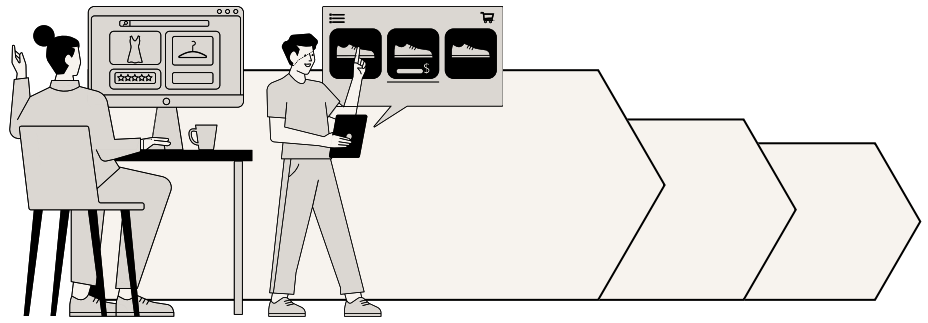


# DESIGN AN AD



Read the following steps and then complete the next page to create your advertisement.

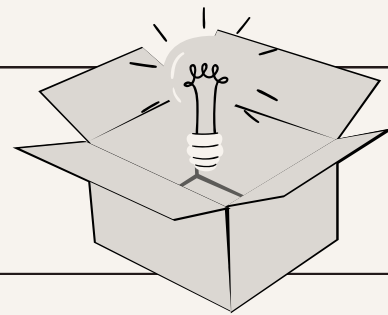
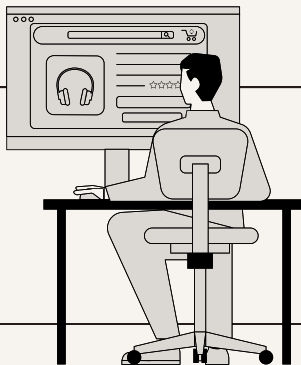
## Step 1: Create A New Product

Come up with an original product. Choose something you would buy and that is also appropriate in a school setting.



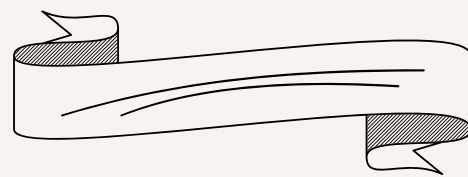
## Step 3: Develop A Slogan

Your product should have an original name and slogan. Use persuasive language to get your target audience to buy your product.



## Step 2: Design An Ad

Decide how you will promote this product. Who is your target market? Use images, colors, and fonts to enhance your product.



## Step 4: Describe Your Product

Complete the worksheet on the next page to tell the class about your product and how you will market it. Then, create a visual ad with your product and slogan.

Name: \_\_\_\_\_

Class: \_\_\_\_\_

# DESIGN AN AD

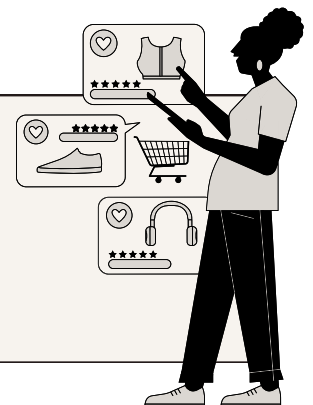
**1. What is the name of your product?**

**2. What is the slogan for your product?**

**3. Describe your product:**

**4. Who is the target market?**

**5. How will you promote this product?**



# Marketing Vocabulary Worksheet

**Name:** Type Name Here

**Date:** Type Date Here

Instructions: Please complete the following definitions for each word below pertaining to digital marketing.

**Market  
Research:**

Add Text Here

**Marketing  
Mix:**

Add Text Here

**Market  
Plan:**

Add Text Here

**Marketing  
Strategy:**

Add Text Here

**Target Audience  
Identification:**

Add Text Here

**Building Customer  
Relationships:**

Add Text Here

Name \_\_\_\_\_

Date \_\_\_\_\_

# INSTAGRAM ANATOMY

## THE HOOK (0-3 SECONDS)

### THE GOAL IS TO STOP THE SCROLL

- "YOU'RE WASTING 10 HOURS A WEEK DOING THIS MANUALLY."
- "MOST BUSINESS OWNERS ARE USING AI COMPLETELY WRONG."
- "IF YOU'RE STILL ANSWERING EVERY ENQUIRY YOURSELF, WATCH THIS."
- "THIS AI TOOL REPLACED 3 HOURS OF WORK FOR ME."

## THE PROBLEM

### SHOW PAIN POINT

- "MOST BUSINESS OWNERS SPEND HOURS REPLYING TO EMAILS, BOOKING APPOINTMENTS, AND FOLLOWING UP WITH LEADS."
- PEOPLE ENGAGE WHEN THEY FEEL UNDERSTOOD.

## THE SOLUTION (8-20 SECONDS)

- DELIVER ONE CLEAR LESSON.  
EXAMPLE:  
"INSTEAD, USE AN AI ASSISTANT THAT QUALIFIES LEADS, BOOKS APPOINTMENTS, AND FOLLOWS UP AUTOMATICALLY."  
KEEP IT FOCUSED ON ONE IDEA.

## THE PROOF

### (20-30 SECONDS)

- SHOW RESULTS.  
EXAMPLE:  
"THIS SAVED MY CLIENT 12 HOURS EVERY WEEK AND INCREASED THEIR RESPONSE RATE BY 40%."  
CAN BE:  
SCREENSHOTS  
TESTIMONIALS  
CASE STUDIES  
BEFORE-AND-AFTER EXAMPLES

## CALL TO ACTION (LAST 3-5 SECONDS)

- TELL PEOPLE WHAT TO DO NEXT.  
EXAMPLES:  
"COMMENT AI AND I'LL SEND YOU MY FREE AI TOOLKIT."  
"FOLLOW FOR PRACTICAL AI STRATEGIES."  
"DM ME 'AUTOMATION' FOR THE CHECKLIST."  
"SAVE THIS FOR LATER"

# TARGET MARKETS

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

## WHAT IS A TARGET MARKET?

A target market is the specific group of people most likely to buy a product or service. Businesses study their customers so they can create products, advertisements, and experiences that match what people want.

## FACTORS BUSINESSES LOOK AT

### DEMOGRAPHICS

Age, gender, income, occupation, education, etc.



### GEOGRAPHICS

Where customers live or shop.



### PSYCHOGRAPHICS

Interests, lifestyles, values, hobbies, and personalities.



### BUYING BEHAVIOR

How often people buy and what influences their choices.



### PRACTICE SCENARIO

Imagine you created a business that sells customizable water bottles with built-in phone chargers.

Who would most likely buy this product?

Why would they want it?



### BUILD YOUR OWN TARGET MARKET

Dream up a business of your choosing and identify your target market below.

1. What product or service are you selling?

2. Describe your ideal customer.

Age:

Location:

Interests:

Income:

3. Where would you advertise?

