

MARKETING CHECKLIST

As a company group, decide which elements will be part of your marketing campaign. Next to each part you decide to include, write in the names of team members who are responsible for that specific task.

I. BRANDING

- Logo _____
- Slogan _____
- Jingle _____

II. PRINT ADVERTISEMENTS

- Poster _____
- Fliers _____
- Business cards _____

III. COMMERCIAL

- Script _____
- Rehearsal _____
- Filming _____

IV. AROUND THE SCHOOL

- PA Announcement _____
- Info Booth _____
- Preview sales _____
(lunch or afterschool)

V. SOCIAL MEDIA (with adult permission)

- Email blast _____
- Facebook/Instagram/Twitter/Pinterest

- School website _____