



## ACTIVITY FIVE

### **'Put a Local Business On The Map'**

Students to creatively produce targeted marketing materials to assist their local business in increasing sales, profit, or customer awareness.

Students to remain in their groups to complete the following tasks:

- 1 Students need to consider a mix of cost effective approaches from the following list (determination of approaches should be based on cost, relevant skills of group members and what is relevant for the type of business they have chosen):
  - Signage, logo's and display materials.
  - Sponsorship and local advertising (flyers, local newspaper advert)
  - Radio jingle and advert.
  - Effective communication and customer service.
  - Sales promotions (special offers).
  - Press release (local newsworthy stories to get noticed).
- 2 Once students have decided on their mix, the group should delegate and share tasks in order that these materials are produced to a high standard.
- 3 Any approaches used must be justified and the benefit to the business explained.

The groups should work independently, although advice can be given by the teacher or mentor with regard to cost and relevance to type of business.

The groups will need:

- Computer access
- Music equipment (if group attempting radio jingle)
- A3 paper for poster / A4 paper for flyers (if needed)
- Coloured pens.
- Examples of marketing materials from FSB resources.
- Lined paper for justifications and benefits explanation.

**Students will use the information gathered in this session for activity six.**