



The digital pitch: unlock your sales strategy

Trainer's guide

Learning outcomes

The main topic

Social Media Marketing & E-commerce – A practical digital and entrepreneurial skill focused on designing marketing strategies to promote products online and engage customers through social media.

Pedagogical objectives

- Participants will learn how social media impacts online business success.
- Participants will analyse and interpret basic marketing data.
- Participants will identify target audiences and suitable platforms.
- Participants will practice teamwork, communication and creativity.
- Participants will design a short, goal-oriented marketing campaign.



Frame

Type

Physical escape room using printed materials and light digital elements (e.g. QR codes).

Timeframe

45–60 minutes total

(30–40 minutes gameplay + approx. 10–15 minutes for briefing and debriefing).

Participants

Minimum: 3

Maximum: 6

Topics

Entrepreneurship, social media, e-commerce, online communication, marketing logic.

Skills required

Game Master

Basic knowledge of marketing and social platforms

Ability to guide, observe, and support learners (providing hints)



Role-play ability for engagement.

Participant

- Basic familiarity with social media (e.g. Instagram, TikTok)
- No advanced digital skills required
- Willingness to collaborate and think creatively.

Game Master's role

The Game Master plays the role of the store owner or the representative of a potential e-commerce partner. They introduce the backstory: a struggling gadget store must prove its social media strategy to earn a business deal—and the participants must help.

They will:

- Welcome players and set the scene
- Distribute materials and monitor progress
- Provide hints when teams are stuck
- Judge the final pitch presentation
- Lead the debrief discussion

They should encourage creativity and reflection while keeping the energy fun and time-focused. The Game Master may improvise if participants go off track, ensuring the experience stays on pace and on theme.



Inclusivity check

To ensure this escape game is inclusive and accessible for participants with learning disorders or disabilities, consider the following key elements:

- ✓ **Physical accessibility:** Ensure the venue is wheelchair accessible and that all the necessary items are reachable (not too high or far to access).
- ✓ **Visual and auditory support:** Ensure that the materials use large print, high contrast, or digital formats compatible with screen readers. If videos are involved, provide subtitles or interpretation.
- ✓ **Simple and clear instructions:** Use clear, concise language and visuals. Avoid complex wording to support participants with learning disorders.
- ✓ **Flexible participation:** Offer varied roles that cater to different strengths, allowing participants to choose tasks that suit their abilities and foster responsibility without becoming overwhelming.
- ✓ **Sensory considerations:** Avoid sensory triggers like loud noises or flashing lights. Provide a quiet space for participants needing breaks to refocus.
- ✓ **Support and adjustments:** Be ready to offer extra assistance, specific hints and guidance or tailored support based on individual needs.
- ✓ **Feedback loop:** Collect feedback from participants to continuously improve adaptability, accessibility and inclusivity.



Hints and solutions

Visual orientation at the beginning of the game: At the beginning of the game, the facilitator displays a visual roadmap 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

Phase Objective: To draw conclusions from the data and discover the hidden logic behind campaign performance.

Hints

“What’s the real story behind these numbers?”

“Look again at the titles—do they hide something?”

Solutions

Participants analyse a fake analytics report and extract a hidden password or phrase (e.g. from top-performing campaign names) that opens the next envelope or QR clue.



Phase B

Hints

Step B.1

🔑 If players are stuck :

Small hints:

- Look closely—what do the comments have in common?
- The feedback hides more than just opinions.

Moderate hints:

- Maybe the first letter of each comment matters?
- Try reading the first letters of the first few comments, top to bottom.
- What generation could this be pointing to?

Strong hints:

- There's a pattern forming—can you find it?
- Five comments... five letters... coincidence?
- You're decoding feedback from your target audience.

Template for Game master supporting material Step B.1: "2.1.2. Phase B - Game master hints" - it can be printed to help the game maser, or it can be used as a note or viewed on a phone/laptop.



Step B.2

✓ Correct logical matches:

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

Template for Game master supporting material Step B.2: 2.2.1. Phase B - Correct logical matches + additional explanation for using the cards - it can be printed to help the game maser, or it can be used as a note or viewed on a phone/laptop.



Solutions

Step B.1

Participants review printed customer feedback and discover a clue (e.g. from capital letters or first words) revealing a key audience. They then match social media platforms and content formats to this group using logic cards. Success unlocks a strategy template.

Step B.2

🎮 How to use them in the game:

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

Phase C

Hints

"How will you connect with them now?"

"Think goal – audience – platform – content – result."

"If you're struggling with key performance indicators (KPIs), think: how will we know if our campaign is successful? and/or They are not goals, they are metrics - they show whether the marketing objective has been achieved."



💡 Additional tips for Game master:

1. Instead of just filling out the form, encourage participants to:

- Briefly present their campaign (like in a business meeting)
- Justify their choice: “We chose TikTok because...”
- This also allows nonverbal skills to come into play (communication, confidence)

✂ If they have concerns, they can just read their plan out loud.

2. Watch for:

- Evidence for thought (“We connected this to the Phase A analysis”)
- Logical connections (“Gen Z → TikTok → influencer”)
- Originality (fresh ideas, even imperfect ones)

3. If a team gets a low score (e.g. 4–5 points):

- Give them constructive feedback
- Ask: “What would you change?”
- Allow them to edit the plan and “try again” (second version)

🎁 This increases engagement and learning through correction.

4. Brief reflection:

- “What was the most difficult thing for you in creating the campaign?”
- “If you were doing it for a real brand, what would you do differently?”



✦ You can use stickers, quick polls, or just a verbal discussion.

Template for Game master supporting material Step C.2: “3.1.1. - Evaluation rubric and Additional tips for Game master” - it can be printed to help the game maser, or it can be used as a note or viewed on a phone/laptop.

Solutions

Using all the materials gathered, participants fill in a campaign template. They must define:

- Marketing goal
- Target audience
- Platform(s)
- Content type (e.g. influencer video, carousel post)
- Key performance indicators (KPIs)

The Game Master assesses their strategy. If it meets at least 3 out of 5 criteria (relevance, clarity, creativity, KPI awareness, audience fit), the team “wins” 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	A goal is stated, but it is vague or general	No goal, or an unsuitable one (e.g.



	objective (e.g. “increase sales”)		“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



Brief and Debrief

Brief (before the game)

Briefing is very important before entering an escape room. It is the moment where you explain the rules and how it works for those who don't know the game.

It also allows you to set the context and universe of the game, introducing the beginning and explaining to the players their mission.

Introduce the challenge clearly:

- You are the new marketing team for a struggling gadget store.
- Your goal is to create a campaign that proves your value to a potential partner.
- The store is "locked" – no pitch, no exit.
- You will find clues by solving marketing-related puzzles.
- Teamwork, communication, and creativity are key.
- You have a limited time – watch the clock!

Optional role assignment: Before the start, participants can assign roles (e.g. analyst, strategist, speaker, timekeeper) to facilitate teamwork and provide different ways of participating according to each participant's strengths and confidence level.

A sample short introduction from the Game Master: "You are a marketing team hired to save an online gadget store struggling with low engagement and weak sales. Your challenge is to build a clear and compelling digital marketing strategy



under pressure of time. This strategy will be presented briefly at the end of the game and will include goal, audience, platform, content type, and success metrics. The visual roadmap shows what stages you will go through and is for orientation only. Use the information you gather during the game – you will need it for the final strategy and presentation. You have limited time, so work as a team and manage your time carefully. There is no single “perfect” answer – success depends on how logical, clear, and well-reasoned your strategy is.”

Time Management During the Game

If the team is significantly behind schedule (e.g., Phase A or B has not been completed after 20–25 minutes), the Game Master can:

- Remind them of the visual roadmap;
- Ask a guiding question (“What do you already know and how can you use it?”);
- Suggest that they focus on the most important information instead of all the details.

The Game Master does not give direct decisions, but helps manage the process and time.

Debrief (after the game)

Debriefing will allow you to receive feedback on your scenario and see what needs improvement. It will also allow you to see what players learned and remembered from this game session.



A good practice is to take some notes from players' and your experience so that you can go back to this information later.

Allow time for reflection:

- What was easy or difficult?
- Which strategies helped the most?
- What did you learn about social media and business?
- How would you apply this knowledge to a real business or cause?

Encourage feedback and relate learning outcomes to real-life skills (e.g. creating content, targeting audiences, collaborating under pressure).



**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

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