



by



## Conquer the Internet® Booklet for Academics/Employers



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# **1.INTRODUCTION TO CONQUER THE INTERNET®**

## **1.1.INTRODUCTION**

We will keep it simple for you; We are not trying to increase your workload with our simulation. Therefore, unlike other marketing simulations, you do not need to read a hundred pages before you become able to utilise our simulations.

This booklet is an excellent example of that. Because you do not have to read our booklet to successfully incorporate our simulation into your class/course/training program/assessment process. Even if you stop reading now, the effectiveness and the efficiency of Conquer the Internet® will be the same for you and your students/employees/candidates.

However, if you would like to learn how our simulation works, please keep reading.

## **1.2.WHICH FIELDS DOES IT INCLUDE?**

In Conquer the Internet®, there are decisions related to various subcategories of digital marketing, such as:

- Audience Targeting
- Budget Management
- Celebrity Endorsement
- Consumer Segmentation
- Crisis Management
- Digital Marketing Analytics
- Digital Marketing Metrics
- E-Mail Campaigns & E-Mail Marketing
- Forums & Chat Rooms
- Keyword & Key Phrase Selection

- Market Research
- Mobile Marketing
- Promotional Videos
- Search Engine Marketing
- Social Media Marketing
- Social Media Management
- Social Networks
- Visual Design for Digital Marketing

Conquer the Internet® is a complete digital marketing suite for your courses and a perfect technical assessment/training tool for companies.

## 1.3.DECISIONS TO BE MADE IN THE SIMULATION

For each iteration, there are 46 decisions to be made in Conquer the Internet® by its participants. Some of these decisions require quantitative and the others qualitative analyses. Please find below all the decisions to be made annually, divided into stages:

**Search Engine Marketing:** SEM budget, advertisement headline, advertisement description, keyword & key phrase selection, audience targeting (6 decisions).

**E-Mail Marketing:** E-Mail databases, e-mail subject, visual content for the body of the e-mail.

**Forums & Chat Rooms:** Total number of netnographers, selection of forums & chat rooms for customer discussions.

**Social Networks:** Social networks budget, subject for the main social networks campaign, visual content for the main social networks campaign, campaign aim, audience targeting (5 decisions), video production, social network (videos) budget, audience targeting (video, 5 selections).

**Celebrity Endorsement:** Celebrity endorsement selections.

**Mobile Marketing:** Mobile marketing budget, selection of mobile apps for ads, audience targeting (4 decisions).

**Crisis Management:** Handling 8 different scenarios including crises, harsh comments, customer questions, legal issues, and SPAM comments.

Based on the participant's decisions, the simulation calculates various digital marketing metrics for each stage as well as the overall digital marketing campaign. The metrics calculated include **Average Frequency, Bounce Rate, Clickthroughs, Conversions, CPC, CPF, CPL, CPM, CPO, CTR, E-Mail Open Rate, Engagement Rate, Impressions, Net Revenue, New Comments, New Followers, New Post Likes, Reach, ROMI, TCR, Total Revenue.**

## **1.4.EXPECTATIONS FROM PARTICIPANTS**

Participants of Conquer the Internet® are expected to read the Appendix (which can be accessed using the side menu in the simulation) and the information given on the simulation pages before making their decisions. Everything they need to do, and all the information they need, can be found in the Appendix and on the pages. It is crucial that participants read the necessary information before they start the simulation. Otherwise, their experience of Conquer the Internet® will not be as satisfying as participants who read and analyse the information. In addition, they will have put their team at a disadvantage. For more information, please visit section [3.1.Course/Class/Training Program/Assessment Process Integration.](#)

## **1.5.EXPECTATIONS FROM ACADEMICS/EMPLOYERS**

It would be beneficial to encourage your students/participants to read the Appendix and the information provided on the simulation pages using the preparation account before they begin the simulation. If you have the time, we suggest reviewing this information yourself as well. It contains detailed instructions on how participants will navigate through Conquer the Internet® Digital Marketing Simulation, which will aid in their understanding and successful participation.

Other than that, we have no expectations from academics/employers. We will be continuously available while the simulation session stays active and provide you with 24/7 support.

## 1.6.PREPARATION ACCOUNT

Unless you tell us otherwise, your students/people who will participate in the simulation will be given access to a preparation account for Conquer the Internet® to familiarise themselves with the dynamics of the simulation and inspect its contents. The data and the decisions in the preparation account have been taken from a real session with actual participants. The participants will be able to browse through all the stages, the charts and the graphs except for market research results. However, please note that they will not be able to make decisions using the preparation account.

## 1.7.SUPPORT

Please do not hesitate to contact us if you cannot find what you are looking for in this booklet. We will do our best to clarify any question marks you may have in your mind.

Please keep in mind that we offer 24/7 support. You can reach us via phone, [e-mail](#), or text for all your questions. Our phone numbers, where you can contact us, will be shared with you as soon as the session for your class/course/company gets set up.

## 1.8.LIVE DISCUSSION

We offer optional **live discussion sessions** during and/or after a session. We answer all questions participants have in their minds after they complete the simulation or a round.

**This is our primary point of difference.**

Conquer the Internet® Digital Marketing Simulation is a comprehensive digital marketing simulation. It offers its participants an experience that gets as close to managing a real-life digital marketing department as possible. For their experience to assist them in becoming more qualified digital marketing professionals, we offer feedback via live discussion sessions. We believe that when they understand the reasoning behind their results, they can easily and fully grasp how marketing theories can be utilised in real life.

Our experience so far has demonstrated that live discussion sessions tremendously help participants to create an intellectual bridge between theory and practice. After they participate in our live discussion sessions, it becomes much easier for them to understand how academic marketing theories can be used in real life to help a digital marketing department operate with higher efficiency, effectiveness and efficacy.

You will have the chance to analyse the strategies and the results of all the participants in your session using the academic/employer account we will provide. Therefore, you are welcome to participate in the live discussion sessions. We can manage the sessions by ourselves or do them together. It is entirely up to you.

## 2. CONQUER THE INTERNET® ACADEMIC/EMPLOYER ACCOUNT

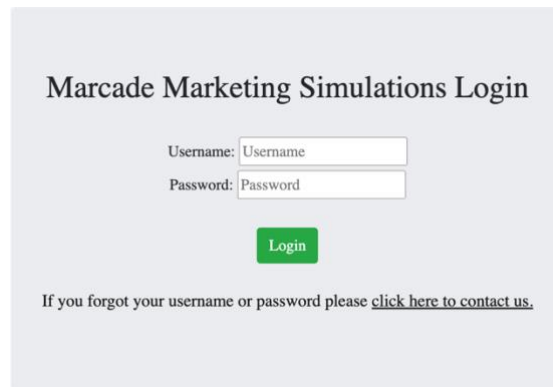
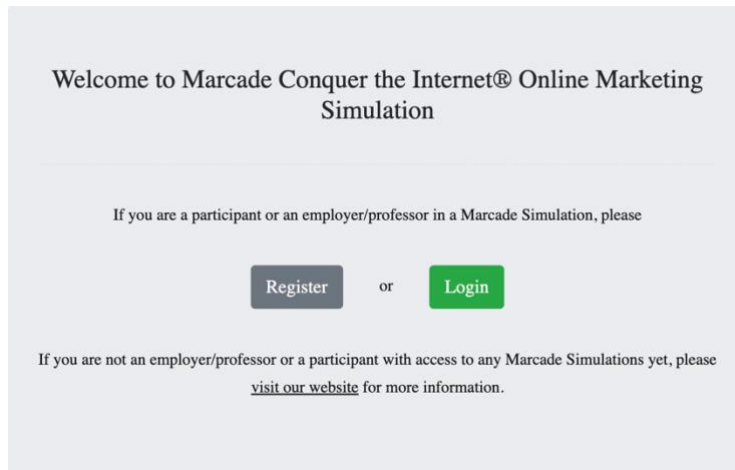
### 2.1.HOW TO LOG IN

To log in to the simulation, please go to [www.marcadesimulations.com](http://www.marcadesimulations.com), and then click on the “Conquer the Internet®” logo, as shown below:

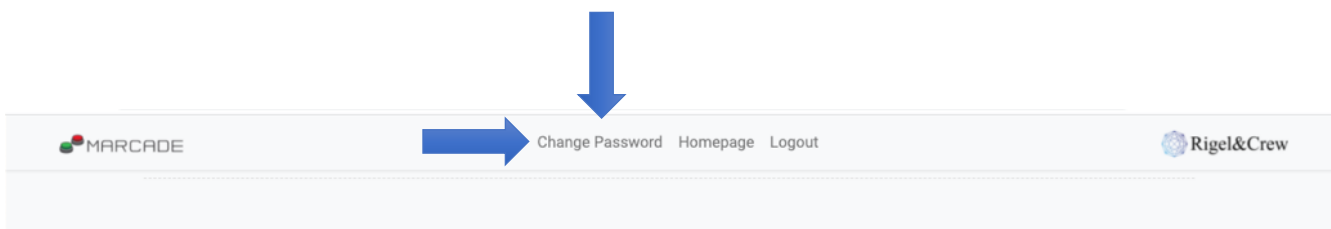




After you click on the logo, you will see the login page. Please click the “Login” button and enter your username and password. Please note that your username and password are case-sensitive.



If you would like to change your password, please click on the “Change Password” link in the top menu after logging in to your account.



## 2.2.INTERFACE

### 2.2.1.ACTIVE SESSIONS PAGE

The first page you see after logging in to the simulation shows the details of the active/passive sessions and the dates between which the simulation for each session will remain active. Please click on the name of the session to see the results of the participants in it.

Welcome to Conquer the Internet® Online Marketing Simulation

Dear Matthew\_L, please find below the list of your sessions. Please click on the link of an active session you would like to join. If you think there is a mistake, please [visit our website](#) and contact us.

If you would like to change your password, please click on the "Change Password" link in the top menu.

Active Sessions

Session Name	Starts	Ends
Independent Session - Digital Marketers - 2021 October (11 participants)	Sept. 2, 2021, 9 a.m. (CET/CEST)	Sept. 2, 2025, 2 p.m. (CET/CEST)

You will be directed to the results page when you click on the session of your choice. On this page, you can see a sidebar on the left-hand side of the screen. The sidebar includes all the necessary links.

Marcade  
Marketing  
Simulations -  
Conquer The  
Internet®

- ☰ Results Pages ▾
  - Individual Results
  - Competition Results
- 👤 Participants ▾
- ⚙️ Settings
- 📏 Grading Tool
- ☰ Active Sessions Page
- 📄 Session: Independent  
Session - Digital Marketers -  
2021 October (11 participants)
- 👤 Employer: Matthew\_L ▾
- Logout

## 2.2.2.INDIVIDUAL RESULTS

Please click on the 'Results Pages' link to expand the menu. You can then select the 'Individual Results' link to access detailed strategies and results of all participants.

Overall Results of Berk_T's Digital Marketing Campaign for Brimstax	
Budget Spent	3,000,000 BTP
Budget Remaining	500,000 BTP
Average CPC	1.77 BTP
Impressions	100,900,967
Clickthroughs	1,694,193
CTR	1.68%
CPM	29.73 BTP
Reach	36,194,481
Average Frequency	2.79
Conversions	382,215
TCR	22.56%
New Followers	363,530
New Post Likes	1,292,948
New Comments	40,404
Engagement Rate	3.36%
E-Mail Open Rate	21.55%
CPE	8.25 BTP
CPL	2.32 BTP
Total Revenue	4,433,697 BTP
Net Revenue	1,433,697 BTP

## 2.2.3.COMPETITION RESULTS

If you click on the "Competition Results" link, you can access the various overall results and compare the performance of the participants.



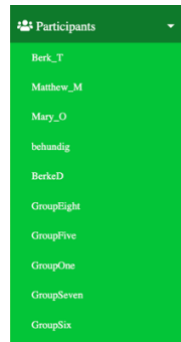
Participant	Budget Spent	Budget Remaining	Average CPC	Impressions	Clickthroughs	CTR	TCR
Berk_T	3,000,000 BTP	500,000 BTP	1.77 BTP	100,900,967	1,694,193	1.68%	20.73 BTP
Mathew_M	3,220,000 BTP	280,000 BTP	1.58 BTP	96,400,368	2,043,896	2.12%	33.40 BTP
Mary_O	300,004 BTP	3,199,996 BTP	30.87 BTP	886,353	8,137	0.92%	338.47 BTP
Isahdly	18,277,500 BTP	-14,777,500 BTP	1.25 BTP	452,835,528	14,617,607	3.23%	40.36 BTP
BerkD	1,580,707 BTP	1,930,293 BTP	9.56 BTP	16,503,065	166,219	0.99%	94.77 BTP
GroupEight	952,232 BTP	2,547,768 BTP	6.78 BTP	13,272,307	140,300	1.06%	71.75 BTP
GroupFive	7,281,183 BTP	-3,781,183 BTP	2.46 BTP	88,474,866	2,954,266	3.34%	82.30 BTP
GroupOne	6,980,437 BTP	-3,480,437 BTP	4.81 BTP	155,466,935	1,448,092	0.93%	44.77 BTP
GroupSeven	3,896,644 BTP	-396,644 BTP	2.68 BTP	48,589,296	1,652,606	2.99%	80.20 BTP
GroupSix	2,230,000 BTP	1,270,000 BTP	3.70 BTP	24,329,298	400,887	2.47%	91.66 BTP
GroupDelonnet	3,580,010 BTP	-10 BTP	1.48 BTP	381,223,444	2,370,457	1.31%	19.31 BTP

Participant	Reach	Average Frequency	Conversions	New Followers	New Post Likes	New Comments	Engagement Rate
Berk_T	36,194,481	2.79	382,215	363,530	1,292,948	40,404	3.36%
Mathew_M	46,403,616	2.08	540,392	755,990	3,886,941	121,466	7.06%
Mary_O	32,215	27.43	904	2,419	1,209	37	1.33%

## 2.2.4.PARTICIPANT RESULTS

Please click on the “Participants” link to expand the menu. You will see the names of all the participants in the session. Please click on the name of the participant of whom you would like to access annual results and decisions.



## 2.2.5.GRADING/ASSESSMENT TOOL

We offer an integrated grading/performance assessment tool with three difficulty alternatives (Easy-Medium-Hard). It is up to you whether to utilise our tool or not. However, all academics/employers who have incorporated our simulations into their curricula/training programs have used our grading/assessment tool. The feedback we have received so far regarding the grading/assessment tool is overwhelmingly positive. Therefore, we recommend using our grading/assessment tool to evaluate your students/employees/candidates. We also encourage academics to award extra points to students/groups that demonstrate superior teamwork skills.

Please click on the “Grading Tool” link on the sidebar to access the grading tool. Once you go to the grading tool page, you can click on the “Grading Difficulty” link to expand the menu and select the difficulty level according to which you would like to grade/assess the participants.



## 2.2.6.SETTINGS

This page allows you to modify the simulation settings. You can adjust the weights assigned to different variables for grade calculation, alter the active stage of the simulation, modify the last submitted stage of any participant, and enable or disable the option that permits participants to redo their strategies an infinite number of times.

The default settings are displayed in the table provided on the page.

Default Values					
Participants can Start Over	Current Active Stage	Grading - TCR	Grading - RDMI	Grading - Score	Grading - Net Revenue
Disabled	Feedback	15%	25%	25%	35%

### 2.2.6.1.ACTIVE STAGE

You also have the chance to change the active stage of the simulation. When you change the active stage of the simulation, participants can access all previous stages, but they won't be able to access stages beyond the one you've chosen as active.

For example, if you select the "Social Networks" stage as the active stage, participants can access Prelude, Overview, Search Engine Marketing, E-Mail Marketing, Forums & Chat Rooms and Social Networks stages, but they won't be able to access Celebrity Endorsement, Mobile Marketing, and Crisis Handling stages. You can change the active stage from this page anytime to allow participants access only to the stages you desire in the simulation.

Change Settings

Change the active stage

Feedback
▼

### 2.2.6.2.MULTIPLE ITERATIONS

If the simulation results will be used for grading purposes, we recommend using a single iteration session by unchecking this box. With this option unchecked, students will be limited to making their decisions only once.

However, if grading is not a factor, you have the option to extend the total runtime of the simulation indefinitely by enabling unlimited subsequent iterations. When you check the box, students will be able

to click on the "Try Again" button after completing the simulation, allowing them to create a new strategy from scratch.

Participants can reactivate the simulation (Check the box to allow reactivation)

### 2.2.6.3.CHANGE LAST SUBMITTED STAGE

When you change the last completed stage for a participant, the participant becomes able to make decisions again in the subsequent stages. For example, if the last completed stage for a participant is "Social Networks," the participant has already made decisions for Search Engine Marketing, E-Mail Marketing, Forums & Chat Rooms, and Social Networks stages, and cannot change these decisions. However, if you change the last completed stage for this participant to "Search Engine Marketing," E-Mail Marketing, Forums & Chat Rooms, Social Networks and the following stages become active again, and the participant can change their decisions in these stages.

If the simulation results will be used for grading purposes, we **strongly** advise against reactivating a submitted stage for any participant. This ensures impartiality across all participants.

Change Last Submitted Stage		
Participant	Last Submitted Stage	Change Last Submitted Stage
Berk_T	Results	<a href="#" style="background-color: #008000; color: white; padding: 2px 5px; text-decoration: none;">Change Last Submitted Stage</a>
Matthew_M	Crisis Handling	<a href="#" style="background-color: #008000; color: white; padding: 2px 5px; text-decoration: none;">Change Last Submitted Stage</a>
Mary_O	Crisis Handling	<a href="#" style="background-color: #008000; color: white; padding: 2px 5px; text-decoration: none;">Change Last Submitted Stage</a>
behundig	Results	<a href="#" style="background-color: #008000; color: white; padding: 2px 5px; text-decoration: none;">Change Last Submitted Stage</a>
BerkeD	Feedback	<a href="#" style="background-color: #008000; color: white; padding: 2px 5px; text-decoration: none;">Change Last Submitted Stage</a>
GroupEight	Feedback	<a href="#" style="background-color: #008000; color: white; padding: 2px 5px; text-decoration: none;">Change Last Submitted Stage</a>
GroupFive	Feedback	<a href="#" style="background-color: #008000; color: white; padding: 2px 5px; text-decoration: none;">Change Last Submitted Stage</a>
GroupOne	Feedback	<a href="#" style="background-color: #008000; color: white; padding: 2px 5px; text-decoration: none;">Change Last Submitted Stage</a>
GroupSeven	Feedback	<a href="#" style="background-color: #008000; color: white; padding: 2px 5px; text-decoration: none;">Change Last Submitted Stage</a>
GroupSix	Feedback	<a href="#" style="background-color: #008000; color: white; padding: 2px 5px; text-decoration: none;">Change Last Submitted Stage</a>

### 2.2.6.4.GRADING

You can change the weights assigned to the different variables used in grading participants. If you change the weights assigned to different variables for grade calculation, the grading tool will recalculate

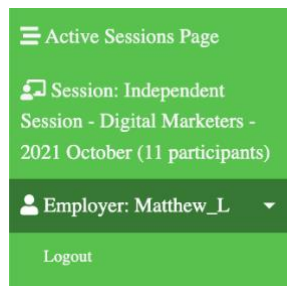
participant grades, taking into account the adjusted weights. The grading tool will generate three alternative grading options for each participant: "Easy", "Medium", and "Hard".

Change Weights for Grading	
TCR	<input type="text" value="15"/> %
ROMI	<input type="text" value="25"/> %
Score	<input type="text" value="25"/> %
Net Revenue	<input type="text" value="35"/> %
Total	100%

### 2.2.7.OTHERS

The “Active Sessions Page” link in the sidebar takes you to the page where you can see all of your active sessions.

When you click on the “Employer: Your Name” link and expand the menu, you can see the option to log out from your account.



## 3. OPTIONAL PARTS

Please keep reading if you would like to read our experience-based opinions about how to incorporate this simulation into your course/class/training program. If you already have a plan in your mind, you may skip this section.

### 3.1.COURSE/CLASS/TRAINING PROGRAM/ASSESSMENT PROCESS INTEGRATION

If you plan to use our simulation in a class/course, we recommend that your students form groups of **3 to 5 people** to participate in Conquer the Internet®. While it is possible to participate in our simulation individually, for applications in universities, we recommend forming groups to facilitate teamwork. For companies, if you plan to use our simulation as a training tool, our advice is the same. However, individual participation would be a better option if you intend to use Conquer the Internet® as an assessment tool.

We have different recommendations for incorporating Conquer the Internet® Digital Marketing Simulation into your course/class/training program based on how many decision rounds there will be in the session.

For candidate assessment, we recommend that the session be set up as one day assessment. Please find below the timetable example:

<b>Candidate Assessment – Single Day</b>		
	<b>Before the session becomes active</b>	<b>Day 1</b>
<b>Progress</b>	Inspect the preparation account and take notes	Submit decisions for the actual simulation session
<b>Time Needed</b>	1-2 hours	3 hours

If you would like to utilise Conquer the Internet® synchronously during class hours we suggest allocating a total of 3.5 - 4 hours:



<b>Synchronous Application</b>			
	<b>Before the session becomes active</b>	<b>Synchronous Application</b>	<b>Synchronous Application</b>
<b>Progress</b>	Inspect the preparation account and take notes (as homework)	Submit decisions for the actual simulation session (during class time)	Live discussion session (during class time)
<b>Time Needed</b>	1 hour	3 hours	30 min – 1 hour

If you would like to utilise Conquer the Internet® asynchronously we suggest allocating one week for the simulation, and 30min – 1 hour the following week for live discussion.

<b>Asynchronous Application</b>			
	<b>Before the session becomes active</b>	<b>Week 1</b>	<b>Week 2</b>
<b>Progress</b>	Inspect the preparation account and take notes	Submit decisions for the actual simulation session	Live discussion session
<b>Time Needed</b>	1 hour	3 hours	30 min – 1 hour

If you would like to Conquer the Internet® to be a separate course, a term-long supplement for your course/class, or a long training program, we recommend the session to be set up for four to twelve rounds of competition:

<b>Separate Course/Class or a Term-Long Supplement for a 15 Week Long Term</b>							
	<b>Before the session becomes active</b>	<b>Week 1</b>	<b>Week 2</b>	<b>Week 3</b>	<b>Week 4</b>	<b>Week 5-6-7-8-9-10-11-12-13</b>	<b>Week 14</b>
<b>Progress</b>	Inspect the preparation account and take notes	First round decisions	Analyse the first round decisions and adjust the strategy for the second round decisions	Same as the previous round	Same as the previous round	Same as the previous round	Live discussion session. Overall evaluation of the participants
<b>Time Needed</b>	1-2 hours	3 hours	1-2 hours	1-2 hours	1-2 hours	1-2 hours	1-2 hours

<b>Separate Course/Class or a Term-Long Supplement for a 10 Week Long Term</b>							
	<b>Before the session becomes active</b>	<b>Week 1</b>	<b>Week 2</b>	<b>Week 3</b>	<b>Week 4</b>	<b>Week 5-6-7-8-9</b>	<b>Week 10</b>
<b>Progress</b>	Inspect the preparation account and take notes	First round decisions	Analyse the first round decisions and adjust the strategy for the second round decisions	Same as the previous round	Same as the previous round	Same as the previous round	Live discussion session. Overall evaluation of the participants
<b>Time Needed</b>	1-2 hours	3 hours	1-2 hours	1-2 hours	1-2 hours	1-2 hours	1-2 hours

If you prefer to use the simulation as a supplementary tool for the subjects you teach on a weekly basis, you can opt for a slower pace by activating a single stage every week or every two weeks:

Supplementary Tool for a 10 Week Long Term									
	Before the session becomes active	Week 1 & 2	Week 3	Week 4	Week 5 & 6	Week 7	Week 8	Week 9	Week 10
<b>Progress</b>	Inspect the preparation account and take notes	Analysis of the "Overview" page & Decisions for the Search Engine Marketing stage	E-Mail Marketing	Forums & Chat Rooms	Social Networks	Celebrity Endorsement	Mobile Marketing	Crisis Management	Live discussion session. Overall evaluation of the participants
<b>Time Needed</b>	1-2 hours	1 hour	15 minutes	15 minutes	3 hours	45 minutes	1 hour	1 hour	1-2 hours

If Conquer the Internet® will be used as a weekend training program, the recommended timetable would be as follows:

Weekend Training Program			
	Before the session becomes active	Day 1	Day 2
<b>Progress</b>	Inspect the preparation account and take notes	Submit decisions for the actual simulation session	Live discussion session
<b>Time Needed</b>	1-2 hours	3 hours	2 hours

Please be aware that all the figures provided above are merely recommendations. We can customise sessions with varying time frames based on your expectations and requirements. Feel free to reach out to us, and we can discuss how to tailor a highly efficient session to meet your specific needs.

### 3.2.HOW TO SET UP A SESSION

Please find below the process of how a Conquer the Internet® Digital Marketing Simulation session works:

**Step 1** – Agreement between our company and your institution/company regarding the details of the simulation.

**Step 2** – Decision on the dates between which the simulation will stay active—the decision about the date(s) of the live discussion session(s).

**Step 3** – Creation of the usernames for the participants and the employer/academic account.

**Step 4** – Participants review the presentation file and familiarise themselves with the simulation using the preparation account.

**Step 5** – The simulation becomes active, and we follow the participants’ progress. We discuss their strategies and results in the live discussion session(s) if there are any.

**Step 6** – The final live discussion session during which we discuss the overall strategies and the participants’ results.

**Step 7** – We gather feedback from the participants and the academics/employers regarding their experience of Conquer the Market® (**Optional**).

### 3.3. QUIZZES

If you would like to assess how well the simulation participants have grasped the basic digital marketing concepts included in the simulation or whether they can correctly evaluate the results of their annual decisions, we would be happy to provide you with quizzes.

## 4. ABOUT US

### 4.1. CONQUER THE INTERNET®

Conquer the Internet® was created by [Marcade](#), a company that specialises in creating interactive, multi-stage, gamified, competitive marketing simulations using real-life scenarios. Seasoned marketing professionals with both deep academic knowledge of the field and vast marketing experience in various sectors and renowned marketing professors took part in the creation process of Conquer the Internet®.

The algorithm of Conquer the Internet® consists of the theoretical and academic foundations of digital marketing and the evolution of real-life data from actual companies in a way that can reveal a predictive mechanism after going through intense statistical and mathematical analysis processes. We take pride in our algorithm because we can ensure that it delivers the same results you would get when you manage a digital marketing department in real life. Our algorithm has been extensively tested and continuously updated in line with the latest developments in the field of digital marketing.

Conquer the Internet® can be used by universities, HR departments and marketing departments of companies. Our simulation combines academic knowledge with real-life scenarios and helps you experience how theoretical knowledge is utilised in solving real-life digital marketing problems.

Therefore, undergraduate and postgraduate (including MBA and EMBA) students are encouraged to participate in our simulation. Conquer the Internet® assists you gain digital marketing experience without taking the actual risk. In real life, a very wrong digital marketing decision might cost your company millions or even billions of dollars and cause you to lose your job. But in our simulation, all that happens is you get a lower score. So, no risk but much experience.

Digital marketing departments of companies can use our simulation to experience new scenarios, expand the digital marketing knowledge of their employees, and strengthen their teamwork skills.

Human resources departments can use Conquer the Internet® as a training program, conduct an interview for digital marketing department applicants, or conduct cross-functional transition interviews for current employees. It is an excellent tool for technical and personal assessment.

We also offer the chance for universities/companies to be part of an interuniversity/intercompany competition to gauge where they stand among their counterparts.

**Conquer the Internet®** is a digital marketing and digital marketing metrics simulation that includes digital marketing decisions about Search Engine Marketing, E-Mail Marketing, Forums and Chat Rooms, Social Networks, Celebrity Endorsement, Mobile Marketing, Crisis Management, and the measurement of 20 different digital marketing metrics such as CPC, Impressions, CTR, TCR, Clickthroughs, CPM, Reach, Average Frequency, Conversions, Bounce Rate, Engagement Rate etc.

In addition to the above, we offer optional **live discussion session(s)** during or after a session. We answer all questions participants have in their minds after they complete the simulation or a round.

## 4.2.MARCADE

**Marcade** is a subsidiary of **Rigel & Crew Marketing Consultancy**, a company that offers 360 degrees marketing consultancy. **Marcade** specialises in creating interactive, multi-stage, gamified, competitive marketing simulations using real-life scenarios.

As Rigel & Crew, we have been assisting actual companies to improve their marketing efficiencies and efficacies. We have been doing this for many years now. The ROI figures we have achieved for our clients are much higher than our competitors.

In addition, we have accumulated a great deal of experience in various sectors over the years. In brief, we know what we are doing, and we decided to share what we know with people who would like to gain experience in the field of marketing. We value education above everything. Therefore, as Rigel & Crew, we decided to share our expertise and knowledge to assist people in becoming more qualified marketing professionals. Thus, Marcade was born.

We currently offer three different marketing simulations:

The details of **Conquer the Internet®** are explained in the previous pages. Please click [here](#) for more information.

The difficulty level for this simulation is: **Easy**. Participating in the simulation requires no prior marketing or digital marketing knowledge.

**Conquer the Market®** is a brand management, new product development and marketing management simulation that has three stages; Market Research, Shaping the Product, and Marketing Plan. Conquer the Market® is a simplified version of Conquer the World®. In addition to Conquer the World®'s target segment, it is also suitable for people with more limited knowledge in the field of marketing and for people who would like to experience how it feels like to work in a marketing department to decide whether they would like to become a marketing professional or not.

The difficulty level for this simulation is: **Medium**. Understanding of basic marketing concepts would be helpful in Conquer the Market®.

Our most comprehensive simulation is **Conquer the World®**. Conquer the World® is not an introductory simulation to the marketing field. If you would like to decide whether a career in marketing is for you, you should participate in our other simulations.

So, how does Conquer the World® differ from other marketing simulations?

Conquer the World® is for people who already know that they would like to be marketing professionals or already are. This simulation has a high difficulty level and requires prior knowledge in the marketing field.

- Participants compete in the global market in **Conquer the World®**. The competition takes place globally, not in a domestic market
- Participants are responsible for the composition of the global marketing department as well
- Participants decide on the training & development activities for their companies' marketing departments
- **Conquer the World®** includes advanced marketing research options such as conjoint analysis, Van Westendorp PSM etc.
- **Conquer the World®** offers very detailed marketing analytics & conventional marketing metrics & digital marketing metrics (more than 30 metrics measured annually)
- **Conquer the World®** includes decisions about very detailed product features
- **Conquer the World®** includes advanced technical analyses
- **Conquer the World®** includes an integrated stock market
- **Conquer the World®** has comprehensive conventional & digital marketing decisions
- **Conquer the World®**, based on how the simulation is set up, offers **one to twelve years** of competition within the simulation
- **Conquer the World®** has more than 600 decisions to be made by each participant
- **Conquer the World®** can be a separate course or a supplementary tool for marketing classes, a short or long-term training program, or an assessment tool for companies

- **Conquer the World®** has a modular structure; in other words, we can add new modules and features to our simulation on demand. We can create a tailor-made simulation for your university/company
- **Conquer the World®** has a total runtime of 12 to 110 hours based on how the session is set up

In Conquer the World®, there are decisions related to various subcategories of marketing and related fields, such as:

- Brand Management
- Channel Marketing
- Digital Marketing
- Event Management
- HR Activities for Marketing
- Marketing Analytics
- Marketing Communications
- Marketing Management
- Marketing Metrics
- Market Research
- Marketing Research
- Negotiation Analysis
- New Product Development
- POP Management
- Product Management
- Social Media Management
- Statistics for Marketing
- Strategic Marketing
- Time and Budget Management
- Trade Marketing

Conquer the World® is a complete marketing suite for your courses and a perfect technical assessment/training tool for companies.



The difficulty level for Conquer the World® is: **Hard**.

All of our simulations are interactive, multi-stage, gamified, and competitive.

The data and results in our simulations are taken from real life and actual companies. Participants of our simulations make decisions in a real-life context.

In addition, we offer optional live discussion sessions. We answer all questions participants have in their minds after they complete a simulation or a round. We explain the reasoning behind participants' results in a live discussion session.

Also, our simulations have received overwhelmingly positive feedback at undergraduate and postgraduate levels and companies so far, which means they have been extensively tested and verified. You can use them in your classes/courses/company without hesitation or doubt.

Our current NPS (Net Promoter Score) stands at 96.

Undergraduate and postgraduate students from prestigious universities (such as Universidad de Navarra, home to IESE Business School, which was ranked [#1 in the world](#) for its full-time MBA by The Economist), and marketing professionals from multinational companies (such as Danone, Inditex, Novartis) have been participating in our simulations since our company was established.

As of 2024, we have successfully implemented our simulations with companies and universities across four continents and in numerous countries.

Please click [here](#) for more information about Marcade and our simulations.