

DIGITAL MARKETING ANALYST

Corporate Challenge

Step-by-Step Practical Competition Framework

100 Students | 20 Teams | 5 Students per Team | 10 Industries | 2 Teams per Industry

Core Process: Investigate → Collect → Verify → Analyse → Interpret → Share → Challenge → Collaborate → Combine → Decide

STEP 01 — FORM YOUR ANALYST TEAMS

- You will be divided into 20 teams, with 5 students in each team.
- Each team will work as a Digital Marketing Analyst Team.
- **Suggested roles: Lead Analyst; SEO Analyst; social media / Review Analyst; Advertising Analyst; Strategy & Reporting Analyst.**
- The objective is to work as one team rather than as five individual students.

STEP 02 — RECEIVE YOUR INDUSTRY

- Each industry will be assigned to two teams.
- Both teams will work on the same industry but investigate different businesses.
- This creates a meaningful collaboration round because both teams will later bring different data and insights to the same industry discussion.

STEP 03 — SELECT BUSINESSES

- Using Google Maps and publicly available information, identify relevant businesses within your assigned industry.
- Each team should select 5 businesses for investigation.
- The partner team working on the same industry should investigate a different set of businesses.

STEP 04 — LEAD ANALYSIS LAB

- Activity: “You Have the Leads... Now What?”
- Use Google Maps to investigate the assigned industry and collect relevant publicly available business information.
- Review business name, location, website, contact information, Google rating, review count, website availability and social media presence where relevant.
- Do not stop at collecting leads. Identify which businesses are worth investigating further and explain why.
- Output: Select 5 relevant businesses and provide supporting evidence.

STEP 05 — SEO FORENSICS LAB

- Activity: “What You See... Is That What Google Sees?”
- Select one business website from your research and perform an SEO investigation using an SEO analysis tool.
- Analyse SEO title, meta description, H1/H2 structure, URL, content, images, links and other relevant on-page or technical signals.
- Identify what the website is doing well and what could be improved.

- Output: Submit the relevant SEO report and screenshots/evidence.

STEP 06 — SOCIAL / REVIEW FORENSICS LAB

- Activity: “The Profile Looks Real... But Is It?”
- Investigate the public-facing digital presence of the selected business.
- Depending on the business, analyse Instagram profile, followers, engagement, posts, comments, Google Reviews, ratings and customer feedback patterns.
- For e-commerce, analyse a relevant product listing including ratings, review volume, positive and negative review patterns, customer complaints and expectations.
- Do not make unsupported claims such as “This account is fake.” Identify observable signals and patterns instead.
- Output: Submit screenshots/evidence and explain what the signals actually tell you.

STEP 07 — AD INTELLIGENCE LAB

- Activity: “You Can See Their Ads... But What Can’t You See?”
- Investigate advertising activity related to the assigned industry using the Google Ads Transparency Center and/or Meta Ad Library.
- Analyse ad creatives, ad copy, offers, messaging, positioning, calls-to-action, creative patterns and recurring communication themes.
- Clearly distinguish what public ad information can reveal from what it cannot reliably reveal, such as exact spend, precise targeting parameters and complete campaign performance.
- Output: Submit relevant advertising evidence and your analysis.

STEP 08 — BUILD YOUR ANALYST REPORT

- Combine findings from all four investigations.
- Structure the analysis as: DATA → EVIDENCE → INSIGHT → RECOMMENDATION.
- DATA: What did you find?
- EVIDENCE: What proves your observation?
- INSIGHT: What does the information actually mean?
- RECOMMENDATION: What should the business do next?
- Principle: Do not just collect data. Convert data into an insight.

STEP 09 — PREPARE FOR COLLABORATION

- Complete your team's independent investigation first.
- Prepare your lead findings, SEO findings, social/review findings, advertising findings, evidence, insights and recommendations.
- Do not change your findings before the collaboration round.

STEP 10 — COLLABORATION REVEAL

- The two teams working on the same industry will now be brought together.
- Example: Team 1 — Healthcare + Team 2 — Healthcare.
- Both teams investigated different businesses within the same industry, creating different datasets and perspectives.

STEP 11 — SHARE YOUR DATA

- Each team presents its important findings to the other team.

- Discuss: What did your team discover? What did the other team discover? What patterns are common? What findings are different? Which evidence is stronger? Did one team's findings challenge the other's assumptions? Can both findings be combined?

STEP 12 — CHALLENGE THE FINDINGS

- Do not automatically agree with the other team.
- Ask: “What is your evidence?” “How did you reach this conclusion?” “Is this an observation or an interpretation?” “Can the available data actually prove this?”
- Distinguish between Opinion vs Evidence and Observation vs Interpretation.

STEP 13 — COMBINE THE BEST INSIGHTS

- Choose one of three paths: Team A's insight, Team B's insight, or a combined insight.
- The teams must explain: “We selected or combined these insights because...”
- The purpose is to practise evidence-based negotiation and decision-making.

STEP 14 — MAKE ONE BUSINESS DECISION

- Answer: “If a new business enters this industry tomorrow, what should it do digitally to compete?”
- The recommendation must be based on the combined evidence from both teams.
- Final thinking: DATA → INSIGHT → BUSINESS DECISION.

STEP 15 — FINAL COLLABORATIVE SUBMISSION

- The two teams submit ONE combined Digital Marketing Analyst Report.
- The report should contain: Industry; Businesses Investigated; Lead Analysis; SEO Findings; Social/Review Findings; Advertising Intelligence; Key Evidence; Key Industry Patterns; Combined Insights; Recommended Digital Marketing Actions; Data Limitations.

THE COMPLETE ANALYST JOURNEY

INVESTIGATE → COLLECT → VERIFY → ANALYSE → INTERPRET → SHARE → CHALLENGE →
COLLABORATE → COMBINE → DECIDE

10 INDUSTRIES — TEAM ALLOCATION

Industry	Team A	Team B
01. Healthcare & Clinics	Team 1	Team 2
02. Real Estate	Team 3	Team 4
03. Education & Coaching	Team 5	Team 6
04. Restaurants & Cafés	Team 7	Team 8
05. Fitness & Gyms	Team 9	Team 10
06. Beauty, Salon & Spa	Team 11	Team 12
07. Travel & Tourism	Team 13	Team 14
08. Automobile Services	Team 15	Team 16
09. Home Services	Team 17	Team 18
10. E-commerce & Retail	Team 19	Team 20

STRUCTURE AT A GLANCE

