

Lesson Three Discussion

Developing a Marketing & Social Media Plan

Review the following information to help you understand marketing and social media planning.



Developing a Marketing and Social Media Plan is a strategy that helps you promote your business products and services in various ways, including on social media platforms. You can also promote your business creating a news release and other promotional materials, including a logo, business card, bookmarks, and more.

Meet Alijah...

Alijah loves creating hip-hop athletic clothes. His favorite designs include hoodies with Anime, graffiti, and other cultural art. His goal is to sell his hoodies to schools and community sports teams. He promotes and sells his hip-hop athletic wear on Facebook, LinkedIn, and Instagram. He also has a website and distributes promotional flyers, business cards, and posters throughout his neighborhood. What type of marketing plan will you use to promote your business?

In preparation for promoting his hip-hop athletic clothes, Alijah developed a business portfolio. A business portfolio is a collection of your business accomplishments. Your portfolio can be developed in a binder or online. What accomplishments can you include in your portfolio to help market your business products or services?

Here are some step-by-step instructions:

Materials to include:

1. News releases
2. Website screenshots
3. Feature articles
4. Media pitches
5. Social media posts
6. Presentations
7. Media releases and clippings

Instructions:

Using a three-ring notebook binder and plastic sleeves, develop a business portfolio.

Include information about your business:

- Mission, purpose, and goals
- Skills, interests, and talents
- Ideas for business products and services
- Your accomplishments

Here are some **FREE** marketing and social media planning resources:

Online portfolio development

www.squarespace.com/websites/create-a-portfolio/

Teaching kids about Internet safety

<https://edu.gcfglobal.org/en/internetsafetyforkids/teaching-kids-about-internet-safety/1/>

Facebook Marketplace

<https://www.facebook.com/marketplace>