Unit 7

**Activity 7-3 Electronic Promotions**

**Directions:** In Activity 7-2, you identified the elements of the promotional mix you will use for your promotion. In this activity, you will identify electronic promotions that you will use.

1. Nearly every element of the promotional mix can be electronic. Identify the electronic marketing and advertising activities that you plan to use for your campaign.

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|  | **Electronic Promotions** |  |
| Select from the website, QR codes, mobile apps, blogs, online advertising, social media, e-mail campaigns, SEO, and other electronic options listed in Chapter 23. List any additional electronic activities you plan to use. | List specific plans that will be necessary for the activity. | Team Member |
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1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_UnitActivity7-3.docx (i.e., JohnSmith\_UnitActivity7-3.docx).