

DO YOU HAVE A PASSION FOR WRITING on MARKETING/ SALES / CONSUMER BEHAVIOUR?

If yes, do write a blog on any **one** of the ten topics given below that excites you ...

The selected blogs will win a prize of Rs.1000/- each*

Topics

1. Content is no more king?

(In today's times is content the only mantra to success? Express your views)

2. Are consumer insights being leveraged by marketers today?

(While the importance of consumer insights is unquestioned but are they really being leveraged by marketers today?)

3. Small brands, smaller budgets... How to compete with the big guys?

(Write in your views with examples on how small brands have successfully managed to build themselves using innovative marketing strategies that have been cost effective)

4. Shifting consumer loyalty, how this is affecting marketing strategies?

(The consumer has choices galore in every product category / service. How are marketers adapting to these changing dynamics?)

5. Discount Shoppers Flirts or loyalists?

(While discounts may help brands acquire new customers but does it necessarily make the consumer remain loyal to them?)

6. Is email the new snail mail?

(With fast paced and ever changing technology, has the email now become redundant?)

7. Can SME's compete with larger brands?

(Is this the case of a David taking on Goliath?)

8. Startups – the new hotspot for employees today?

(Why and how are start ups attracting talent right from fresher's to senior management professionals?)

9. Outsourced Marketing Services

(In the era of outsourcing with the advent of BPO's, KPO's etc, in the absence of a marketing function, is there merit for SME's to outsource their marketing function)

10. Strategies must change. How soon?

(Changing market dynamics dictate shifts in marketing strategies. But should the change always be knee jerk or is there merit in persisting with the marketing strategy planned?)

Rules, Terms & Conditions :

- Each blog should have a minimum of 750 words and **one** image (graphic) relevant to the content.
- The topic of each blog should be clearly mentioned at the start
- Blogs will be judged on the quality of its content & the graphic (visual appeal)
- The sources from which the content has been taken should be mentioned eg: name of books referred to, websites & their source if they have mentioned it
- The last date for receiving entries would be 27th January & the winning entries will be put up on the website by 8th February. (*A maximum of 3 to 5 blogs could be selected as winning entries)
- All entries should clearly mention the full name of the student , date of submission, Name & Address of College, Stream, the year of study (FY,SY), residential address, age, email id & mobile no



- This contest would be held every month & students who submit a total of three blogs (over any period of time, not in a single month) will receive a special merit certificate from **business enhanced**
- Students are permitted to submit blogs on the same topic for different months provided they are freshly written
- Upon request, Student Identification duly certified by college authorities should be provided by the winners to be eligible for claiming the prize
- Winners would be decided by **business enhanced**, whose decision will be final & binding and no communication would be entertained with any of the participants in this regard
- The IPR's of these blogs would be with **business enhanced**, which reserves the right to use it, in whatsoever form across all social media (including its website www.businessenhanced.in) with due credit to the author
- Minimum qualifying criteria for participants is minimum 18 years (any stream)
- Students can logon to www.businessenhanced.in/blog/ and see the blog titled "Marketing strategies for startups" as an example. The winning blogs for December 2015 have also been put up on the website

All entries must be clearly typewritten and emailed on
info@[businessenhanced.in](mailto:info@businessenhanced.in) with the words "Blog Contest" on the subject line