

Lesson 4 – Promotions

OVERVIEW

In this lesson, students will continue developing their Business Model Canvas by discussing possible promotional strategies and creating a social media post for their business.

OBJECTIVES

Students will be able to:

- Describe promotions as one type of marketing
- Identify potential methods and messages to promote their business
- Learn how to create an effective social media post for their business

Introduction (5 min)

{Slide 2}

Remind students of the **Business Model Canvas**. Today's focus will be on completing the Promotions section.

Mini-Lesson (15 min) – Promotion and Marketing Messages

{Slide 3}

Ask if anyone can explain what **Marketing** means and write students' suggestions on the board.

Explain that marketing includes all the activities that are needed to get a product to a customer.

{Slide 4}

This is often called the “**Four P's of Marketing**”:

- **Place** – the location of a business, or the location of a product within a business (this could be a physical location or internet-based location);
- **Product Mix** – offering the variety of products or services that customers want or need;
- **Promotion** – advertising and other activities aimed at convincing customers to buy what you are offering; and
- **Pricing** – setting a price that is attractive to customers and allows the business to make a profit.

Teams have already thought about Product, Place (location), and Pricing, so this lesson will focus on Promotion.

Ask students to name some ways they know that businesses promote their products and services. If necessary, prompt them with questions such as:

- What kinds of promotions do you see and hear on TV, radio, and internet? (Ex. advertisements, contests, sales, coupons, etc.)
- What kinds of promotions do you see when you are walking/ driving down the street or at festivals and events? (ex. posters, billboards, contests, free samples, etc.)
- What kinds of promotions do you see while watching movies or television shows? (ex. ads, product placements, etc.)
- What kinds of promotions do you see when you are shopping? (ex. packaging, store displays, in-store announcements, etc.)
- What kinds of promotions do you see online? (ex. social media posts, email messages, website ads, pop-up ads, etc.)

Share that businesses can choose from a wide variety of ways to promote their products or services and convince people to buy. They choose based on what they can afford and what they think will connect with their target market.

Explain that when businesses choose a particular target market, then they can choose promotions, messages and media that will be most effective with their chosen market, and they don't waste their time with people who are not likely interested.

Activity - Marketing Message (15 min)

{Slide 5}

In their teams, ask students to think about the kinds of promotions that would be most effective with the target market they have chosen for their business idea. If necessary, name some examples of types of promotions such as media advertising (TV, radio), posters, coupons, samples, demonstrations or displays, email, or social media posts. Have students give reasons for choosing or rejecting any of the methods.

Ask them to create a list of things that should be in the promotions. If necessary, prompt them with questions such as:

- What information would people need to know about the business? (location, opening times, what it is selling)
- What should the target market be persuaded to do? (visit the business, buy)
- Should the promotions include a slogan? What should it emphasize? (value, quality, uniqueness)
- Are any graphics or visuals needed?
- Are any audio effects or music needed?

Teacher Tip!

Extension Opportunity – If time permits, you may wish to have students fully develop their marketing and promotional ideas. For example, teams could produce a video of their commercial, or a website.

Activity - Social Media Post (35 mins)

{Slide 6}

Tell students they will be creating a social media post for their business idea. The winning idea will be submitted at the end of the program to JA as part of the Pitch your Vision JR. competition. Details about the competition found below and in the resources.

An example Social Media Post and the Social Media Template found in the Lesson 4 resources.

Step 1: Print out the Instagram Post Template for each team.

Step 2: Have students create:

- A business logo
- Instagram handle (relating to their business name)
- A picture of the product (including what will draw them to buying the product)
- Caption (1-2 sentences that includes key message, features, pricing/promotion, target market).

Step 3: Have teams work together to create their social media post by putting the information from Step 2 into the Instagram Post Template.

Introduce the Pitch your Vision Competition! (5 mins)

Tell students that in the next couple of Lessons they will be working on a business pitch for their business idea.

Each student will present their idea to the class, and the students will be evaluating the other team's ideas with an evaluation form. One team from the class will be submitted to the JA regional competition.

This group will then submit their written pitch planner (more details in Lesson 5), AND their social media post to JA. JA will have judges review these submissions in May and determine an overall winner from JA South Western Ontario.

The winning group will receive a pizza party for their class!

Deadline & Submission details found in the resources.

Teacher Tip!

Collect the completed Instagram Posts from students and keep in a safe place in order to submit to the Pitch your Vision JR. Competition at the end of the program.

{Slide 7}

Ask students the questions on the slide as a reflection on Lesson 4.