

Entrepreneurship 6: Marketing

Directions: Complete the activities in this worksheet. Please [make a copy](#) and then edit to your needs.

1. Write down the goals that you have for marketing your app.

- **Spread word of our app to our target demographic**
- **Create a good brand image**
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2. Get started marketing your app! Choose at least one strategy from below to try out and follow the steps.. Then reflect: How did it go? How will you change your strategy based on results?

Media Advertising

Commercials on radio or television

- ☐ Check for about some local options, your school or does a nearby university have a radio station?
- ☐ Get in touch with your location station to see if you can get some airtime
- ☐ If you get some airtime, plan what you are going to say.
- ☐ If your timeslot is really short, you could say a slogan. If your timeslot is really long, you could have someone interview your team or try out your app.
- ☐ Other: _____

Print ads in newspaper, magazines

- ☒ Check for local options. Does your town have a newspaper? What about your school?
- ☐ Contact the local paper to see if you can get some advertising space
- ☐ Create something eye-grabbing. Use your brand colors and logo in your design. Make sure that your ad explains what your app is for and why someone should download it.
- ☐ Other: _____

Online ads on websites

- ☐ Check again for local options. Would your school website let you put an ad on it? What about your town?
- ☐ Create an eye grabbing ad for the website
- ☐ Other: _____

Social Media

- ☐ With your parent or guardian's permission, make a Facebook page, Instagram, or Twitter for your app. This is free to do.
- ☐ Set up your account with your logo, a picture of your team (optional) and anything else you would like to share. Make your first post.
- ☐ Once you have the account set up, you'll need to get some followers. Ask your friends and family to follow you.
- ☐ To get more people to follow you, you need to post some things that might be interesting to them.
- ☐ Remember who your target users are. What types of things are they interested in? Try posting interesting pictures of your team, or pictures of that illustrate the problem you are solving.
- ☐ Remember to include your brand colors, typography and logo when creating posts for your social media accounts!
- ☐ Other: _____

Word of mouth

- ☐ Create five emails to use as a countdown to when your app will be ready to download.
- ☐ Use your brand colors, your logo, and include reasons why people should be excited to download your app.
- ☐ Send these emails to people in your contacts.
- ☐ Other: _____

3. Reflect. What did you try? What went well? What didn't? Is there anything you will change in your marketing strategy based off of your testing?

Hint: Remember to save your work and use it to write your 5 page business plan (if you are in the Senior Division) or talk about it in your pitch.