



Activity – Promotion of your product online

Aim: In this chapter you have learned that promotion of your product is important in order for your business to succeed. Even the best product will do little good for the public if they do not know it exists. Nowadays lots of products are promoted (and sold) online and almost every company has a website. During this activity you will consider which media channels to use in order to reach your audience online.

Resources needed:

Individual or with the class: Individual assignment with group/ class discussion.

Duration: 15 min.

Activity description:

Step 1 – Describe the different types of audience you want to reach. If you do not have a company idea yet think about the regional company you used in the case study.

Step 2 - What media channels will you use in order to reach your audience in your home country and what channels will you use when going internationally? What is the best way to communicate your message and attract and capture them and why?

Step 3 - Make a (draft) logo, slogan, poster, flyer, infographic, video, or something else you can use to promote your product online.

Reflection: After you completed the activity, discuss your answers with your group/class.

