**2. Marketing Strategy**

If you had a message you wanted to convey to every single person in the school over the next 24 hours, how would you do it? Posters? Emails? Public announcements?

What are the advantages and disadvantages of these methods?

Marketing is crucial to the success of your product in business. If your demographic doesn’t know about or isn’t convinced by your product they simply won’t buy it. How are you going to reach these people?

1. Complete the table below with a few different strategies you could use.

|  |  |  |
| --- | --- | --- |
| Our business demographic is; | | |
| **Potential Marketing Strategy** | **Advantages** | **Disadvantages** |
|  |  |  |
|  |  |  |

2. Once you have decided on the best way you are going to market your product...go and do it!