

My Marketing Strategy

What's my angle?
What am I doing
that's different?

Press and Radio Coverage

What's my
budget?

Social Media, Website and SEO

Leaflet Distribution

How
effective
is it?

Advertising - Print and Digital

How much time
do I have to
dedicate to
this?

My Marketing Strategy

What's my call to action?

Direct mail and newsletters

What's in it for me?

Collaborations

Reviews and word of mouth

How can I use this effectively?

Events and Networking

How do I judge success?