

What is a Marketing Plan?

A marketing plan is a document with a list of steps. The steps talk about how a company will advertise their product and get people excited to buy it. Here are some things that a marketing plan might include:

- A list of advertisements that tell people about a product or if there is a sale on a product. These ads can be posted on social media, in a magazine, or on a billboard on the side of the road.



- Photos that can be used to show a product. For example, a company that is advertising dog treats might have a photograph of a dog getting rewarded with a dog treat!



- Special pricing! You might have heard of a BOGO sale. BOGO stands for “buy one, get one.” A BOGO sale means that people can buy one item and get another one free!



- Information about a new product! For example, if a candy company releases a new type of candy bar, they will create a marketing plan to teach people that there is now a new candy bar they can buy!



Steps to Create a Marketing Plan

Follow the steps below to create your marketing plan for your Reconstruction exhibit.

Step 1: Read Sources about Reconstruction

Your teacher will give you a handout called “Learning about Reconstruction.” Read through the handout. Then, write down notes about what you learned and would like to include in your marketing plan in the space below. Be sure to include facts that will be interesting do lots of different groups of people (kids, teens, etc.)

Step 2: Choose One or More Items for Your Marketing Plan

Decide if you want to create a coupon, text message campaign, commercial, or pocket-sized poster as part of your marketing plan. Choose one option to start. If you want choose another item, ask your teacher for permission.

Option #1: Create a Coupon Booklet

- A coupon is a certificate that gives the holder a discount off of a product or service. It can give a certain dollar amount off (like \$5 off of admission to the exhibit) or it can give a percentage off (like 10% off of all souvenirs purchased at the gift shop). Your coupon must:
 - Include the name of the exhibit you are promoting.
 - Include at least 3 coupons good in your exhibit.
 - Include one fact the visitor will learn from your exhibit and a picture to go with it.
 - Give information on the type of discount the user will receive and where they can use the coupon (e.g., a gift shop, admission to the exhibit, the concessions stand).

Option #2: Create a Text Message Campaign

- A text message campaign is a series of text messages that are sent out to promote a product or event. People usually sign up to receive text message alerts when they visit a new place want to learn more about it. For example, if a family visited a new museum on vacation, they could sign up for text message alerts that informed them anytime the museum opened a new exhibit. Your text message campaign must have:
 - A general announcement message that tells everyone about the new exhibit!
 - A message explaining 3 options for people respond to learn more about the Reconstruction era. (e.g., text 1 to learn about the 14th amendment)
 - A response to each of your 3 options. For example, if someone responds with a “1” to hear more about the 14th amendment, what answer will your text message campaign send back?
 - A text message telling people where to go to learn more about visiting the exhibit.

Option 3: Create a Commercial

- A commercial is a short video that advertises a new product or event to the public. Your commercial must have:
 - Information about where the exhibit will be on display and how much tickets will cost.
 - A short play acting out an important event from the Reconstruction era.
 - 3 reasons why people should come visit the exhibit.
 - A website to visit for more information

Option 4: Create a Brochure

- A brochure is a small booklet full of information. Brochures are a quick way for a business to organize a lot of information in a small space. Your brochure must have:
 - The title of your exhibit
 - At list of at least 3 pieces of information that people will learn from your exhibit.
 - At least 3 pictures of what the exhibit looks like
 - Information on ticket sales (e.g., how much tickets are, where to buy them, etc.)

The type of product I will use in my marketing plan is: _____

Step 3: Brainstorm Ideas

Make a plan for how you will use the information you collected in step one in the marketing product you selected in step 2. What will your marketing plan look like? You may need to sketch out a plan for how you will lay out your brochure or write a script to use during your commercial.

Step 4: Create Your Final Product

Gather the supplies you need to create your final product and create it! You may want to use our suggestions below or come up with your own ideas.

- For a coupon booklet:
 - Coupon template
 - Art Supplies

- For a text message campaign:
 - Text message template
 - Art Supplies

- For a Commercial:
 - A tablet or smart phone for recording your commercial

- For a brochure:
 - Copy Paper
 - Art Supplies

Step 5: Present Your Marketing Plan

Prepare to present your marketing plan to your class. Be sure to practice so you know what you will say! You will also evaluate other students' plans.

Information on Reconstruction

This is a photograph taken after the Civil War of Charleston, South Carolina. During the Civil War, many cities and towns in the South were destroyed and damaged. Now it was time to rebuild the nation. The period 1865 to 1877 is called Reconstruction. To reconstruct means to rebuild. The South needed all kinds of help. People had lost their homes. Farm fields were destroyed. People did not know what to do. But the American government had a plan to help the South.



<https://oxfordre.com/americanhistoricalview/10.1093/acrefore/9780199329175.001.0001/acrefore-9780199329175-e-313>

This is a photograph of a Freedmen's Bureau office in Arkansas. The Freedmen's Bureau was a government agency that was created just before the end of the Civil War. The government established Freedmen's Bureaus all throughout the South. The bureau's main job was to help the newly freed African Americans in the South with food, housing and medical aid. It also helped freed men and women find work, go to school, and learn about their new rights as American citizens.



<https://civilwararkansas150.files.wordpress.com/2014/10/leake-ingham-library-2.jpg>

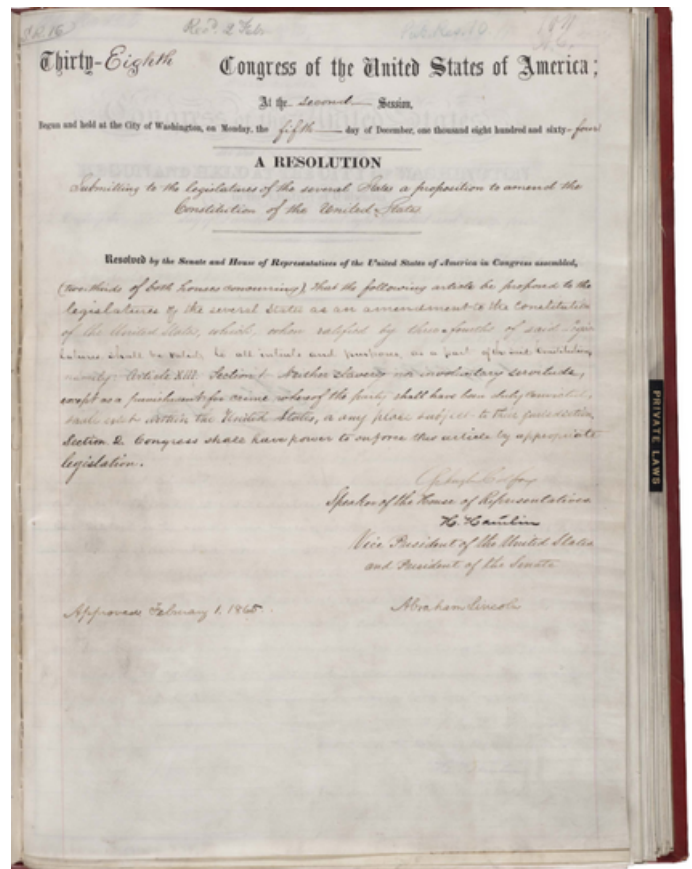
Not everyone liked the government's plan for Reconstruction. This picture shows the United States Senate meeting during Reconstruction. In the picture, senators are meeting to talk about what action could be taken against the South to punish them for their actions during the Civil War. They believed that it should be harder for the South to rejoin the Union because the South started the war. This group was called the Radical Republicans. They decided to come up with their own plan for Reconstruction!



<https://www.britannica.com/topic/Radical-Republican>

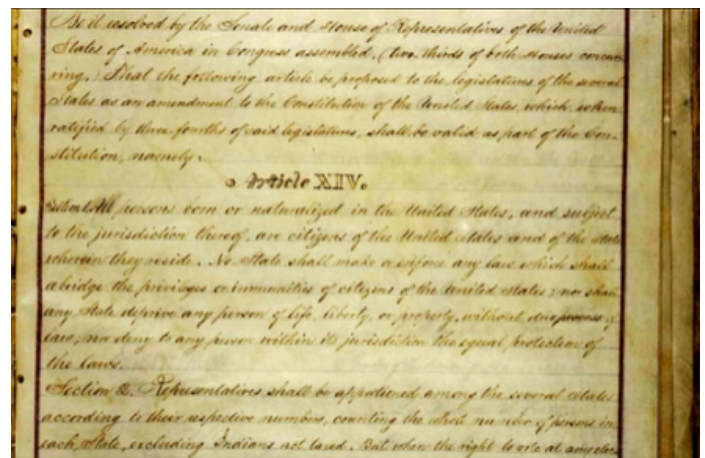
Information on Reconstruction

This is a photograph of the 13th Amendment. If you look closely, you can see the signature of President Abraham Lincoln who signed it. After the Civil War, the 13th Amendment was added to the Constitution. The 13th Amendment said that slavery was now against the law in the United States.



<https://www.britannica.com/topic/Thirteenth-Amendment>

This is a photograph showing part of the 14th Amendment. Under the 14th Amendment, all persons born in the United States are recognized as citizens of the United States. This was important because it meant that African Americans were now recognized as citizens of the United States. The amendment also said that people who come to the United States from another country could also become citizens.



https://www.history.com/image/c_fill%2Ccs_srgb%2Cfl_progressive%2Ch_400%2Cq_auto%2Cg_ood%2Cw_620/MTU30Dc5MDg0MDEzODU2NDc5/14th-amendment-page1.jpg

Information on Reconstruction

This image shows an African American man registering to vote for the first time. In 1870, the 15th Amendment was added to the United States Constitution. This amendment said that all white and African American men could vote. Before this amendment was added to the Constitution, only white men could vote.



<https://www.nps.gov/articles/the-fifteenth-amendment.htm>

This is a picture of African Americans meeting to talk about politics. The 15th Amendment gave African Americans the right to be involved in politics. This meant that they could have their own political meetings where they could talk about events that were important to them. Some African Americans ran for political office too and many won!



<https://www.nps.gov/articles/the-fifteenth-amendment.htm>

This is a painting of two African American sharecroppers with a basket of cotton. After the war, many freedmen and women went back to work on plantations where they once worked as slaves. This was because there were few jobs available for them anywhere else. The difference was that now the African Americans were free citizens who were required to be paid, instead of slaves that were forced to work for free. However, because white landowners had little money, a new system called sharecropping was created. The landowner would loan African American workers tools and seed to plant crops. He might also give them a house to live in. Then, at harvest time, the landowner took some of the crops, or a share, as payment for the equipment he loaned. The workers got what was left over.



<https://64parishes.org/entry/sharecropping>

Information on Reconstruction

This is a picture of freed slaves getting food from a Freedmen's Bureau office. After the war, the United States government wanted to help African American freedmen and women. Many African Americans did not have jobs or homes. Others were hungry or needed medical help. In 1865, the government created the Freedmen's Bureau to help African Americans to start new lives.



<https://www.bbc.co.uk/bitesize/guides/zn4xkmn/revision/4>

This picture shows African American men, women, and children at school. Many African Americans did not know how to read and write. The Freedmen's Bureau helped set up schools to teach them. More than 1000 schools were built! Teachers came from the North to teach at the schools.



<https://www.bbc.co.uk/bitesize/guides/zn4xkmn/revision/3>

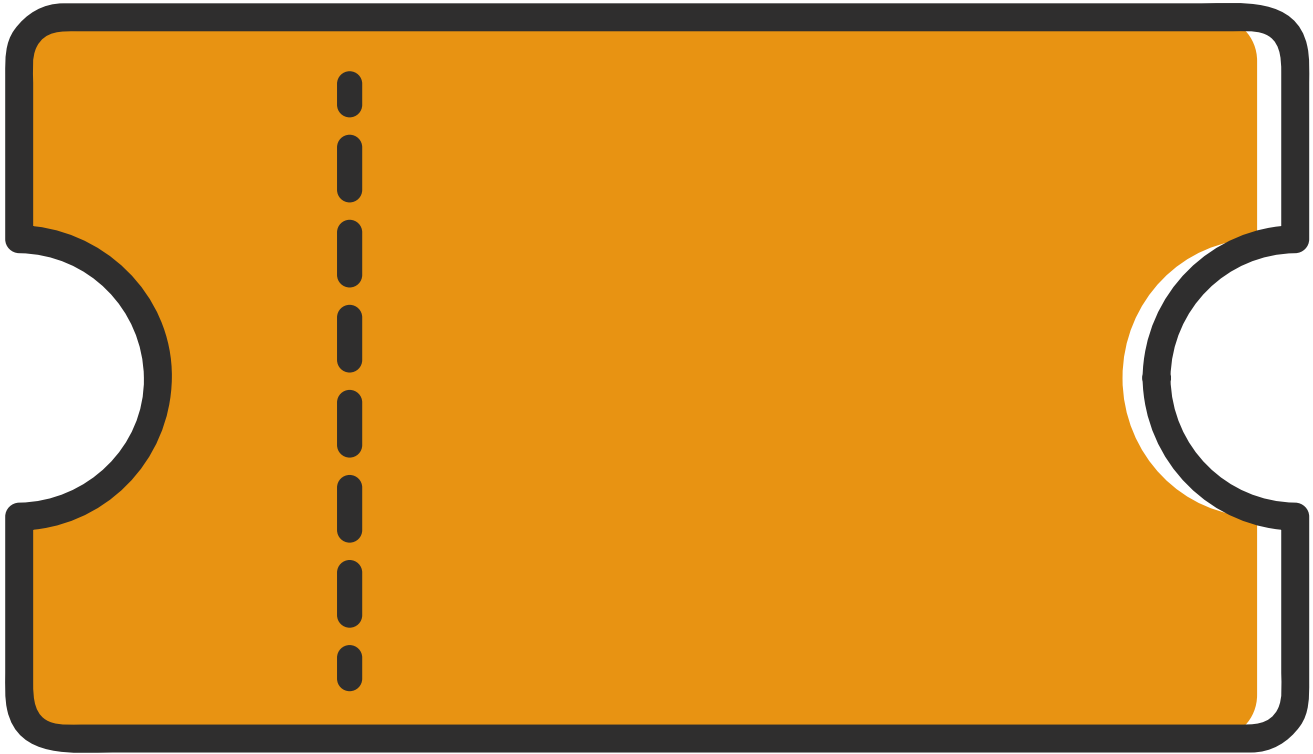
This is a picture of the first African Americans elected to the United States Congress. Before the Civil War, African American slaves could not vote. During Reconstruction, the United States government passed laws that gave African Americans the right to vote. The right to vote also meant that African Americans could run for political office too. More than 600 African Americans were voted into political offices in state legislatures and Congress. 18 African Americans were elected as governors or secretaries of state.



<https://americanhistory.si.edu/brown/history/1-segregated/detail/1st-blacks-of-congress.html>

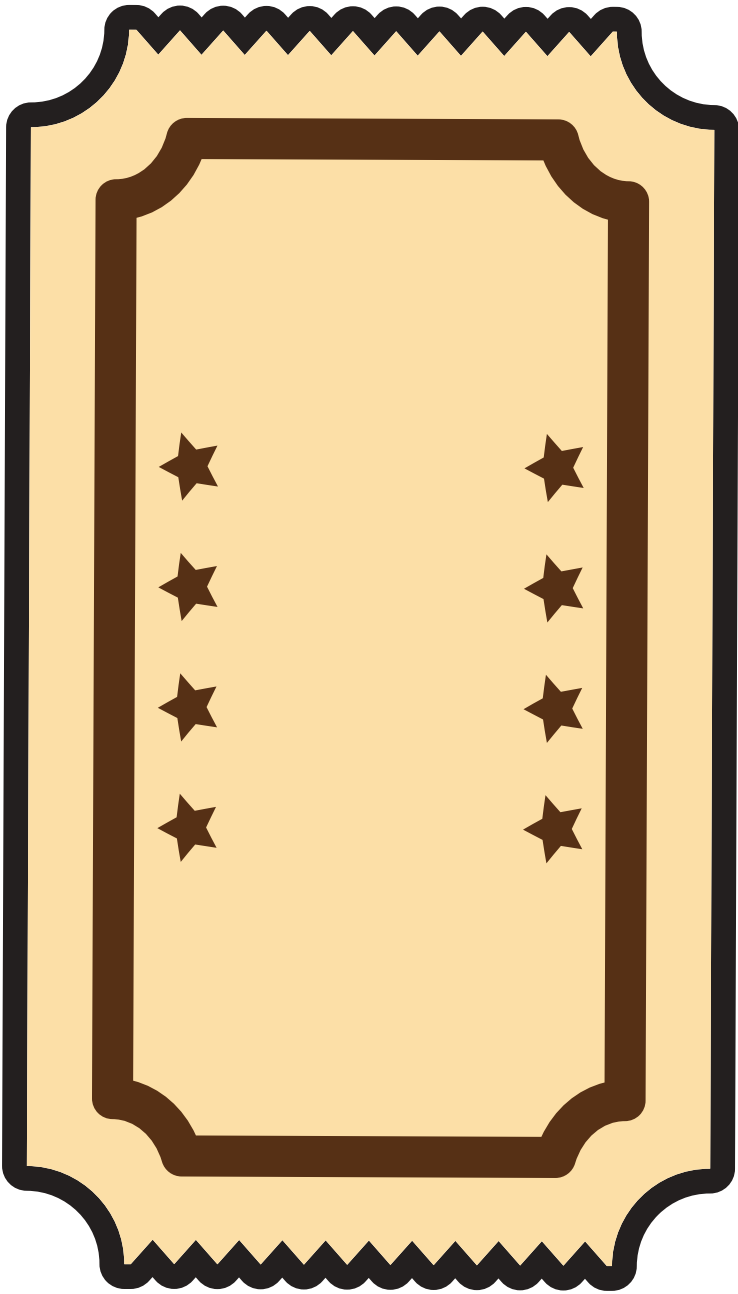
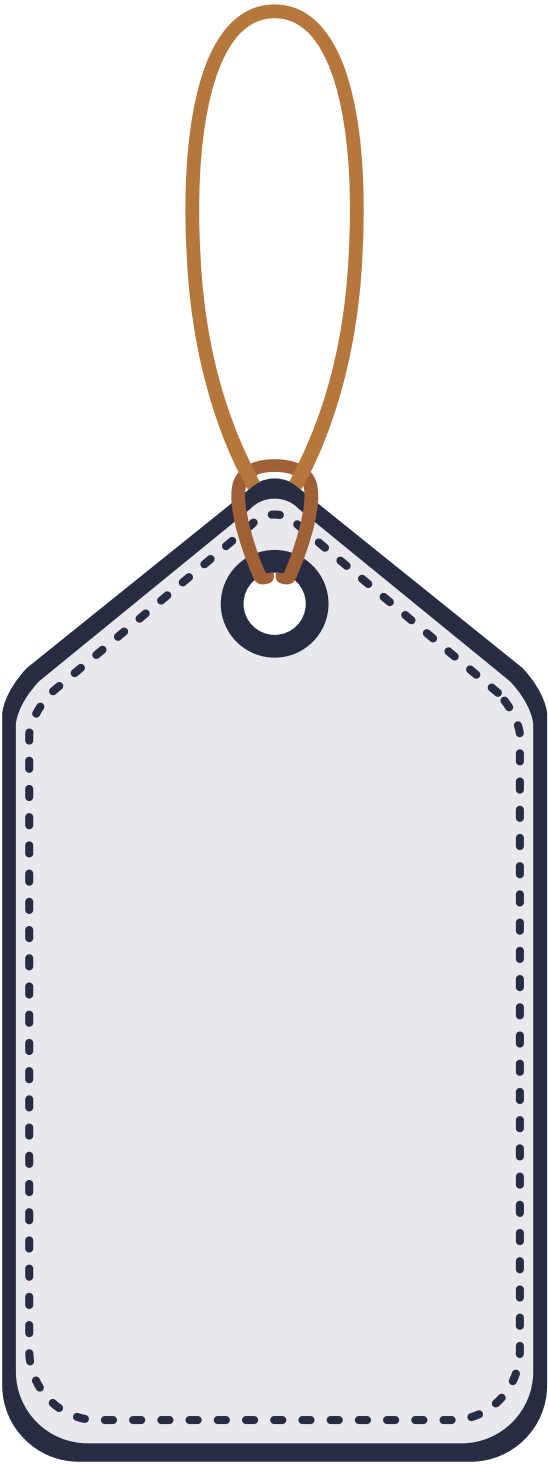
Marketing Templates

Coupon Templates:



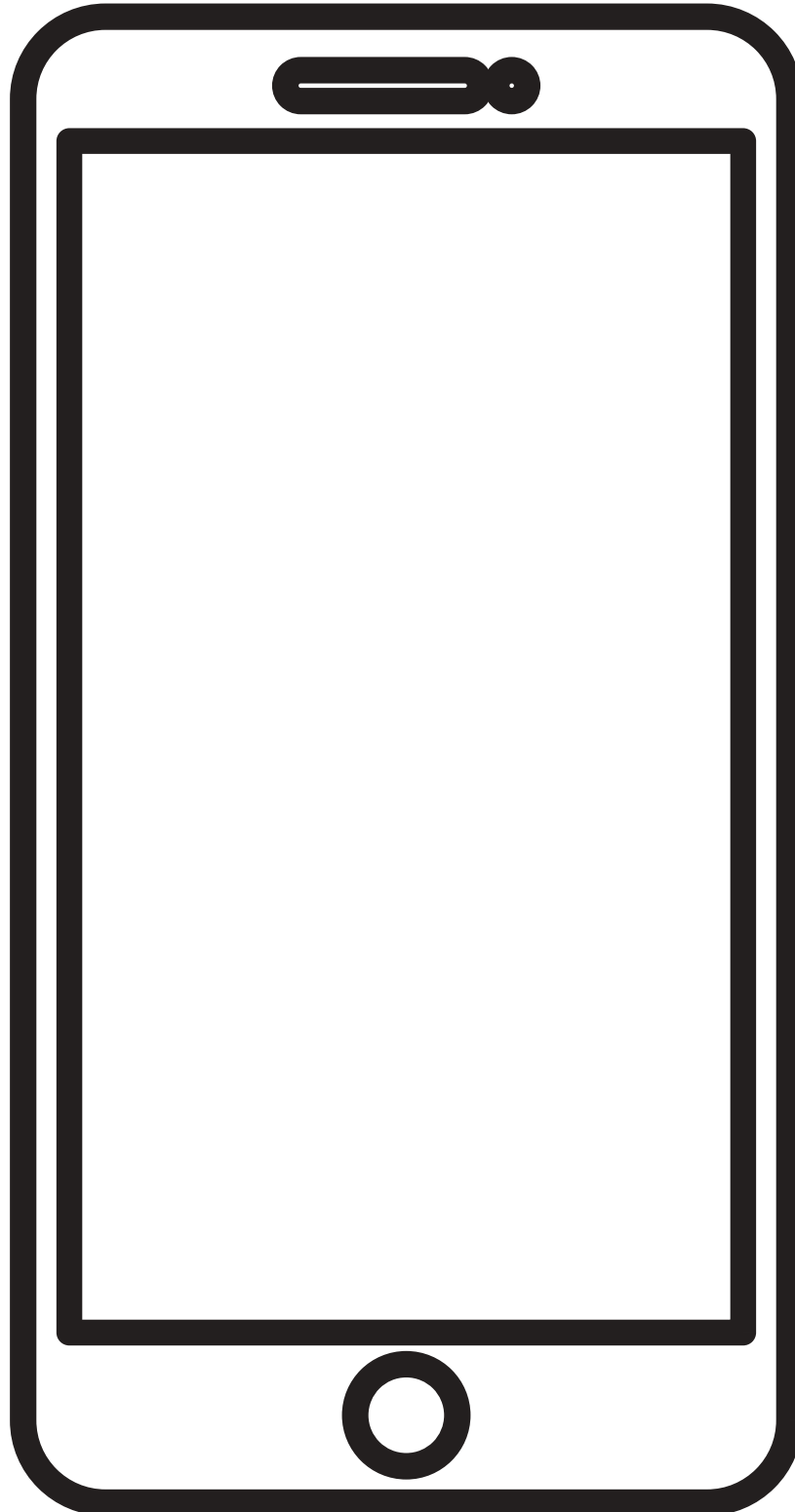
Marketing Templates

Coupon Templates:



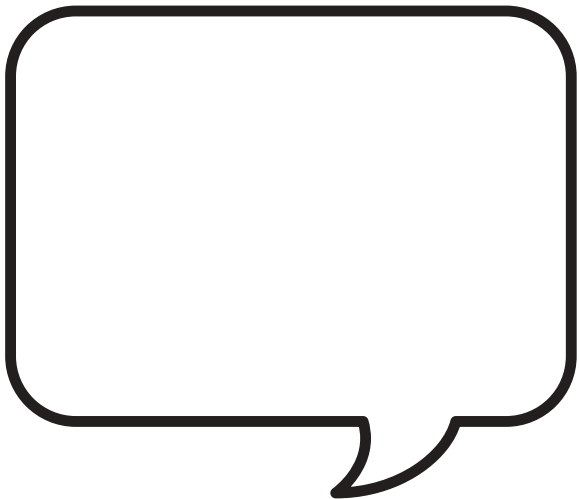
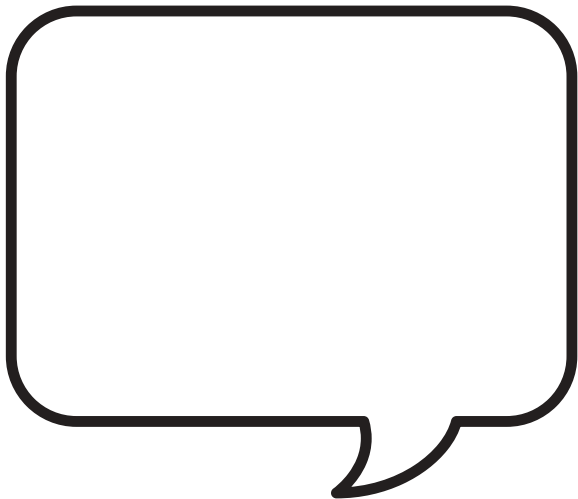
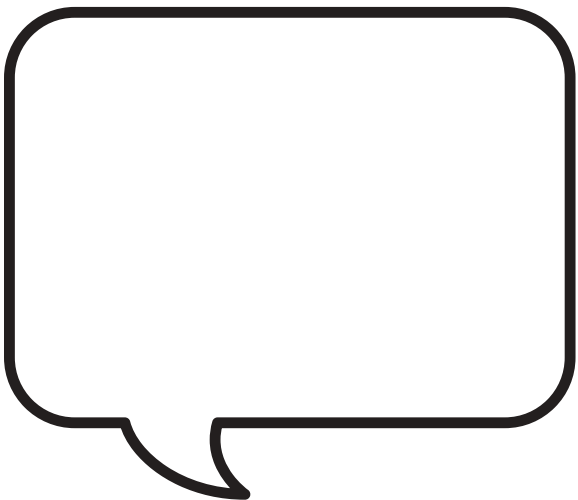
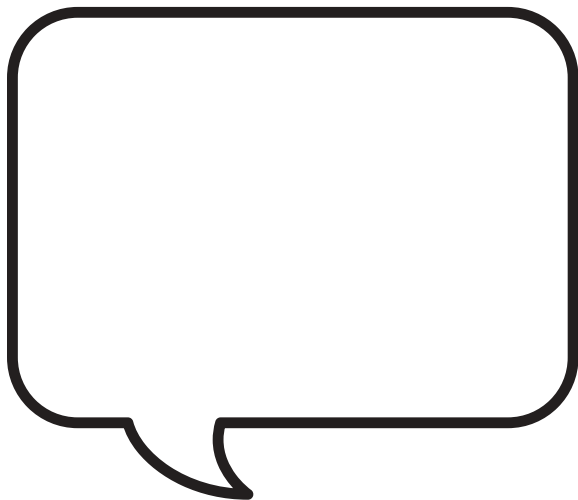
Marketing Templates

Text Message Templates:



Marketing Templates

Text Message Templates:



Providing Feedback on Marketing Plans

Fill out one of the boxes below for each presentation you are evaluating. When complete, you should cut out the evaluation form and give it to the student or group that presented.

Name of Evaluator: _____

Name(s) of student(s) being evaluated: _____

- List one thing the group did really well:

- List one thing that the group could improve next time:

- List one more thing the group did well:



Name of Evaluator: _____

Name(s) of student(s) being evaluated: _____

- List one thing the group did really well:

- List one thing that the group could improve next time:

- List one more thing the group did well:
