

# LESSON 11

## BUSINESS PROMOTION & MARKETING

Today's Objective:

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Today's Date:

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- ✓ Create promotional materials for your real food business.

Bell Ringer:

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All businesses promote themselves, and they do so in a variety of ways! Review your Case Study Overview and, if possible, look at your case study's website. Describe below how your case study promotes its brand.

Step 1:

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All businesses promote themselves, and they do so in a variety of ways! Review your Case Study Overview and, if possible, look at your case study's website. Describe below how your case study promotes its brand.

- **Advertising:** A public, promotional message paid for by a company (print advertising, direct mail, radio, television, internet, social media advertisements)
- **Visual Merchandising:** Using artistic displays to attract customers into a store and/or how products are visually promoted in the store (storefront windows, impulse buy products, fancy and eye-catching packaging)
- **Public Relations:** Activities aimed at creating goodwill toward a product or company (fundraisers, community events, company volunteerism)
- **Publicity:** A form of promotion for which a company does not pay, sometimes referred to as "free advertising" (news articles, referrals through reviews or testimonials)
- **Personal Selling:** Direct one-to-one selling made by a company's sales representatives to get sales and build customer relationships (telemarketing, consultations, demonstrations)
- **Sales Promotion:** A short-term activity or buying incentive (coupon, free sample, product demos)

## Step 2:

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Create your real food business's promotional mix. Complete the chart below.

Promotional Tools	Will your business use this?	Describe how your business will use this.
Advertising		
Visual Merchandising		
Public Relations		
Publicity		
Personal Selling		
Sales Promotion		

### Step 3:

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Use the space below to mock up your business's promotion mix. Either write out OR create mock-ups of your ads, visual merchandising, social media plan, or other ways to visually show your promotional plan.

A large, empty rectangular box with a thin black border, intended for students to create a promotional plan. The box is currently blank.