



TYCOON ENTERPRISE CHALLENGE 9: FOR THE FOLLOWERS



YOUR CHALLENGE (SECONDARY)



The world is changing and business is being done more and more through an online marketplace. Social media platforms can be a useful resource to gain an audience and consumers for your business. You are working in the marketing department of an up and coming sportswear brand targeting 14-25 year olds. You have been asked to review social media platforms for an important meeting highlighting why that platform is useful, who you can target through that platform and the ways to promote your product on each social media site. Use your digital skills and understanding of social media to show which platforms are aligned with your brand and devise a strategy to gain a bigger following and customer base for your brand.



NEXT STEPS



- Research how businesses use the major social media platforms to promote their products and services.
- Complete the activity sheet.



WHAT WE'RE LOOKING FOR



- A clear understanding of the differences between all of the major social media platforms.
- The ability to evaluate each platform to best serve the needs of your sportswear brand.
- Use of appropriate social media terminology and vocabulary for example reach, share, followers, comments, traffic and likes.
- The creativity to come up with a fake social media post promoting your fictional sports brand on a platform of your choice.

DEADLINE

MIDDAY FRIDAY 5TH JUNE

EMAIL

Email **tycoone@pjfoundation.org**
with your submission



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LIMITED EDITION
TYCOON PIN
BADGE**