

marketing magic

Attract customers for your business

Let the world know your business exists so you can find new customers and make some sales.

What does marketing mean?

Marketing includes different activities and methods designed to promote and grow your business. Marketing is key to attracting customers and letting people know your business exists. Marketing activities include making print and web ads, posting flyers, sending emails, and more.



Kamaria Warren (12)

Brown Girls Stationery brown-girls-stationery.myshopify.com

When Kamaria was looking for role models, strong Black women and girls were hard to find in pop culture. She decided to do something about it—and started a business.

With the help of her mom, Kamaria launched Brown Girls Stationery, a brand of school supplies featuring faces that reflected her own—and other kids from underrepresented communities. Between jazz, acro, and musical theater, the busy 12-year-old is learning to be a boss, too.



"Go for your wildest dream.
Do whatever you want to..."

- Kamaria

Activity 1

Create a print ad

How do you want your print ads to look and feel?

Create a print ad designed to attract new customers. The format and where you want to post them are up to you. After all, you are your own boss! Think about where your print ad could attract the most customers. Some ideas could be your local newspaper, on a community mailbox, local bulletin boards, or think big and create a billboard ad.

Create your ad with markers, magazine clippings, or whatever materials you have available. Use the space provided as a canvas for your ad.

Directions:

<u>Step 1</u>: Use the space on the next page to sketch out some ideas for your poster and/or magazine ad. Use this page as a workspace to play around.

Step 2: Use the cardstock provided (hint: it came with the kit) to finalize your ads. The paper includes mock-ups you can use to see what your ads may look like in real life.

Goal:

Create a print ad

Estimated time to complete:

1-2 hours

You'll need:

- · Writing utensil
- Stickers
- Print ad space (provided)

Extra Materials

(if you have them):

- Colored pencils
- Markers
- Paints
- Magazine clippings
- Printed images
- Photos



Tip:

Don't forget to include your brand name and logo. If you'd like, get creative and write some headlines to include in your ads.

Sketch out your first draft Sketch your ideas on this page, grab the poster that came with your kit, and create your polished ad.																											
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