

Marketing and Promoting your business or service to your target audience.

Do this by: being seen · appealing to · interacting (with your customers/clients).

Considering: **Branding** - appealing to/attracting your target market.

Location - using the platforms your market uses.

Sharing - word of mouth, both traditional and via social media

marketing methods

-traditional methods

-social media (use #hashtags)

-website -wordpress, wix. costs, links to social media, blogs

-surveymonkey (feedback and research)

-mailchimp

-google analytics (track traffic)

-fundraising sites

gofundme
kickstarter
patreon

-sends multiple emails
-free for upto 1000 subscribers
-templates, good for invoicing, promotions, corporate ID
-interactive (links)
-track traffic analytics
-alternatives: convertkit, sendinblue, awber

facebook
twitter
instagram
pinterest
linkedin
tumblr
snapchat
google+
gumtree

tv
radio
newspaper
magazine
billboards
promotional
-goods
-stickers
-clothing
yellow pages

-getting your name out there/promotion

-building trust/brand/customer base

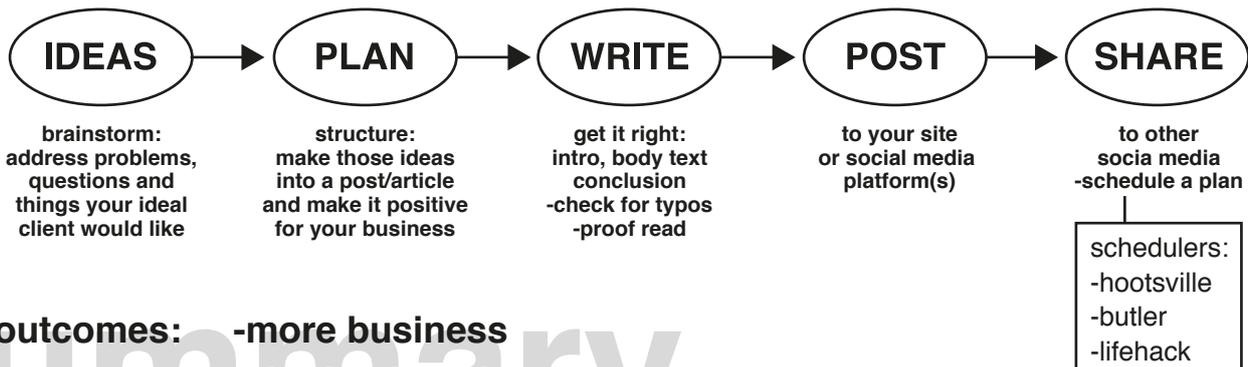
-does your market/ideal client google questions or problems they have?

-what does your target market want to see? (photos/videos, offers, incentives, news/tips and articles)

Considering: **Positive**- both in nature and to your brand.

Quality not Quantity- less is more, consistent.

Sharing - something people want to let their friends know.



ideal outcomes:

-more business

-sharing by others (potential new clients)

-getting more subscribers/followers/potential clients

to consider: -lots of options, which will work best for you?

-quality not quantity, things people will want to see/share

-keeping posts, adverts and consistency through branding

-what you can manage/time/schedule/budget

-outside help (photographers, writers, seo specialists, designers)

-test different platforms, get feedback, review, repeat process.