



The digital pitch: unlock your sales strategy

Scenario Description and Roadmap

Context of the story

A small online electronics store is on the brink of collapse. Despite offering trendy gadgets and competitive prices, its social media presence is weak, customer engagement is low, and sales are flatlining. In a last-minute opportunity, the business has been invited to pitch for a major e-commerce partnership that could save the brand. But there's a catch – the partner will only accept the pitch if the team proves they can build a compelling social media marketing campaign that drives traffic and sales.

The participants step into the role of a young marketing team hired to rescue the store. Upon arrival, they find the doors symbolically “locked” and a note from the store owner: “Your challenge begins now – no pitch, no exit.” Their goal is to complete a series of marketing challenges that test their skills in campaign analysis, audience targeting, and content strategy, ultimately building a plan that convinces the partner and unlocks the way out.



Global explanation

This escape room experience immerses participants in a real-world marketing scenario: designing a social media strategy that boosts online sales. The game is divided into three progressive phases – analysis, strategy development, and final presentation. Participants move from one task to the next by solving puzzles that simulate authentic marketing work, such as interpreting analytics, matching content types to customer profiles, and identifying high-performing ads.

Each solved challenge unlocks a new resource, clue, or tool to support the next step. The activity uses low-tech, accessible materials (printed reports, mock social media posts, envelopes, whiteboard, and QR codes). The final task requires teams to present a concise digital campaign proposal that aligns with key performance indicators (KPIs) and marketing principles.

If the proposal meets defined success criteria, the “e-commerce partner” (Game Master) approves the collaboration, and the team “escapes” the scenario, having saved the brand and proved their entrepreneurial and digital marketing skills.

At the very beginning of the game, participants are informed that their main ultimate goal is to prepare and present a short digital marketing strategy (final pitch), which will be evaluated by the Game Master according to predetermined criteria (relevance, clarity, creativity, audience alignment, and use of key performance indicators or KPIs).



Roadmap

Visual orientation at the beginning of the game

At the beginning of the game, the facilitator displays a visual roadmap (Annex 0) that presents the main phases of the scenario. The roadmap serves only as an orientation and does not reveal solutions or the order of specific tasks. It remains visible to the participants throughout the game and helps with time management and focus.

Phase A – The Brief: Understand the challenge

Step A.0 – Role Allocation (optional)

Before starting the first task, participants can allocate roles within the team (analyst, strategist, speaker, timekeeper). This helps ensure more even participation, better organisation of tasks, and active involvement of all team members according to their strengths.

Step A.1 – Store owner's briefing

Participants receive a letter from the store owner explaining the problem: weak online presence, upcoming partnership pitch, and the need to build a strong, data-based campaign. The letter contains QR code with a message: "Your first clue lies in the in the letters." After they have scanned the QR code and read the assignment for the next part of the phase, the game master provides a fake analytics report listing 8 campaigns, whose first letters form a word (key) for Phase B.



✓ Unlocks access to „1.2. Phase A - Analytics Report“

Step A.2 – Analytics puzzle (1.2. Phase A - Analytics Report)

Participants begin the game by reading a letter from the store owner, which outlines the challenge ahead: the brand is struggling with weak online presence, and there is an urgent need to prepare a strong, data-informed campaign for an upcoming partnership opportunity. The letter contains a QR code with a message — “Your first clue lies in the letters.” The Game Master then provides a printed social media analytics report featuring eight campaigns.

While reviewing performance data (likes, reach, engagement), participants are expected not only to identify patterns for their future strategy, but also to discover a hidden keyword. By taking the first letter of each campaign title, they uncover the password/word: **“MARKETUP”**. This acts as the access code for unlocking the next envelope and moving forward in the challenge.

✓ Unlocks: Folder (envelope) “2.1. Phase B - customer comments”

Templates for Phase A:

Step A.1

1.1. Phase A - Letter from the Shop Owner – TechieTreasure;

1.1.1. Phase A - template for the QR code.

Step A.2

1.2. Phase A - Analytics Report;

1.2.1. Phase A - Analytics Report - key word.



Phase B – Discovery: Know your customer

Step B.1 – Customer insights

Participants receive printed feedback messages — comments from social media posts and/or customer emails. Their task is to read the messages carefully and decide which target group these comments most likely represent. The solution is not stated explicitly; it requires interpretation based on tone, language, and recurring themes in the messages. As an optional clue, the Game Master guide participants to notice that the first letters of selected comments form a hidden word/password: **“YOUTH”**, which confirms the correct target group.

✓ Unlocks: 2.2. Phase B - Audience persona cards, social media platforms and content formats

Step B.2 – Platform Matching Puzzle

Participants are given sets of cards: target audiences, social media platforms (e.g. Instagram, TikTok, LinkedIn), and ad types (e.g. influencer post, video ad, carousel post). Their task is to correctly match platforms, content formats, and audiences based on marketing logic:

- The Game Master gives the participants 12 shuffled cards (4 from each category)
- They must make 4 correct triples (Audience + Platform + Content)
- When they suggest an option, the Game Master confirms/rejects



✓ **Correct logical matches:**

Audience	Platform	Content Format	Justification
Youth (15–29)	TikTok	Influencer video	Short, funny and authentic videos with familiar faces work great
Young parents	Facebook	Giveaway post	They are looking for offers and useful content – contests/raffles are engaging
Tech professionals	LinkedIn	Product demo video	They want a rational, informative presentation of the product
Eco-conscious shoppers	Instagram	Carousel photo post	They love beautiful, visual stories with a message (zero waste, nature look)

If arranged correctly, they receive the final envelope with the template for Phase C.

✓ Unlocks: Strategy template for the final task.

Templates for Phase B:

Step B.1

2.1. Phase B - customer comments;

2.1.1. Phase B - Hidden word in customer comments.

2.1.2 Phase B - Game master hints.



Step B.2

2.2. Phase B - Audience persona cards, social media platforms and content formats;

2.2.1. Phase B - Correct logical matches + additional explanation for using the cards

Phase C – The pitch: propose to win

Step C.1 – Campaign strategy creation

Using all collected data, participants now build a short marketing campaign strategy. The printed template (or whiteboard) provided by the Game Master guides them to define:

- Campaign goal
- Target audience
- Social platform(s)
- Type of content and posting plan
- Performance metrics (KPIs)

✓ Unlocks: Final code or digital form submission

Step C.2 – Partner review & escape

Participants present their strategy to the Game Master, who roleplays the e-commerce partner. If the proposal meets at least 3 out of 5 key criteria (relevance, clarity, creativity, KPI awareness, and audience fit), the team is approved and “escapes.”



✓ Evaluation rubric: Campaign strategy review

Criterion	2 points – Excellent	1 point – Acceptable	0 points – Weak / Missing
1. Campaign Goal	Clear, specific, and linked to a real marketing objective (e.g. “increase sales”)	A goal is stated, but it is vague or general	No goal, or an unsuitable one (e.g. “make it interesting”)
2. Target Audience	Well-defined, realistic audience, logically linked to platform and content	Broadly described audience, partially relevant	The audience is unclear or illogical
3. Platform(s)	Platform is suitable for both audience and goal (e.g. TikTok for Gen Z)	Platform is logical, but not the most suitable	Content format does not match platform/audience, or is missing
4. Content Type & Posting Plan	Content format is appropriate, clearly described, with a realistic posting schedule (e.g. 3 videos per week)	Content format is suitable, but schedule is vague or missing	Metrics are missing or inappropriate (e.g. “go viral”)
5. KPIs (metrics)	Up to 3 realistic success metrics chosen (e.g. clicks, views)	Metrics are listed, but are unclear or too many/few	Metrics are missing or inappropriate (e.g. “go viral”)



🚩 Total Score:

- 8–10 ✔ The campaign is convincing and approved!
- 6–7 🟡 Approved with comments / encourage brief feedback
- 0–5 ✖ Not approved – suggest they revise and improve the plan (if time allows)

Maximum points: 10/Minimum passing score: 6 points

✔ Game successfully completed

Templates for Phase C:

Step C.1: 3.1. Phase C - Campaign plan template

Step C.2: 3.1.1. - Evaluation rubric and Additional tips for Game master



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project code: 2023-2-LT02-KA220-YOU-0001831156

This work is licensed under the Creative Commons. Attribution-NonCommercial-NoDerivatives 4.0 International License. To view a copy of this license, visit

<http://creativecommons.org/licenses/by-nc-nd/4.0/>