

Marketing your social enterprise and purpose to the world

Curriculum links

Art and Design, Language, Maths, Computing, PSHE, Geography

Skills development (3 high to 1 low)



Learning Aims

Once your Bright Stars have designed their social enterprise we need to help them understand how to market it to their target audience.

We're again going to link it to the 5Ps and the *Bright Stars - Template - Marketing guide*.

Aims:

- Help pupils to understand what marketing is
- Explore why we need to think about marketing for our social enterprise and its purpose
- Consider different types of marketing
- Learn about identifying who to persuade/target
- Discuss what you need to market your social enterprise successfully – the look and the feel
- Use the 5Ps: Product, Price, Promotion, Place, People... plus, also remember Purpose too!

Resources required

- *Bright Stars - Template - Marketing Guide*
- *Bright Stars - Guide – Make a poster*
- *Bright Stars - Guide - Making a video*
- Completed *Bright Stars - Template - Business Plan*
- Paper, colouring pens and some sample posters, adverts, etc

Lesson plan

What is marketing?

Ask pupils to think of their favourite food, toy, TV programme or sport...how do they know about it?

When you know you want something – a new toy or pair of trainers – how do they influence their parents/grandparents to buy it for them? This is a way of marketing – what words do they use? How do they appeal to them?

How do companies make us want different things – think about TV adverts for cars or chocolate or yoghurt or fizzy drinks?

Let's apply this knowledge to our own idea.

The Marketing Guide Template

- Complete the *Bright Stars - Template - Marketing guide and Bright Stars - Guide* – Make a poster to raising awareness of your social enterprise/cause/change you want to make.

Take pupils through the different stages of the marketing guide, referring them to examples they will understand – questions below and suggested ideas:

- What one sentence sums up the business/social enterprise idea and purpose?
 - a. Nike: "To bring inspiration and innovation to every athlete in the world."
 - b. Google: "To organise the world's information and make it universally accessible and useful."
- Who do we need to tell? Narrowing down the people we want to reach.
- Do we have a logo? What does it look like? For example: Nike, Apple, Spotify, Disney.
- What is REALLY special about what we want to do and why will people want to use our service or buy our product? Are we **making a positive impact on a particular UN Global Sustainability Goal that we can shout about?**
- Is there a price? If not, what VALUE does it provide?
- HOW will we tell people about what we're going to do and get our message out to our customers or the people who will benefit? Posters, school website, social media, flyers, school bag flyers, PTA, assemblies or at an existing event happening in your school or community?
- Where will we use those posters, flyers etc and how will we know if people have seen them?

Get Creative

Help the teams to come up with ideas for their marketing tools – eg posters and videos, think about how pictures and words need to work together to raise awareness of their business ideas and get people excited about using their business.

Posters/flyers/videos, etc need to show what the service does for the buyer:

"we can help you..."

"Do you need support with..." etc.

Back to the plan

Get the teams to think about how they are going to use their new marketing tools – where, when and what they hope the posters will do.

Do these ideas STILL meet the needs of the social enterprise business plan and marketing plan? If not, what can we do to change direction to meet the needs of the plan?

If you have any questions, please contact:

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