



Black Friday Social Media Marketing Activity

Click on the link [HERE](#) to check out the latest deals and social posts for the hottest shopping season of the year.
Use the information to fill out the table following the example below!

Company Name	Post Screenshot	Demographics	Psychographics	Avatar
Nintendo		<p>male</p> <p>8-12 years old</p>	<p>Creative</p> <p>Tech Savvy</p>	

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Part 2: Your Favorite Social Post Analysis

Think of one of your favorite businesses not listed above. Go on one of their social platforms and screenshot their last two posts. In the space below, analyze the brand, image, tone and target market. Does it have a call to action and why do you like these posts?

Post One Screenshot	Post Two Screenshot
Brand Analysis:	Brand Analysis:
Why do you like this post?	Why do you like this post?