MARKETING PLAN: VIRTUAL BROCHURE CHOICE BOARD

Start Here:
Convert the marketing plan storyboard into a Virtual Brochure

Read:
- A Marketer's Guide to Selecting the Best Images for your Content

Online Research: Review the websites for five (5) NAF academies or high schools. Example:
- Academy of Finance - Coral Reef Senior High

Select an application for creating the virtual brochure (e.g., Google Sites/Slides, MS PowerPoint, and HTML Webpage)

Choose three of the five choice-board activities to create the virtual brochure

Select & Edit Videos

Select recorded or online videos for the virtual brochure and edit them down to 2-minutes or less

Use FREE editing apps:
- iMovie (Mac)
- Openshot (Multi)
- Adobe Spark (Win)

Schools with Google Classroom
- Launch MovieStudio directly from Google Drive

Do: Add a minimum of three (3) videos to the virtual brochure

Review Fair Use and Creative Commons

Read:
- 5 Steps for Analyzing Copyright Use

Review Infographic:
- 10 Things You Should Know About Copyright

Watch:
- Using Copyrighted Works in Our Own Creations
- Fair Use in the Real World

Complete a **Media Log** to track media used in the virtual brochure

Create an Animated Sequence in the Virtual Brochure

Use Animated Infographic Videos to add a *punch* to the virtual brochure.

Read:
- What is an Animated Infographic Video?

Watch:
- 10 Best Animated Infographic Templates

Do: Use an animation creator application to develop an original sequence for the virtual brochure

Example: PowToon (Free)

Use Data to Make Your Case

Read:
- How to Use Data Visualization to Wow your Audience

Data that reflects successful accomplishments increase marketing presentation's credibility by 10-fold

Select and share the data that showcase why the academy is unique

Do: Use one of the templates illustrated to showcase your data

What Makes Your Career Academy Unique?

Virtual Brochure Choice Board

Wildcard Challenge!

Develop a fictional Digital Persona that represents the target audience

Read: Persona

Watch:
- How to Create a User Persona

Do: Add a slide of fictional persona to the virtual brochure

Challenge: Wow the audience with creativity and use of technology