

marketingplan

Name: _____

DUE: _____

ADVERTISING ASSIGNMENT MENU:

Circle your choice of the following marketing tactics. Read the requirements for each and begin planning.

<p>LARGE POSTER AND SMALL FLIER Create an 11x17 Poster (portrait or landscape) to be hung in prime locations around the school. Create a business card-sized flier (10 copies per page) and distribute to students like a note.</p> <p>Sized Correctly ✓⁺ ✓ ✓⁻ x</p> <p>Clear Message ✓⁺ ✓ ✓⁻ x</p> <p>High Quality ✓⁺ ✓ ✓⁻ x</p> <p>Appeal/Effectiveness ✓⁺ ✓ ✓⁻ x</p> <p>Eye Catching ✓⁺ ✓ ✓⁻ x</p>	<p>THREE ENGAGING SOCIAL MEDIA POSTS Create and post quality content across social media platforms. Design posts that are unique to our school and will promote yearbook sales. How will the viewer be engaged with your content?</p> <p>Appropriate Size ✓⁺ ✓ ✓⁻ x</p> <p>Clear Message ✓⁺ ✓ ✓⁻ x</p> <p>High Quality ✓⁺ ✓ ✓⁻ x</p> <p>Appeal/Effectiveness ✓⁺ ✓ ✓⁻ x</p> <p>Eye Catching ✓⁺ ✓ ✓⁻ x</p>
<p>VIDEO COMMERCIAL Create a 30 second - 1 minute entertaining video to promote yearbook sales. Post and share video on social media platforms.</p> <p>Correct Length ✓⁺ ✓ ✓⁻ x</p> <p>Clear Message ✓⁺ ✓ ✓⁻ x</p> <p>High Quality ✓⁺ ✓ ✓⁻ x</p> <p>Appeal/Effectiveness ✓⁺ ✓ ✓⁻ x</p> <p>Attention Grabbing ✓⁺ ✓ ✓⁻ x</p>	<p>SET OF THREE MEMES Create three unique memes to promote yearbook sales. Make them personalized to our school. Post memes on social media platforms.</p> <p>Sized Correctly ✓⁺ ✓ ✓⁻ x</p> <p>Clear Message ✓⁺ ✓ ✓⁻ x</p> <p>High Quality ✓⁺ ✓ ✓⁻ x</p> <p>Appeal/Effectiveness ✓⁺ ✓ ✓⁻ x</p> <p>Eye Catching ✓⁺ ✓ ✓⁻ x</p>
<p>TWO SCHOOL ANNOUNCEMENTS Write and record scripts for two 30 second radio ad-quality announcements to promote yearbook sales.</p> <p>Correct Length ✓⁺ ✓ ✓⁻ x</p> <p>Clear Message ✓⁺ ✓ ✓⁻ x</p> <p>High Quality ✓⁺ ✓ ✓⁻ x</p> <p>Appeal/Effectiveness ✓⁺ ✓ ✓⁻ x</p> <p>Attention Grabbing ✓⁺ ✓ ✓⁻ x</p>	<p>WALKING BILLBOARD AT TWO EVENTS Turn yourself into a billboard and promote sales. Sign-up for two school events and approach as many people as possible to buy a yearbook. Document yourself at the event interacting with people. Directing someone else would also be accepted.</p> <p>Creativity ✓⁺ ✓ ✓⁻ x</p> <p>Clear Message ✓⁺ ✓ ✓⁻ x</p> <p>High Quality ✓⁺ ✓ ✓⁻ x</p> <p>Appeal/Effectiveness ✓⁺ ✓ ✓⁻ x</p> <p>Attention Grabbing ✓⁺ ✓ ✓⁻ x</p>

