



The Schools Challenge

Promote your enterprise, tell the world



All right, you've done your research and your idea's a goer. Now it's time to start thinking about promoting your activity. You can be offering the best thing in the world, but it's no good if nobody knows about it! It's time to do some marketing. Here are some ideas to get you started...

Publicity

Hint: Organising publicity takes good planning and communication skills. Don't leave it till the last minute!

- Promote your enterprise in the school newsletter.
- Let parents know so they'll support your event too.
- Promote your success in the local paper; they like to report events after they've happened, so think about getting pictures of the event.

Remember AIDA: You want to create - "Attention, Interest, Desire, Action."

Posters

Where would you position posters so your customers are likely to see them? Make sure you get permission to advertise around the school.

Word of mouth

Tell your friends about your enterprise and when it's going to happen, get them to recommend your service to others!

Sandwich board

Walk around with an advertising board strapped to you. Better still, get a willing volunteer to do it for you!



Intranet

If your school has one, ask for some space for advertising your activity. If you start your publicity drive early enough, you could even run a 'teaser campaign' – a series of clever adverts that build intrigue by slowly revealing what they're all about!

Movie

Make a movie of your test run and have it playing at lunchtimes in the canteen or upload your movie clip to the school intranet home page.

You need to make sure that pupils in your school know what you're selling and when and where you're selling it.

Research

Use the internet to research how products or services are advertised. Look at adverts for similar services to yours. There are themed events for charities around the UK that are usually reported widely in the media and these may be useful for your research as well.

Design

If art isn't your strong point, copy images from the internet or ask team members or friends who are good at art and design to help out.

Things to remember:

- The more promotion you do, the busier your activity will be on the day.
- Whatever you do, ensure that your promotional materials are accurate and checked by a teacher before they're printed. Mistakes can be very costly!