month paid annually.	£10 per month paid annually.	£80 per month paid annually.	£250 per month paid annually.	£750 per month paid annually.
SELECT	SELECT	SELECT	SELECT	CURRENT PLAN
<ul style="list-style-type: none">✓ Hosted Landing Pages✓ Secure Data Storage✓ Templates✓ Email Collection✓ Image✓ Live info on number of entries✓ Extensive Support	<ul style="list-style-type: none">✓ Hosted Landing Pages✓ Secure Data Storage✓ Templates✓ Email Collection✓ Image✓ Live info on number of entries✓ Extensive Support✓ Custom URL✓ Additional Field Collection✓ Live Chat	<ul style="list-style-type: none">✓ Hosted Landing Pages✓ Secure Data Storage✓ Templates✓ Email Collection✓ Image✓ Live info on number of entries✓ Extensive Support✓ Custom URL✓ Additional Field Collection✓ Live Chat✓ Multiple Images	<ul style="list-style-type: none">✓ Hosted Landing Pages✓ Secure Data Storage✓ Templates✓ Email Collection✓ Image✓ Live info on number of entries✓ Extensive Support✓ Custom URL✓ Additional Field Collection✓ Live Chat✓ Multiple Images✓ Template Customisation✓ Free Text Options	<ul style="list-style-type: none">✓ Hosted Landing Pages✓ Secure Data Storage✓ Templates✓ Email Collection✓ Image✓ Live info on number of entries✓ Extensive Support✓ Custom URL✓ Additional Field Collection✓ Live Chat✓ Multiple Images✓ Template Customisation✓ Free Text Options✓ Video Inclusion✓ Live Draw✓ Dedicated Account Manager

The Challenge

The vision

That the Entry Platform will become the go-to place for companies to run competitions. It will launch initially with prize draw competitions and roll out over 24 months with image/video competitions, paid for entries, scratch card equivalents and more.

The ultimate aim is to build a long-term subscriber base i.e., brands and marketing agency customers who pay and use the platform for at least 12 months.

Objectives

1. To sign up 1,000 new customers to a paid subscription with 'The Entry Platform' within the first 12 months.
2. To retain 80% of customers at the end of year one, on their existing or a higher level of subscription.

Target audience

This is a B2B (business to business) subscription brief and the target audience is split into two large groups:

Brands – key sectors include consumer goods and leisure, but you can use any sector you think would be suitable.

Marketing agencies – those who are building marketing campaigns on behalf of brands.

Your marketing plan

A 24-month marketing communications plan that will achieve the required subscriptions in the first year, and a retention rate of 80% in the second year.

The plan should contain:

- An executive summary of the key points of your plan.
- A clear statement of your objectives - these should be SMART.
- High level summary of your situation analysis so we understand the rationale for your decisions – just the key points.
- A coherent data strategy – this is a B2B brief so be clear on your target audience from an organisation perspective but also the individual personas you will communicate with. You can target particular types of businesses e.g. marketing agencies or brands and align with specific industry vertical if you wish. Ensure that your strategy is both compliant with GDPR legislation and works for the customer.
- A proposition that highlights both the value of using competitions and the advantages of using The Entry Platform.
- A creative idea to persuade people to buy into the platform – you are welcome to illustrate these but explaining your ideas is also acceptable.

- A media plan explaining the marketing channels you will use to communicate to execute your creative idea.
- A measurement plan to track the success and conversions of the marketing activity and customer retention and engagement.
- A budget for your activities to demonstrate the ROI of your campaign. Your budget for the plan is £100,000.

The deliverables

1. An elevator pitch video or presentation (maximum 3 minutes) that outlines your main creative idea and approach. This is your chance to shine. It's not all about how the video looks; the content is the most important bit. This will be used to create the longlist of teams to consider to pitch.
2. A marketing communications plan. This should be no more than 20 pages long plus 10 pages of appendices, which must be referred to in the main text. Your executive summary should highlight the key themes and outputs of your campaign so the reader can gain a quick understanding of your creative idea, execution and forecasted results. The full report will only be considered if the video peaks the judge's interest.

Judging process

We will review all videos and presentations as the first stage of judging and put the best entries forward to the client to choose who will be asked to pitch. At this point your full campaign plans will be referred to.

Appendix 1: Other considerations

- The Entry Platform is a new service so there are limited case studies and testimonials.
- The size and type of company when identifying to whom within the company you need to speak to, and which subscription will be most appropriate.
- The average estimated lifetime value of each customer who pays for a service and stays 12 months plus, is estimated to be £1,000.
- If a customer is a marketing agency, they will need material/information to pass on to their end clients and a way to get the brands they are working with onboard.
- You can make changes/additions to the website, make recommendations on pricing structure, new customer incentives, paid for advertising, cost-per-results advertising and free promotions but you are not limited to these channels.
- The option to use the free option to test the platform can be used but there needs to be a marketing strategy to turn them into paying customers, or alternatively the marketing can get them to go straight to the paid for options.

Appendix 2: Assumptions

- With good communication and selling, we would aim to convert one in four to paying customers from a free platform to becoming a paying customer.
- The aim is to keep a paying customer subscribed for 1 year plus. We would expect about a 20% drop-off rate in year one, likely to be higher due to the free trial.
- The plan is for the initial marketing launch and the retention plan.
- Brands and marketing agencies will possibly need a different or modified approach.
- The entries and engagement will be very much down to the client as the platform is providing the technology and ability to build the competition, monitor, and store data etc but the promotion, traffic and engagement will be down to the brand or agency.

Please note: this data is based on comparable products as the service is launching early October 2022.