

FIDM

The Future is Now: Social, Digital, and New Media Marketing Worksheet

LIKE

#INSTA

POST

SNAP

Brand Choice _____

Target Market:

- Age Range: _____
- Environment: _____
- Gender: _____
- Lifestyle: _____
- Income Range: _____
- Values: _____
- Marital Status: _____
- Education Level: _____

Voice

1. _____ 2. _____ 3. _____
4. _____ 5. _____

Instagram Activity:

1. Your Product: _____
- 2 The Lifestyle of your Consumer: _____
3. Your Consumer: _____

Note: If you choose to take the photos after class, you can share them on Instagram to connect with FIDM.
Tag FIDM and use #fidmpresentation

Twitter Activity:

Chosen event/holiday: _____

Tweet:

FIDM

LIKE

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Snapchat Activity: Story Ideas:

Note: You can choose to shoot your story ideas and send to fidmcollege as a private message to interact with FIDM.

YouTube Activity:

Video Ideas:

- _____
- _____
- _____

After class, you can choose to create a YouTube video promoting your brand. The video should be 1.5 minutes long and promote your brand in a creative way. Once complete, send the link to your video along with your name, grade, and high school to socialmedia@fidm.edu for your chance to be featured on FIDM social media.

Blog Activity:

Article Ideas:

- _____
- _____
- _____

After class, you can choose to create a blog post promoting your brand. The post should be at least 300 words, include one photo, and promote your brand in a creative way. Once complete, send the blog post along with your name, grade, and high school to socialmedia@fidm.edu for your chance to be featured on FIDM social media.

FIDM'S 4 CALIFORNIA CAMPUSES:

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Irvine, CA, 92614
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