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SIMBOUND

Digital Marketing Simulation



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Simbound Digital Marketing Simulation

Cluj-Napoca

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1. Introduction

Introduction



1. Introduction to Simbound

1.1 Overview

Welcome to Simbound, the digital marketing simulation game!
Let's explore the world of Simbound! The first step is to explain how the simulation works:

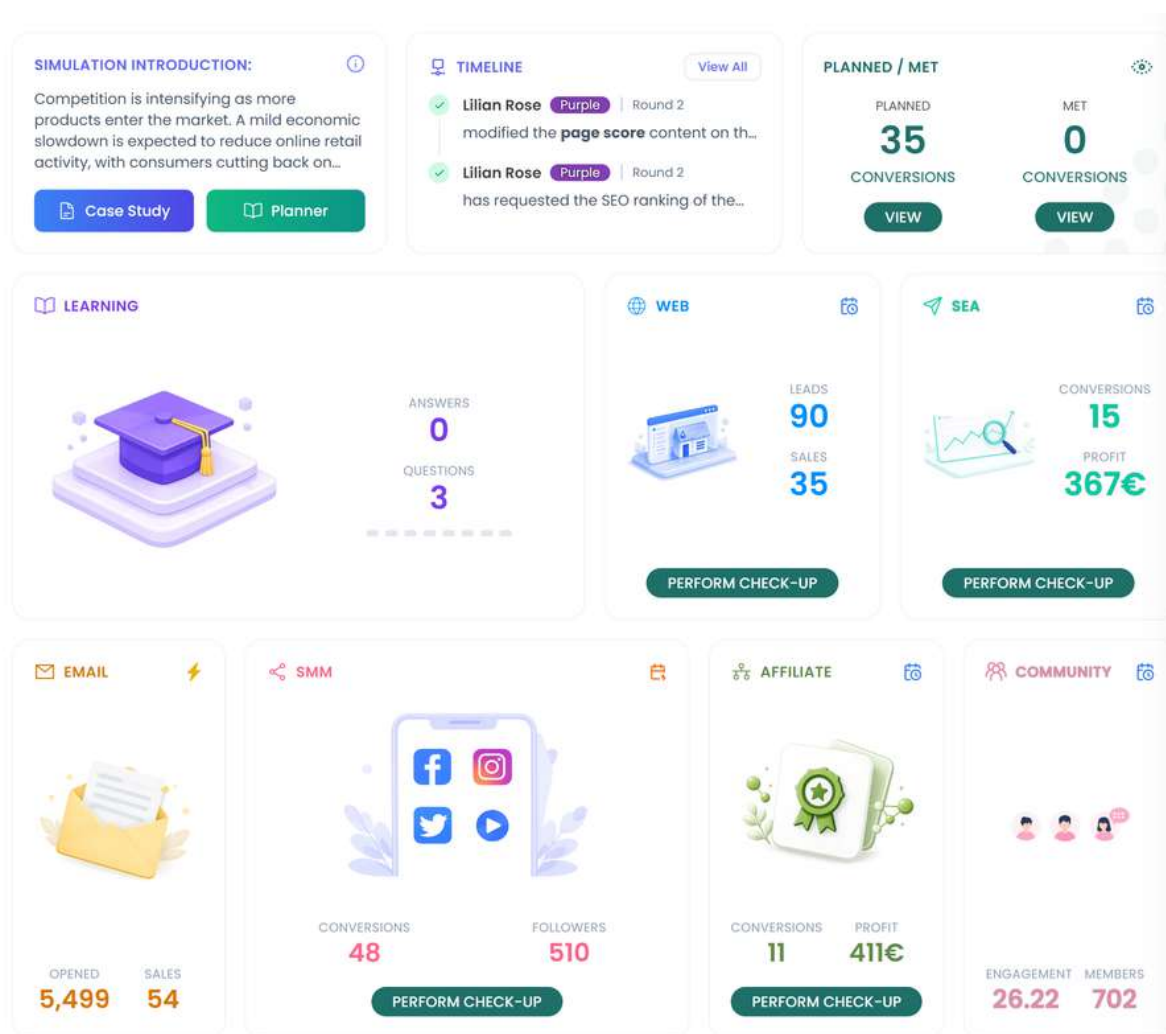
Simbound is a risk-free environment for creating Internet marketing. It allows users to create new marketing content alongside their peers. You will measure the reach and impact of your marketing decisions based on the results of the simulation. When you use the Simbound software, you are not spending a real budget and you are not affecting the image of a real brand, so feel free to experiment and be creative.

The simulation is a competition in which you can participate either as part of a team or as an individual. Each simulation contains a number of rounds, each with its own time limit. If you are playing alone, you can move through the rounds at your own pace. Your instructor will determine the total number of rounds in the simulation.

Each round presents a new set of conditions and challenges that require you to respond with analysis, creative thinking, and timely execution, just as you would in real-world situations. A round ends when its deadline is reached, or

2. Simulation dashboard

In the Simbound dashboard, students can access various sections that provide essential tools and information for managing their marketing campaigns. The main dashboard includes links to the following key areas: Website, Search Engine Advertising (SEA), Email Marketing, Social Media Marketing (SMM), Affiliate Marketing, Community Management and Planner section.



3. Learning

The learning quiz in Simbound is designed to test students' understanding of the simulation and the concepts related to digital marketing. It helps participants assess their knowledge and grasp of the various marketing strategies and tools available within the simulation environment.

Learning

Tests Reflect Quiz

1. What topic is not available in the Simbound Simulation?

- ☐ Search Engine Marketing ☐ Website Management ☐ E-mail newsletters ☐ Influencer Marketing

2. In order to obtain the best results you must save your decisions:

- ☐ Before each current round deadline ☐ After each current round deadline ☐ At any time
☐ Once at the beginning of the game

3. The timeline displays information belonging to users'

- ☐ Actions ☐ Status updates ☐ Simulation results ☐ Preferences

4. How many web pages can you create in Simbound?

- ☐ 3 ☐ 5 ☐ 20 ☐ Less than 100

5. In Simbound you can check traffic statistics for each webpage.

- ☐ True ☐ False

6. Which metric is not available under website analytics?

- ☐ Conversions ☐ Leads ☐ Visits ☐ Device Type

7. In Simbound you can pay to get Referral traffic

- ☐ True ☐ False

4. Planner

The Planner section in Simbound is a tool designed to organize and manage marketing operations. It provides an overview of marketing strategies and helps participants monitor various aspects of their campaigns.



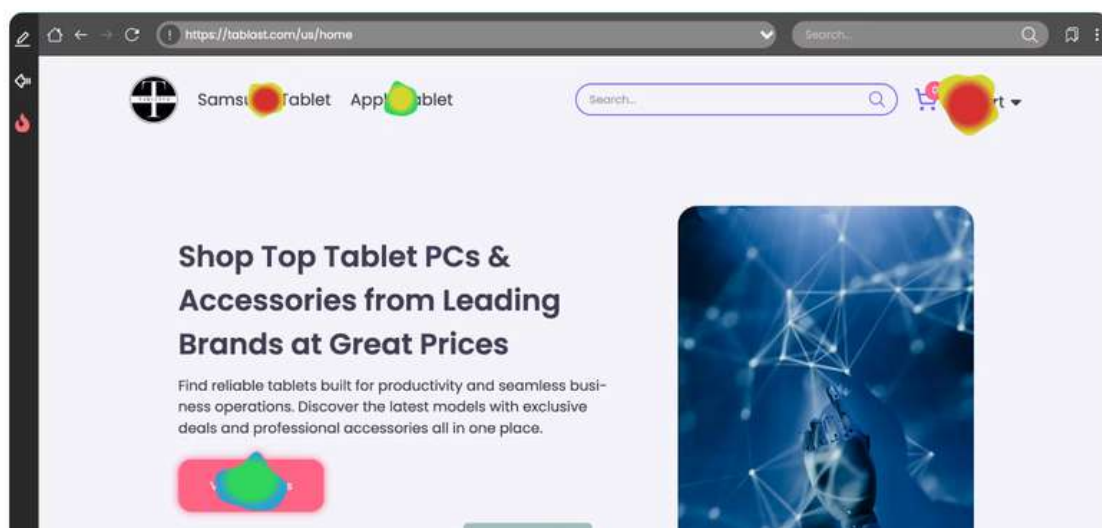
4. Website module

Website Guide



2.1 Introduction

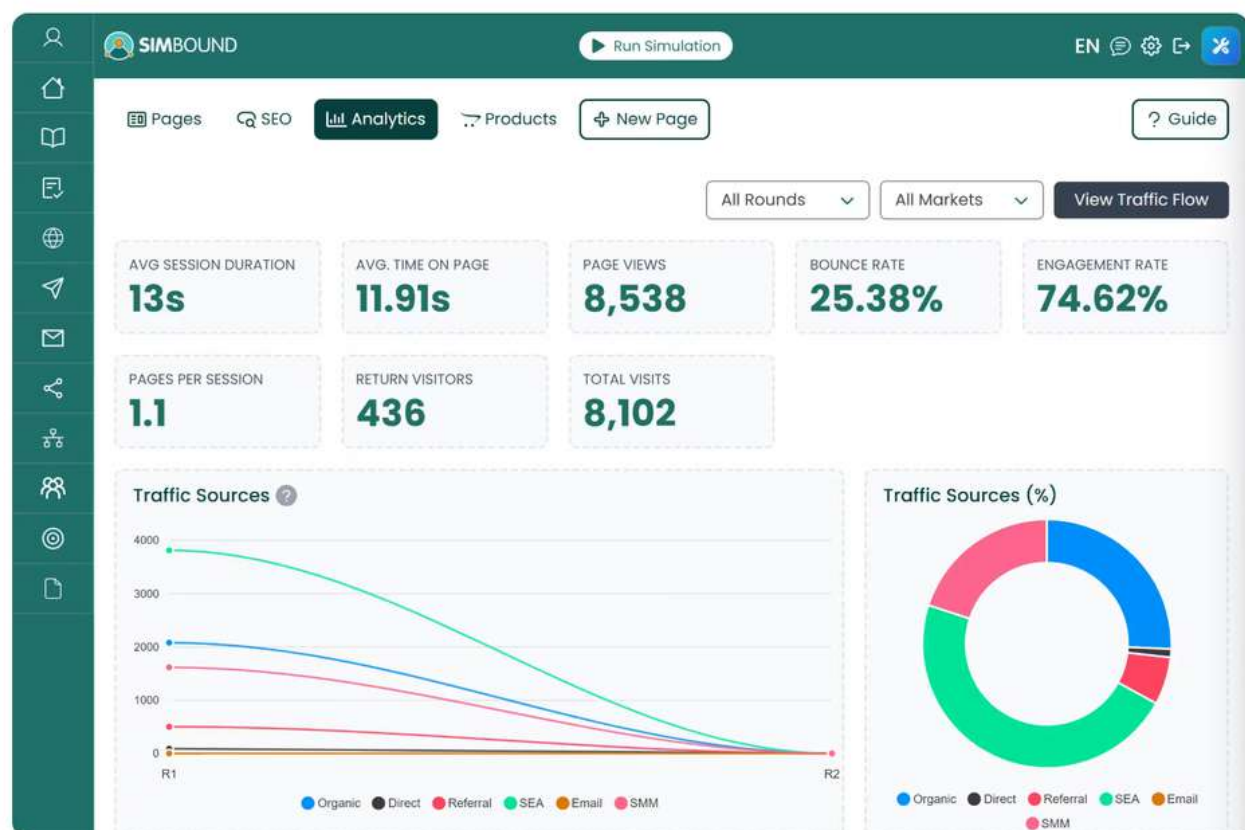
Websites are the cornerstone of your marketing strategy. This section of the guide explains how to create a well-designed website that effectively reaches and engages your target audience using the appropriate types of content marketing and page formats. A professionally built website can boost brand awareness, showcase your products, and drive online sales. The overall quality of your website will directly impact your performance both within the website results and across other marketing channels in the simulation.



The SEO section of the Website simulation helps you track both On-Site issues and Off-Site SEO activities, like inbound links, along with your average search rankings for various keywords.

You will need to watch out for broken links on your website and also try to optimize pages which have long loading times, as well as have an understanding on how much time the virtual visitors will spend on your website. You should monitor your website's presence in search engine results pages and also mentions of your brand in AI-generated answers.

2.4 Analytics



This section will help you better understand how visitors are interacting with your website and identify possible improvements. The data here can be segmented based on the source of traffic the market down to page-level data. Do check back here after every round to see how the numbers have changed and try to improve on key metrics such as: average session time, page views and returning visitors.

You will also have access to clickmaps which highlight where most user activity takes place on your website pages.

5. SEA module



3.1 Baigoo, the Search Engine in Simbound

In the previous section, you learned how to set up pages for your website. In this section of the guide, you will learn how to increase the visibility of your website pages in two ways: by improving your website's ranking in search results compared to other websites, and by displaying contextual ads using Baigoo, the search engine in the simulation.

You may have noticed that each page on your website has a progress bar next to it. This indicates the degree to which you have used the many content sections available for your web page. A well-designed page with informative content will generally produce better exposure and attract more traffic as a result of your website's relative position to other websites in the Baigoo search results pages. As a direct result of better placement of your website, you can generally expect to receive more organic (free) traffic, which is more diverse in terms of the originating audience and their preferences.

Search engines can change the rules of how content is ranked on their platforms, so you may want to consider additional methods for gaining exposure. One of them is paid advertising. In the simulation, you will work with placing different ads on the search results pages of Baigoo. You will learn how to do this step by step in the following subsections of the guide.

6. Email module

Quick Guide and Introduction

Keeping your customers and prospects informed through email is a great way to enhance your communications and consolidate other marketing channels. With Email Marketing Simulation, you can create customized messages, send periodic newsletters, run promotions, announce new company or community milestones, and inform your audience of new environmental, social, and governance initiatives.

Sending frequent emails to your engaged contacts will help you build awareness. This will ultimately lead to new conversions.

Good to know: E-mail simulation results are available soon after sending the e-mail and cannot be deleted.

What to expect

A good email marketing campaign will generate a high number of opens or views, be engaging enough for virtual subscribers to click through to your content, and provide good value so that it leads to conversions or purchases. Here is what you can expect:

Typical open rates for emails usually range from 1 to 50%. This is influenced by the subject line, the frequency of your emails, and the perception of your company.

The click-through rate of an email can range from 0 to 20% or more. This is influenced by the content and scope of the campaign.

The number of conversions obtained will depend on the conditions presented in the email, such as price, types and number of products as well as the audience receiving the email.

Please note that there is **a limit of 18 E-mails** which you can send each round.

Email templates are designed to facilitate the creation of effective email marketing campaigns

← Editing the ESG Impact e-mail template

+ VERSION B

SAVE

Your Weekly Newsletter



We support education by adhering to the global **Learn by Doing** initiative. This promotes the development of inclusive and high-quality learning through technology which allows learning at a distance. This reduces CO2 emissions associated with remote learners traveling to and from their schools.

Call To Action

Thank you for being a valued subscriber

Purple, Postal code: 555212
Street XXX num: 91

[Unsubscribe](#)

Header & Logo

Image

Call To Action

Text

Video

Footer & Logo

7.SMM module

Creating a New Ad Campaign

 **Social 1** ^

NEW FOLLOWERS: 10

CLICKS: 974

CONVERSIONS: 48

Feed

New Ad

Campaigns

Ads

Products

Posts

Audiences

Guide

New Ad Campaign

Create a social media Ad campaign to begin promoting your products.

Market ?

UK

Campaign Name

New Campaign

Campaign Goal

Maximize number of conversions

? Budget (Available: 4975 | Allocated: 2125 | Expended: 400)

Round 2

300

Round 3

300

Round 4

300

Round 5

300

Audience (13,375,870)

Urban

Suburban

Rural

18-24

25-34

35-44

male

female

non_binary

High School/Some College

Bachelor's Degree

Master's Degree or PhD

Healthcare

Finance/Legal

Retail/Service

Education/Academia

Creative/Media

Health

Self Employed/Freelance

Student

Technical/IT

Health

✓

Select your ad campaign targeting criteria.

Audience Name

Save Audience ?

✓

Ad Setup

Configure products and creatives.

>>

Reset

Save

What to expect when running Social Media Ads:

The click-through rate of a social ads campaign can vary considerably, from 0% to 10% or more. This is dependent on a number of factors, including the scope and settings of the campaign, the audiences selected, and the timing of the campaign. The content, products, pricing, and scope of the campaign all contribute to the probability of a successful outcome.

5. Budget Allocation

- **SMM Budget:** The SMM budget covers both SMA (Social Media Advertising) and Social Media Posts, and can be allocated entirely to either or both.
- **SMA Spending Rules :** Each round has a maximum budget determined by dividing the total SMM budget for the game by the remaining rounds. If playing in teams, any member of the team can use this entire amount for SMA campaigns.
- **Social Posts Spending Rules:** The maximum budget which can be allocated is calculated based on the number of rounds left. Each team member can spend an equal share of the round's SMM budget (e.g., for a 3-member team, divide the max round budget by 3) to boost one of their own organic posts. To invest fully in Social Media Posts, all team members must have posted at least once and use their entire share to boost their own content.
- **Carryover of Unused Budget:** Unlike with the SEA (Search Engine Advertising) simulation, any unspent SMM budget from a round can be carried over to future rounds.

6. Results

After the ads are set up and the simulation is run, or after the deadline for the round is reached, you will be issued with the campaign results.

8. Affiliate module

Affiliate Marketing Simulation Guide



Quick Guide and Introduction

You can use the Affiliate Campaign Manager to drive new traffic to your website.

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Cookie Lifespan ?

☐ 1 Rounds ☐ 2 Rounds ☐ 3 Rounds ☒ 4 Rounds

Promotion Budget ?

R1 (62 / 1000)	R2 (262 / 1000)	R3 (262 / 1000)	R4 (262 / 1000)	R5 (262 / 1000)
0	200	200	200	200

Select Page

Select



Cancel

Save

3. Cookie Lifespan

When an affiliate marketer starts to promote your products on their website they will use their own unique Affiliate ID that is stored within a browser cookie which is then placed on potential shoppers computers and other devices as soon as they visit the website of the affiliate. Once a potential client clicks on a link and gets taken to your own website the client will be attributed to the correct affiliate (first-attribution model). This will work even if the client does not click on the link immediately and e.g. comes back to your website a few days later to make the purchase.

Here you need to specify the time length for the validity of the cookie.

Every sale that will happen during this time period, stated in rounds, will:

- be attributed to the affiliate marketer
- will command that you pay the set commission, even if the same client purchases multiple products of the same kind during different periods (rounds)

Please note: The set time span of the cookie cannot be extended beyond the amount of rounds remaining in the simulation.

4. Promotion budget

In each round you have the choice of providing a small boost to your affiliate campaign by helping the affiliate marketing partners to promote their websites. The budget amount that you specify here for will be transferred over to the affiliate marketer that obtains the best results in every round. Thus by setting up a competitive arena for affiliate marketers you encourage the prioritization of your own offer above other deals they might have with other companies such as yours. Affiliates will then use this budget to invest in better graphics, or new services such as ads that will eventually bring more visitors to their website or they could use this budget to present their audience members with small gifts or vouchers.

9. Community module

Introduction

Welcome to the community management simulation where you can enhance your brand's marketing presence by creating and managing various online communities for virtual members. The purpose of this simulation is to encourage the exploration of alternative approaches to digital marketing while covering topics such as gamification, community management skills, and collaboration with others.

There are 4 different types of communities:

1. **Support Community** - This will help you improve the overall customer perception of your brand. By having high levels of engagement between members, you will stimulate the best outcome
2. **Marketplace** - This community helps past and present customers exchange used products and provide small services to each other. Running a successful marketplace can unlock a new source of revenue and also improve your environmental brand score
3. **ESG Community** - This community highlights members' actions and participation in environmental, social, and governance activities, helping to improve the overall ESG score of your company
4. **Insight Community** - This community helps you conduct market research and identify new consumer trends. Be careful, as some of the results and insights from these studies may not always be present in the actual market conditions.

? AVAILABLE BUDGET: 1000

Community Type

Select the type of the community

Support



Improve brand perception, reduce negative sentiment and complaints

? COMMUNITY COST: 250

Marketplace



Invite your customers and members to exchange or sell services and products in a safe environment

? COMMUNITY COST: 500

ESG



Increase how members engage with and recognize your brand in environmental, social, and governance efforts

? COMMUNITY COST: 375

Insight



Learn about various market segments and their preferences. Collect customer feedback and ideas for new products and services

? COMMUNITY COST: 625

10. Results page

The results page in the Simbound simulation provides a comprehensive overview of your performance across various marketing sections, including Website, Search Engine Advertising (SEA), Social Media Marketing (SMM), Email Marketing, Affiliate Marketing, and Community Management.

Results

Decisions Web SEA E-mail SMM Community Affiliate ESG Rankings

Restart Round

Round 1

Profit / Conversions



Email Conversions Market Share



E-mail Results

Download

Round / Team	Opened	Open Rate	Clicks	CTR	Conversions	Value	Unsubscribed
ROUND 1							
● Purple	5,499	6.70%	733	13.30%	54	2,700.00 €	103
TOTAL	5,499	6.66%	733	13.33%	54	2,700.00 €	103

11.Resources

Case Study



Welcome to Tabletto

Tabletto is an online e-tailer which sells a wide range of Tablet PCs and accessories. Our mission is to make information easily accessible to people all over the world.

Tabletto is a founding member of the Read to Succeed Foundation, through which we donate tablets to schools in need. We also host a series of digital authoring workshops at our headquarters periodically.



Task Overview

You will be responsible for promoting and selling our line of Tablet PC products online in two geographic markets. You can choose which products you want to promote and sell.

You will carry out this learning activity by creating websites and placing paid ads on a simulated search engine called Baigoo, as well as send email newsletters to eager Tabletto subscribers. You will also have the opportunity to set up affiliate partnerships and post updates and set up ads for social media users.

Your actions will be compared to the marketing done by the other teams in the game. There is a world of opportunity waiting for you, and there are many ways in which you can differentiate yourself and gain success.

Any commercial or brand name is the property of their respective holders.