

# MARKETING

After you've identified your site and maybe some ways that money can be made there, let's talk about how you share that with the world. After each statement, answer the question...

**WEBSITE:** A web page is very important to share your site with others. On the page you can share pictures, why people should go, and additional details from what you answered in Challenge #1.

1. What will be the name of your website? (www.???.com)

**SOCIAL MEDIA:** Using platforms like Facebook, Instagram and Twitter can be very helpful to let people know about tourism sites. The name of your website should be the same as your social media. You can use a website like namechk.com to find one.

2. Using hashtags #Ghana #Tourism and #Hospigo what would be your first caption for a picture of your site on Instagram?

**CELEBRATE:** People love a party. When a new product or service is announced, it is important to share it with others through a promotion.

3. Describe an event that you would plan to introduce people to the site that you've been talking about.

Write the answers to these questions on a document with your name on it (and names of others who helped you). Then save everything to the chip. That's it!