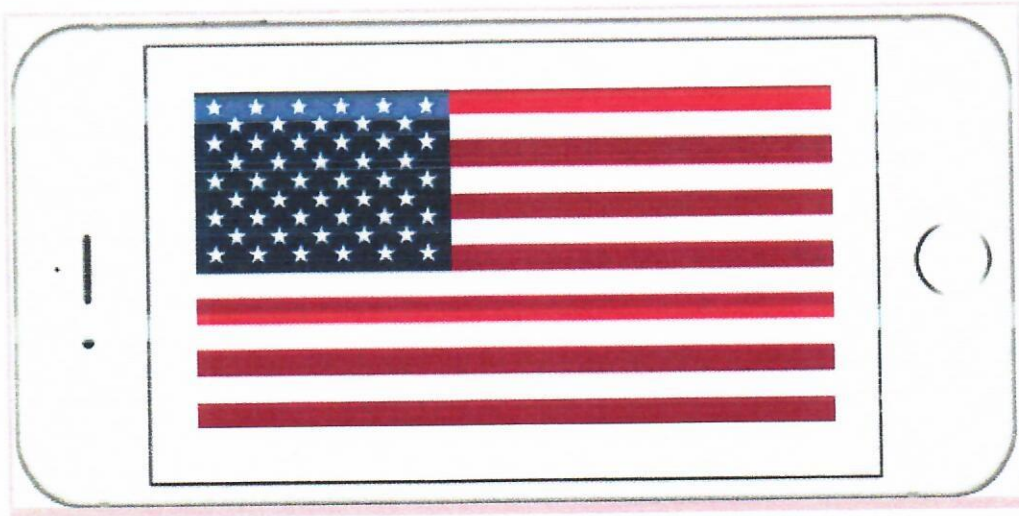


We the Future



*A marketing plan
for middle school
students*

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Target Market

Our target market would be middle school students. This specific group is just starting to develop their own world view, so this time is optimal to advertise. Whereas in the younger grades, students are forced to conform to the opinions and directions of their teachers and parents, in middle school, students will begin to think for themselves. At this critical junction in life, we need to have an effective marketing campaign to reach out to these students and get them excited about government and the Constitution. With all of the political polarization and manipulation in today's society, we must encourage students to look back to our founding document as a guiding light. I believe, as a member of this age group myself, that students will respond to a well-run campaign with resounding success.

Catering to Constituents

With regard to the above, what marketing strategy can we implement to reach this critical bloc? Well, to answer this question, let's look at a phenomena that has swept middle schools around the nation: Hamilton. This musical about the American Revolution has engaged thousands of young people, sparking their interesting in matters ranging from history, to politics, to our founding fathers, and, yes, the Constitution.

Why do kids respond to this so well? Well, the way Hamilton is written makes the Constitution relevant to our modern time. Yes, the songs are talking about politics, but it is discussed it in a way that makes sense and is in modern language. Any marketing campaign that is catering to modern-day students must be a modern-day campaign. Instead of showcasing cursive font written on 18th-century parchment, show how real people are using their constitutional rights and, more importantly, show that even middle-schoolers have a say and a right to this document.

Distribution and Implementation

More and more middle-schoolers are using social media and other platforms daily. If we want to reach out to these students, we need to fully utilise these sites. Below is my four step plan to achieve this:

1 First and foremost, we should pay social media sites such as Instagram, Twitter, and Facebook to promote Constituting America's accounts, using paid promotions. This will increase the likelihood of middle-schoolers coming across our organisation while they are casually surfing their feeds.

2 We should give students a say in our promotions by letting real kids design our social media accounts. We should add a new category to our scholarships: designing our social media accounts. For example, we could require students to each write five interesting and relevant posts that would be posted on Constituting America's accounts. The winner, along with receiving their scholarship, would have their content posted on our account.

3 Additionally, we must give students an incentive to get involved. Periodical giveaways of swag, such as sunglasses, tee-shirts, or hats would give students a reason to "follow" or check Constituting America's accounts regularly. For example, everyone who gets 10/10 on a virtual Constitution quiz could be automatically entered into a raffle for an item of swag.

4

Partner with social media “stars” to further influence students. We should find popular social media members, and enlist their help to spread the word about our scholarship. This partnership would be a win-win for both parties. For Constituting America, we would gain invaluable coverage. In addition, students would consider us more “hip”, when hearing about the scholarships from social media celebrities whom they admire. This partnership would be beneficial to the “celebrity”, because they would get the good-samaritan image of someone who cares about their country.

In conclusion, if we follow the above plan, middle school students around the country will get interested and involved in politics and the Constitution.