

## 4 Lessons The Stanley Cup Craze Teaches Us

Click on the headline above and read the article about the Stanley cups and answer the questions below.

1. What does it mean when something goes viral?
2. What made Stanley tumblers go viral?
3. What is a hashtag and why should companies use it when posting on social media?
4. What hashtag did Stanley use and how many views has it generated?
5. What is the overall increase in sales for Stanley since 2019?
6. What is a niche market and why does it hold such significant power?
7. Why is it important to look at the data for your niche?
8. What is customer engagement and how is Stanley achieving that with the new niche market?
9. Who was the original target market for Stanley?
10. What approach did Stanley take to make their product relative to the new niche market?

