Weeks 16-18: Marketing Tools & Strategies

Marketing tools: Flyers and posters

Explain: "Marketing tools help us tell people about our product or event."
Take a walk around the building and find flyers and posters that are all around the building and discuss what each is advertising. Using a device, take a photo of different posters (these will be used later in the lesson).
Discuss why flyers and posters are useful (easy to make, share info clearly).

Key Elements of Flyers and Posters: Print Visual

Use the visual to point out the key elements to a good flyer and poster:

Headline: big and clear title to grab attention.
Images or logos: pictures that show the product or event.
Important details: what, when, where, price, contact info.
Call to action: a sentence telling people what to do (e.g., "Visit us today!").

Get into groups and open the photos of the posters you took on your walk around the building. Discuss the key elements and see if you can find them in each photo. Discuss which flyers stood out and which did not. Come back together and discuss the findings.

Design Your Own Flyer

Provide students with an iPad or computer with access to the internet. Share Poster Templates to Personalize with each student. These posters are able to be edited on Canva.com. Let students customize the poster by adding the logo they created, including their own photos, and filling in the print shop's contact information and website. Once students are happy with their work, allow them to share their posters with the class (if you are able, project the poster so that everyone can see it). Have the students vote on the best poster and use your E-color Large Format Printer to print out several to display in your print shop.

Planning a small promotional event

This quarter, your students have worked hard learning about marketing and how it helps their business grow. They've designed a logo for the print shop and created a marketing message that shares what the shop is all about. Now, it's time to put their skills into action by hosting a Promotional Event!

Step 1: Decide the Event Details

- **When?**
  Choose a day and time that works.
  Example: Saturday, 10 AM – 12 PM.

- **Where?**
  Your print shop
- **Who?**
  Decide who to invite.
  Example: Friends, family, teachers, and classmates.

Step 2: Plan What Will Happen
- Show samples of printed flyers, posters, or stickers (make stikers of your school logo to hand out)
- Demonstrate how the print shop works.
- Offer a small activity, like allowing guests to airdrop photos from their phones to your E-color Large Format Printer and print it as a gift for attending.
- Provide snacks or drinks (optional).

Step 3: Create Invitations
- Use simple invitation templates found at Canva.com
- Include event details: date, time, place, and what to expect.
- Allow students to practice their email etiquette skills by sending emails to invite guests to attend.

Step 4: Prepare the Space
- Set up tables with printed samples and materials.
- Put up posters or banners with the print shop logo and info.
- Arrange the area so visitors can see and try printing.

Step 5: Practice Greeting Visitors
- Prepare simple greetings to welcome guests.
- Practice explaining what the print shop does.
- Use role-play to build confidence.

Step 6: Day of the Event
- Welcome guests warmly.
- Allow students to provide a tour of the equipment in the print shop and explain how each works.
- Show print samples and explain how the shop works.
- Help visitors try a small printing activity.
- Thank everyone for coming!