



## Strategic Marketing

### OBJECTIVES

During this lesson, students will:

- **Explore** concepts related to marketing.
- **Analyze** a local business products/services, target audience, and outreach methods.
- **Create** an optimized marketing plan to help the business succeed amidst the constraints of COVID-19.

### OVERARCHING QUESTION

How can technology be used to help businesses effectively shift their marketing strategies during COVID-19?

### STANDARDS

#### ITEEA Standards for Technological Literacy

- **Standard 1: Scope of Technology.**  
In order to comprehend the scope of technology, students should learn that:
  - F. New products and systems can be developed to solve problems or to help do things that could not be done without the help of technology.
- **Standard 8: The Attributes of Design.**  
In order to realize the attributes of design, students should learn that:
  - G. Requirements for design are made up of criteria and constraints.
- **Standard 17: Information and Communication Technologies.**  
In order to use, select, and understand information and communication technologies, students should learn that:
  - H. Information and communication systems allow information to be transferred from human to human, human to machine, and machine to human.

#### Common Core English Language Arts

- **Writing:**
  - **W.4:** Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
  - **W.6:** Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.

- **Speaking and Listening:**

- **SL.1:** Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively.
- **SL.2:** Integrate and evaluate information presented in diverse media and formats, including visually, quantitatively, and orally.

**Instructional Note:**

The following activity has been designed so you can tailor it to your current mode of instruction.

- The *Introduce*, *View & Reflect*, and *Conclude* sections can be presented virtually, by video, or through a shared document.
- The *Challenge* section is designed for students to complete independently at home using the accompanying *Challenge* handout. Students can either print and fill out the handout or answer the questions separately in a format that can be shared with you.

## ACTIVITY OVERVIEW

### Introduce

1. Begin by writing the term *marketing* on the board. Explain that marketing refers to what a company does to encourage others to buy their products or services.
2. Challenge students to brainstorm different examples of marketing that they have seen throughout their lives. Encourage them to think outside the box as they consider how companies try to convince people who want or need their product.
3. Once you have a list on the board, encourage students to discuss:
  - Do you think each of these types of marketing would work for every kind of product and service? Why or why not?
  - Once a business has found a type of marketing that is effective, do you think it will *always* work? Why or why not?
4. Then explain that students are about to watch a short video that highlights how one company—Horizon Therapeutics—had to change their marketing strategy during COVID-19 in order to survive!

### View & Reflect

1. Share the video focus question: How did Horizon Therapeutics change their marketing strategy and why was this change successful?
2. Play the Horizon Therapeutics video once, and instruct students to watch and listen carefully for details that help them answer this question.
3. Then give students 60 seconds to recall and write as many facts related to the question as possible. \*

4. When time is up, have students turn and talk in pairs about the facts they recorded. Encourage them to star or circle any similar items that they both listed.
5. Then play the video one more time. Before you play it, tell students that they will have another 60 seconds at the end of the video to record more facts or provide additional details.
6. Finally, instruct students to work individually or in pairs to summarize a written answer to the focus question. Conclude by calling on a few students to share.

\* Note: You may also use a web tool like [Answer Garden](#), where students can enter their quick facts.

## CHALLENGE

1. Explain that the class will now be challenged to explore how Horizon Therapeutics' innovative marketing shift could be applied to help businesses in their own community. Each student will consider local businesses or organizations that are suffering because of COVID-19, and they will explore how changing their marketing strategy could help their business.
2. Share the *Challenge* handout and review the instructions before encouraging students to work independently.

## CONCLUDE

1. Once the Challenge activity is complete, invite students to share the business they will have selected, the business's target audience, the marketing strategies it may have used in the past, *and* the new marketing strategy that they are now recommending.
2. If time allows, have students pair with each other, review their peer's marketing plan, and provide constructive feedback. Encourage students to step into the shoes of the business' target audience and consider if their peer's strategy would convince them to purchase the product or service.
3. Wrap up by challenging students to reach out to the business they will have selected by phone or email and share their marketing plans. Explain that by sharing their creative ideas, they may be able to play a role in helping local businesses during this difficult time!

**Directions:** Read the Background section below. Then complete Steps 1-3 as you consider how an innovative online marketing strategy could help save a local business.

### Marketing Strategy Background

The goal of marketing is to educate others about your product or service *and* encourage these people to buy or use it! In order to market effectively, businesses must know their target audience. A business' target audience are their potential customers. When a business knows and understands what their target audience likes, wants, and needs, they will be able to effectively market to these people. In general, marketing falls into the following two categories:

- **Online marketing** uses the Internet to target new and existing customers, in order to make them more aware of their brand *or* convince them to buy their products/services. Examples of online marketing include:
  - **Search Engine Marketing** is a paid advertisement that appears near the top of a search engine results when someone searches for key words related to your business.
  - **Search Engine Optimization** changes, or optimizes your website content so your website is more likely to appear in a search engine results when someone searches for key words related to your business.
  - **Email Marketing** communicates to customers with strategic and creative emails.
  - **Social Media Marketing** uses social channels, such as Instagram, Twitter, Facebook, etc., to post free content and paid advertisements promoting your business, products, or brand.
  - **Content Marketing** does not try to sell products. Instead, it creates and shares videos, blogs, social posts, and more that are designed to connect with your target audience and create interest in your brand.
- **Traditional marketing** relies on offline strategies that increase people's recognition of your business. Examples of traditional marketing include:
  - **Print advertising** uses printed media like magazines and newspapers to run ads and inform readers.
  - **Direct mail**, such as postcards, fliers, and letters, are mailed directly to current and potential customers.
  - **Broadcast marketing** spreads the word about products and services through radio and television advertisements.
  - **Word-of-mouth** marketing occurs when customers refer other customers.

As businesses think about the marketing strategy that is right for their brand, it is important to take into consideration that there is never a one-size-fits-all solution. Marketing success depends on how well you know and understand your customers *and* how successfully you can communicate the value of your product or service to these people!

## Step 1—Define the need

COVID-19 has negatively affected businesses around the world. As the pandemic continues, many businesses have had to change how they operate in order to make a profit. Stores, for instance, have moved many of their sales online. Restaurants have shifted toward online ordering and contactless pickup/delivery. Business employees have learned how to work from home and attend meetings virtually. And these are just a few examples!

1. Below, brainstorm businesses in your community that may be negatively affected by COVID-19:

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2. Then select one business from above and answer the questions below:

- What service or goods does this business sell?

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- Who are this business's current customers?

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- Before COVID-19, how did this business spread the word about its products or services? If you're not sure, check with others or search for the business online.

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- How do you think this business, and its marketing strategy, has been affected by COVID-19?

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3. To reach customers during the pandemic, it may be helpful for this business to shift their marketing strategy—like Horizon Therapeutics. How could this business creatively use technology and online marketing to convince new and returning customers to buy its products/services? Use the background section to help you and jot a list of marketing ideas below!

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## Step 2—Build a Marketing Plan

The goal of a marketing plan is to clearly think through your marketing strategy so you can reach your target audience as effectively as possible. Marketing plans can take many forms, but most will include the categories below. Use your notes from Step 1 as a starting point, and then expand from there.

**Business Name:** \_\_\_\_\_

**Current situation:** What is going on in the world *and* your community right now? How does this impact the business and its customers?

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### **Products/Services:**

What products and/or services does this business offer?

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How/why are these products or services unique?

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Why should a customer use these products or services over other options?

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### **Audience:**

Who will want to buy these products or services? Describe these people as specifically as possible. (If there is more than one target audience, choose the largest group.)

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What are these people looking for? What is important to them?

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Where do you think you can find these people during the pandemic? What are they doing in their free-time? What are their online activities?

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## Marketing

Review the marketing ideas that you brainstormed in Step 1. Based on what you know about your audience, the product, and the current situation, which marketing strategy may work best? Be sure to explain *why* you have selected this strategy and *how* it will be used to convince the target audience to buy the product or service.

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What will be your “Call to Action?” In other words: What exactly will your marketing ask people to do?

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## Step 3—Create a Mock-Up

Create a mock-up of your marketing idea. A mock-up is a design or model that shows what your marketing will look like before the final version is created. Be sure to include sample text in your mock-up, too! You may design the mock-up in the space below or create it digitally.