



Game Plans that Matter: Strategic Marketing

What does it take to get your customers to listen? Industry experts will share successful target marketing strategies to attract the right customers connecting industry examples to business standard 10.1.2 and information solutions standards 8-2 and 8-3.6. Learn how target marketing strategically helps organizations reach customers by capitalizing on understanding your audience and basic design principles.

Event Date & Time:

March 22, 2021

1:30 PM - 2:00 PM

Partners: Iowa Clearinghouse for Work-Based Learning, Iowa Business Council & Iowa PBS

Event Components:

- Expert Panel Discussion Covering Questions:
 - What is the value of target marketing?
 - How does market segmentation support developing a strong target market?
 - What have been some of your greatest successes when developing a clearly defined target market?
 - If you were supporting a chamber of commerce in defining the target market for a city or a county, what process would you take to appropriately support targeting the right businesses?
 - What role does branding play when supporting marketing efforts?
- Video from Iowa PBS with a branding lesson will be provided for students/educators to watch outside of this event in order to maximize time with panelists.

Service Area:

Business and Information Solutions

Audience:

- 9th-12th Business, Marketing, & Digital Media/Communications
- Students in grades 5-14 interested in careers in Business, Marketing and Digital Media/Communications
- Middle school exploratory in business and technology

State Standards Covered:

- Statewide Event Content, Video Link and Statewide Competition
 - Business Standard 10.1.2: Describe marketing functions and related activities.
- Information Solution Standard:
 - 8-2: Utilize computer applications to manage media
 - 8-3.6: Apply principles and elements of design to layout

Statewide Competitions Connected to this Event:

Using the knowledge from this event, additional video content from Iowa PBS ([link](#)), and from classroom learning to showcase skill applications and compete against other students across the state!

Competition Submission Deadline: Submissions must be uploaded by Friday, April 23, 2021 to the Clearinghouse. Projects will be submitted through the link on the original competition project page.

Choose to compete in **one or both** of the competitions below. Links will provide details for the competition.

1. [Video Competition](#): Apply digital marketing skills to create a video using target marketing skills.
2. [Graphic Design Logo Competition](#): Apply digital marketing skills to create a brand using design skills.