

## **THE LEAD ROSTER B2B SALES & MARKETING SCHOLARSHIP**

### **Who Is Eligible:**

The Lead Roster B2B Sales & Marketing Scholarship is a highly competitive award for high school and college students interested in sales & marketing. Unlike most scholarships which require a simple essay and "good luck" to win, the Lead Roster scholarship puts the tools for winning in your hands by judging your entry on your ability to market and sell your own ideas!

Students applying must submit the URL of a video they have uploaded to YouTube where you explain, present, convince, inspire, entertain, market and/or sell us your reason why you deserve to win this scholarship. The video can be anything that you feel will compel us to choose your entry as long as it has "Lead Roster Scholarship" in the title and is publicly viewable.

Studying in the fields of Business, Marketing, Computer Science, Communications, or IT are recommended but not required. Being passionate about communicating your ideas is an absolute must. We are always excited to see what the next generation of business leaders will do to create a winning video!

### **Requirements:**

**Deadline:** 12/20/2017 Base on last year deadline

**Amount:** \$1000

### **How to apply:**

To apply go to <https://www.leadroster.com/?scholarship>

## **THE PUBLICITY.AI SEO & CONTENT MARKETING SCHOLARSHIP**

A \$1,000 Scholarship for Emerging Marketing Geniuses

The Publicity.ai SEO & Content Marketing Scholarship is a highly competitive award for high school and college students interested in SEO and content marketing. Unlike most scholarships, which simply require good luck to win, the Publicity.ai scholarship puts the tools for winning in your hands by judging your entry on your ability to appreciate and explain genius marketing!

Students applying must submit a brief essay explaining the best use of content marketing --the act of producing content to compel your audience to appreciate and share it-- that they have seen. In 5 paragraphs or less, you should share what you saw (feel free to link to it if its online), how it made you feel, the call-to-action, and ultimately explain why a certain marketing campaign was the best use of content marketing that you have ever seen for the purposes of achieving business goals (typically increasing revenue and profits).

Studying in the fields of Business, Marketing, Computer Science, Communications, or IT are recommended but not required. Being passionate about appreciating great marketing is an absolute must. We are always excited to see what the next generation of marketing leaders thinks is great content!

This is a \$1,000 scholarship, and is awarded on December 20 of each year.

*The deadline to apply for this scholarship is December 15 of each year. <https://publicity.ai/?scholarship>*