

Name:

Date:

Class:

## Lesson 10.1

### Practice Your Understanding

1. Determine whether each of the following scenarios is an example of *product promotion* or *institutional promotion*. (10.1-1)
  - a. A restaurant creates a series of social media posts highlighting their support of local farmers.  
Answer:
  - b. A pet store advertises an upcoming adopt-a-pet day in partnership with the local animal shelter.  
Answer:
  - c. An influencer for a cosmetics company creates customer testimonial videos showcasing a specific product.  
Answer:
  - d. A clothing retailer sends text messages to customers notifying them of an upcoming sales event.  
Answer:
  - e. An airline announces its environmental sustainability initiatives.  
Answer:
  - f. A smoothie shop provides free samples of its newest flavor to customers.  
Answer:
2. A new clothing company with limited investment funding is planning to purchase a booth at an upcoming fashion trade show. Analyze the pros and cons of this promotional opportunity. (10.1-2)

Answer:

3. Consider your chosen business. Outline three digital marketing methods that you believe will be the most effective for your product and target market. Explain your reasoning. (10.1-3)

Answer:

4. Select a business in your community with which you interact frequently. Determine their push promotional strategy methods. (10.1-4)

Answer: