Section four

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| **Marketing strategy What are you going to do?**  | **Why have you chosen this marketing method?**  | **How much will it cost?**  |
| Social media  | I will post good quality images, in good lighting of my products on Facebook, Instagram and Pinterest. Facebook has the events element and I know the table and boot sale uses this as the primary platform for advertising. I have chosen the other two platforms as I think they are the most relevant for the type of product I am selling. Social media will allow me to build a network to reach new customers and increase brand recognition, there is an element on social media which allows for conversion so if customer have been buying from elsewhere they may choose to switch. It will also allow a platform to build up customer testimonials. These methods will reach a wide number of customers in a very cost effective manner. Statista says that the highest number of Facebook users was found among 25 to 34 year olds and I think this is going to be a prime customer age base for buying my products.  | Free  |
| Create bunting which will say ‘Bunting for all occasions’ and ‘Handmade by Hannah’  | To ensure the stall looks attractive I will make bunting for the area behind the stall to advertise  | Free - I will use existing materials  |
| Product photos/logo and posters  | In time I would like to buy a pavement chalk board to give my table stall a vintage type theme but in the short term I will design a poster to advertise my prices. It is important that the poster and leaflet are well designed with clear pricing information for the bespoke service. The branding would need to follow a consistent colour theme to match my logo (below). I will print posters using local printing firm. This logo will be used on my promotional materials which you can see in Appendix 3.  | 5 x A4 poster laminated £8 500 A5 leaflets £22  |