**AREC 213: In Class Activity**

**What is a viral marketing add that you have seen that was successful in some way of getting you to purchase a product?**

**You are starting a restaurant that uses locally sourced organic ingredients. How might you market your restaurant here in Oregon for your grand opening**

**How might you market your restaurant as time goes on**

**Would you use this same marketing strategy if you were a local organic farmer that supplied this restaurant with ingredients?**