# marketingplan

Name: _			
DUE:			

#### ADVERTISING ASSIGNMENT MENU:

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

## 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.

Sized Correctly	✓+	~	✓-	x
Clear Message	✓+	~	<b>~</b> -	×
High Quality	✓+	•	<b>~</b> -	x
Appeal/Effectiveness	<b>✓</b> <sup>+</sup>	~	✓-	×
Eye Catching	✓+	~	<b>/</b> -	x

#### 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?

Appropriate Size	✓+	~	✓-	X
Clear Message	✓+	~	<b>~</b> -	×
High Quality	✓+	~	<b>~</b> -	X
Appeal/Effectiveness	✓+	~	✓-	×
Eye Catching	✓+	•	<b>~</b> -	X

### **VIDEO COMMERCIAL**

Create a 30 second - 1 minute entertaining video to promote yearbook sales. Post and share video on social media platforms.

Correct Length	✓⁺	•	✓-	×
Clear Message	✓+	~	<b>~</b> -	×
High Quality	✓+	~	<b>~</b> -	×
Appeal/Effectiveness	✓+	~	✓-	×
Attention Grabbina	<b>~</b> +	~	<b>~</b> -	×

## **SET OF THREE MEMES**

Create three unique memes to promote yearbook sales. Make them personalized to our school.

Post memes on social media platforms.

Sized Correctly	✓+	•	✓-	X
Clear Message	<b>✓</b> +	~	<b>~</b> -	×
High Quality	<b>✓</b> +	~	<b>~</b> -	×
Appeal/Effectiveness	✓+	~	<b>~</b> -	×
Eve Catchina	<b>/</b> +	/	<b>/</b> -	¥

## TWO SCHOOL ANNOUNCEMENTS

Write and record scripts for two 30 second radio ad-quality announcements to promote yearbook sales.

Correct Length	✓+	~	✓-	X
Clear Message	✓+	~	<b>~</b> -	x
High Quality	✓+	~	<b>~</b> -	×
Appeal/Effectiveness	<b>✓</b> <sup>+</sup>	~	✓-	×
Attention Grabbing	✓+	•	✓-	X

## 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.

Creativity	✓⁺	~	✓-	X
Clear Message	✓+	•	✓-	x
High Quality	<b>✓</b> <sup>+</sup>	•	✓-	x
Appeal/Effectiveness	✓+	•	<b>~</b> -	x
Attention Grabbing	✓+	•	✓-	X

AAINI CONCERT/IREAS DE CRECIEIO	WILLIAM IC VOLID CLEAD MESS A COL
MAIN CONCEPT/IDEA? BE SPECIFIC.	WHAT IS YOUR CLEAR MESSAGE?
/HAT IS THE APPEAL TO STUDENTS?	HOW WILL YOU ATTRACT ATTENTION?
.CIION SIEPS: From stat to finish, explain ever	rything you need to do to successfully complete the project.
4=1411111111111111111111111111111111111	ting tactic and how you believe it will increase sales.
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