**Online Niche Marketing**

**Independent Practice Assignments**

* **Web Site Story Board Assignment #1** – Using a niche market of their choice, students will create an electronic story board containing renditions of at least four pages of a web site. They will be evaluated on the content, proper design elements for a web site, as well as the appropriateness of the design to their chosen niche.
* **Personal Niche Target Market Assignment #2** – Students should think of a product or service idea that they think would sell. It can even be a hobby in which they are interested. They are to narrow down the market to a niche market, then create one offline marketing document (either a flyer, magazine, or newspaper ad), and two online ads which can include a banner ad (which can be animated or not) as well as a mobile phone app. Research to see what these types of ads can look like if you are unfamiliar with them. Also conduct research at online apps stores or app maker sites to see what some of them look like.
* **Keyword Search List Document Assignment #3** – To demonstrate how important a keyword search is to help customers locate a niche business online, students are to select a general market, go to a search engine and type that market in the search box with quotes. Select the time frame option for ‘Past Month’ which is usually on the left. Record the number of results. Narrow down your keyword search two more times, recording the number of results for the past month for each of your searches. Do this for two additional markets and record your findings the same way. Create a table or lists or any other format that makes it easy to read your results for the three markets. Graphics may be used if appropriate.