

# MyMarketingExperience

## General information

- There will be up to eight companies in each marketplace. All companies start off in the same position.
- You score points for responding to your competitors in a sensible way. You also score points for making decisions consistent with your strategy and for hitting your three chosen KPIs well.
- Wherever you see an orange 'i' box, click on it to learn more.
- You cannot have two people in the same team logged in and making changes at the same time; some changes may not save. You might want to assign one of your team members as 'Driver', and then they are the only ones to enter information for the duration of the simulation.

## General information

- Each round takes place over a quarter of a year, or 12 weeks.
- You can't change your decisions once a quarter has been closed, but there are some options that stay open for more than one quarter.
- Each quarter is worth more points than the previous quarter, so don't give up if your team is not doing as well as you'd hoped!
- We recommend using the discussion board on your university's VLE to ask each other questions – you will learn a lot more that way!

## Q1 – Analysis and Objectives

- Start by looking at the Dashboard. It gives you information on what will be covered in the current quarter, as well as telling you your ranking and how well you are hitting your KPIs. Click on the + symbols to read more.
- Then read Metrics and Analysis. This page gives you stats on how you are doing, as well as some information about your competitors.
- The News Bulletins change every quarter. You score more points for reacting to them sensibly.
- The Strategic Decisions tab allows you to write about the decisions you have made. You also pick your KPIs on this page. **Each box has a limit of 1024 characters.**
- The Tactical Actions tab allows you to enter these decisions. The software will assess your performance based on these decisions.

## Q1 – Analysis and Objectives

- Discuss with your team what you want your strategy to be. Try to stick to this strategy throughout the game, unless another team has picked the same strategy as you. Then you will be awarded points for reacting accordingly, and this could involve changing your strategy.
- You might not feel like you have enough information to make some of the decisions right now, but you will have the chance to change those decisions in later rounds when you see what your competitors are doing.
- You score points for hitting your three chosen KPIs, for making consistent marketing decisions and for selling within your target market. It is very important that you choose your KPIs carefully. You will be able to change them until Q3 – they are frozen after that. You score five times as many points for hitting your KPIs as you do for hitting the other measures.

## Q1 – Analysis and Objectives

- If you buy market research at any point, it appears in the following quarter on the Metrics and Analysis page.
- If you decide to have an online-only presence, you will still need to spend money in the section entitled 'Design and decorate shop window and interior'. You should apply this to your website instead of a physical shop.
- Euros are used throughout the game.

## Why is my team winning/losing?

- You must make sure your strategy matches your KPIs. You should be trying to hit your three KPIs more effectively than any other metric.
- It is possible to win without making much money. This is because the simulation assesses your ability to make good marketing decisions – revenue is only a part of that.
- As you go through the simulation, each Quarter is worth more and more points. So if you're not doing as well as you'd hoped right now, don't give up. There's everything to play for in the final round!

## Q2 – Segmentation and Targeting

- This round introduces the segmentation tool in the Strategic Decisions section.
- The segmentation tool allows you to pick your target market.
- **Do not make a selection for every set of options – this will result in a target market of 0 and you will not be able to earn any points for the rest of the simulation!**
- Once you've made your selections, click on 'Identify target market' to see the size of your target market and more details about it. You can do this as many times as you like until you have the results you want.
- Make sure your target market is of a sensible size and that you are able to service it accordingly.
- You are allowed to change your selections in the segmentation tool in Q3, but it is locked after that.



## Q2 – Segmentation and Targeting

- **What does 'Measurability' mean?** This is the degree to which size, purchasing power and, importantly, profits of a market segment can be measured.
- **What does 'Substantiability' mean?** This is the degree to which a market segment is sufficiently large or profitable.
- **What does 'Differentiability' mean?** The segments are conceptually distinguishable and respond differently to different marketing-mix elements and programmes.
- **What does 'Accessibility' mean?** This is the degree to which a market segment can be reached and served.
- **What does 'Actionability' mean?** This is the degree to which effective programmes can be designed for attracting and serving the given market segment. It measures how well you'll be able to target a group with your marketing mix. If the target market is too big, you will not be able to target them effectively.

## Q2 – Segmentation and Targeting

- Click on 'Ranking' on the top right to see where you are in comparison to your competitors.
- 'Current score' on the dashboard is the same as the stats in Metrics and Analysis. The metrics on the dashboard represent your three chosen KPIs.
- Your jeans are sold at full price until the demand isn't enough. They are then sold at a discount and then to an outlet store. This means that even if you decide not to offer a discount, some of your jeans will still show up as being sold at a discount.
- 'User weight' does not refer to the weight of your customers! It refers to how often they wear jeans.

## Q3 – Positioning and Branding

- This is a very similar quarter to Q2 – it just gives you a chance to refine your choices when you see how your competitors are behaving.
- This is your last chance to adjust your target market using the segmentation tool. It will not be an option from Q4 onwards.
- This is also your last chance to change your three KPIs. Remember that you score many more points if you do well in your chosen KPIs.

## Q4 – Product and Price

- You have been making a lot of your decisions with incomplete information until now – you must make them formally now.
- Even if you decide not to offer a discount, some of your jeans will probably show up as being sold at a discount next quarter anyway. This is because any excess stock at the end of a quarter is automatically sold at a discount to outlet stores.

## Q5 – Promotion

- This is the first quarter where you decide upon your promotional mix. This is the only instance where costs are calculated per week – all costs throughout the simulation are calculated per quarter unless clearly stated otherwise.
- You can adjust the values in the promotional mix for the rest of the quarters throughout the simulation.

## Q6 – Place

- This is the quarter where you make your stock-level decisions. Make sure your stock levels match the demand for your product as closely as possible.
- You can undertake a quality check on your jeans if you choose. This will improve their quality a little.

## Q7 – People and Process

- Consider what sort of customer service you want to offer and what you want the shopping experience to be like for your customers.

## Q8 – Physical Environment

- If your company is online only, describe your website when asked to talk about the physical environment. You do not need to describe the smell of your website!
- Don't despair if your team is not scoring as many points as you'd hoped. Each quarter is worth more points than the previous quarter, so there's still everything to play for!