

exercise::03

Wiki Wiki Marketing Challenge

Wiki Wiki — Quickly; fast (Hawaiian)

Assignment ::

In your business groups, brainstorm and prepare a simple marketing plan to promote the creative services business you defined in your group's business plan. Use the ideas and techniques discussed in class as a baseline, and build on those ideas to develop a plan to identify and acquire new clients in the area in which you are based.

Your group will only have 60 minutes to prepare the plan. Brainstorm ideas, target audiences, and business types, then narrow it down to only the best ideas. Be thoughtful of your upfront investment of time and money—you must invest in order to grow, but resources are probably limited. You don't need exact estimates, but lump your marketing ideas into general categories. For example, the cost of each promotion type could be categorized as **Inexpensive**, **Moderately Expensive**, and **Expensive**. Use a similar method for time and other factors.

Be sure to also develop a timeline of how promotions will be rolled out. If you are mailing postcards, for example, how often will you do so? Should you follow-up with a phone call; if so, when?

One more hint: As you develop your plan, don't just recycle the ideas discussed in class—be creative and invent new, engaging, and appropriate ways to connect with potential clients. You don't have to be P.T. Barnum, but try to find novel ways to promote your business.

Presentation ::

Each group will be given 4–6 minutes to present their marketing plan to the class. You can use the overhead if you have visuals, but they are not required. Remember that there is a whiteboard in the classroom. In your presentation, detail the results of your work, including business goals, target audience, methods of promotion, time and money estimates, and a general timeline for the rollout of these promotions.

We will regroup at **10:45am in the classroom** to give our presentations.

This group lab exercise is worth 20 points.