



Marketing Virtual Learning

HS/Marketing

Friday, April 17, 2020

Lesson Topic – Tiger King and Marketing

Lesson Objectives:

1. Analyze current trends in social and digital marketing.



Lesson Details:

Have you given in and watched the newest “Netflix” documentary, Tiger King? Is so, then you know why it is currently trending on social media. If not, then you’re missing out but you can still do this assignment!

1. Watch the [video](#) about Tiger King and digital marketing.
2. Answer the questions on the [google doc](#) or listed here:
 - a. What are the 6 marketing lessons discussed in the [video](#)?
<https://youtu.be/XLuwUkf36aQ>
 - b. Why does she say that Joe did the right thing in hiring the professional video maker?
 - c. Why does she say having a good team necessary? (around minute 7)
 - d. What is a CTA? Explain what it means.

Lesson Step 2

1. Read the article from Ad Age:
<https://adage.com/article/digital/netflixs-tiger-king-claws-its-way-brands-tweets/2248126>
2. Complete these steps:
 - a. Try to find 3 examples of how other brands not listed in the article have tried to use Tiger Kings as a marketing tool. Either link to them or copy and paste them here.
 - b. Choose 3 of the examples, either the ones you found or the ones in the article, and explain why you think this fits their brand. Do you think it will be effective in getting more sales?