



TECHIETREASURE

shop

2025

Antonio Stoev

Owner of TechieTreasure

I hope this message finds you well.

Welcome to TechieTreasure – our online gadget store, which is currently... in a bit of trouble. Our sales are declining, our social media isn't working for us, and customer trust is fading fast.

We have one final chance to save the business. A potential partner is willing to support us, but only if we can prove that we're capable of designing a strong, creative, and effective marketing campaign.

And that's where you come in. You are now our new marketing team.

Your mission:

- Analyse the available data and past campaigns.
- Identify the target audience.
- Choose the appropriate social media platforms and content formats.
- Build a strategy that convincingly shows we've got what it takes.

But there's a catch...

Until you present your marketing strategy, the doors of the shop will remain "locked".

Each step of the process will reveal a new piece of the puzzle. Solve them all to access the final campaign template. Once you're ready – pitch your idea. If it meets the required criteria, the door will be "unlocked", and you will have saved TechieTreasure.

Time is ticking. We're counting on you.

Sincerely,

Antonio Stoev



Scan me to start!

