



Pitch your Vision JR.

Lesson 4

Promotions and Marketing



JA
Central
Ontario

Member of
JA Canada

Business Model Canvas

Target Market

The most likely customer is:



Product

The business will sell:



Resources

To make the product, we will need:

Materials and supplies will come from:



Promotions

The business will be promoted by:

This will be effective because:



Team

This business is owned and operated by:

and will need support/advice from:



Locations

Sales will take place at:

because:



Expenses

The cost to produce one product will be:

Other expenses the business will have are:



Price

The price of one product will be:

This price was chosen because:



Profit

Profits from this business will be used to:



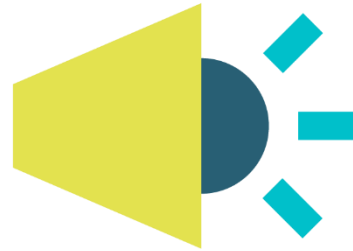
Helps the business owner:

- **Think** about what they need to do to succeed
- **Plan** enough time to prepare materials
- **See** if they will make money
- **Describe** the business to others

What is Marketing?

Marketing:

- All the activities that are needed to get a product to the customer



Marketing

How will you attract people to your business?



Marketing Strategies

There are lots of different ways to promote your product or service.

- Social Media
- Commercials/ Print Ads
- Flyers/ Posters
- Displays/ Demonstrations
- And more!



Social Media Post

Create an Instagram post for your business idea!

Include:

- Your business logo
- Instagram handle (relating to your business name)
- A picture of your product (including what will draw customers to buying the product)
- Caption (1-2 sentences that includes key message, features, pricing/promotion, target market).



Pitch your Vision JR. Competition

1. Each group will present their business pitch to the class.
2. You will be evaluating the other team's ideas with an evaluation form.
3. One team from the class will be submitted to the JA regional competition in May.
4. The selected group will submit their written pitch planner AND their social media post to JA.
5. JA judges will review these submissions in May and determine an overall winner from JA Central Ontario.



The winning group will receive a pizza party for their class!



Reflections

1. What kinds of promotions or advertisements did you plan? Why do you think these will work for your target market?
2. What did you learn about customers and advertising?

