

Illinois Retail Scholarship Challenge

MARIANO'S/ROUNDY'S BUSINESS CHALLENGE PROMPT

STEP 1: REVIEW YOUR RETAILER PROMPT

Challenge: Build a Social Media Strategy That Converts

Your mission: Create a social media strategy that not only engages followers but also translates that engagement into measurable sales.

KEY OBJECTIVES

1. Engagement First:

- How will you capture attention and spark interaction?
- Think: storytelling, visuals, polls, contests, behind-the-scenes content.

2. Conversion Path:

- How do you turn likes and comments into purchases?
- Consider: clear CTAs, shoppable posts, exclusive offers, links to product pages.

3. Platform Strategy:

- Which platforms will you use (Instagram, TikTok, LinkedIn, etc.) and why?
- Tailor content to each platform's strengths.

4. Content Calendar:

- Outline a 4-week posting plan with themes, post types, and timing.
- Include at least one campaign tied to a seasonal or trending moment.

5. Measurement & ROI:

- What metrics will you track (engagement rate, click-through, conversions)?
- How will you prove the strategy drives sales?

BONUS TWIST

Incorporate surprise & delight moments like giveaways, interactive experiences, or user-generated content challenges.

STEP 2: PREPARE YOUR WRITTEN PROPOSAL

Your core business idea must be clearly outlined in a narrative format. Ensure you address these five key pillars:

- **The Problem:** Clearly identify the specific friction point or gap your business solves.
- **The Solution:** Describe your proposed plan, product, or service in detail.
- **Target Market:** Define exactly who your customers are.
- **Impact:** Explain how your business will positively affect the community or target demographic.
- **Next Steps:** List the three most critical actions required to launch this plan.

STEP 3: CREATE YOUR PITCH PRESENTATION DECK

You must convert your business strategy into a visual presentation deck.

- **Format:** Must be submitted as a **PowerPoint (.pptx)** or **PDF**.
- **Slide Limit:** Maximum of **20 slides**.
- **Title Page Requirements:** *Title: *IRMA Retail Challenge Scholarship Competition*
 - Full names of all team members.
 - Name of your high school.
- **Content:** Ensure the deck addresses all 5 pillars mentioned in the "Written Proposal" section above.

STEP 4: RECORD YOUR 90-SECOND PITCH VIDEO

The video is your chance to "bring the deck to life" and convince the retailer to choose your solution.

- **Length:** Strictly no more than **90 seconds**.
- **Content:** Provide a compelling overview of your strategy. Don't just read the slides—pitch the vision.
- **Production:** You may use a handheld camera, webcam, or mobile device. High production value is less important than a clear, persuasive message.
- **Submission:** Upload the video file through the provided web link.

STEP 5: FINAL CHECKLIST BEFORE SUBMISSION

REQUIREMENT	STATUS
TITLE PAGE includes IRMA Challenge name, team names, and school.	<input type="checkbox"/>
DECK covers Problem, Solution, Market, Impact, and Next Steps.	<input type="checkbox"/>
SLIDE COUNT is 20 slides or fewer.	<input type="checkbox"/>
VIDEO is 90 seconds or shorter.	<input type="checkbox"/>
FORMAT is PDF or PPT for the deck.	<input type="checkbox"/>