Selling the Stuff

You are running a new, innovative, and awesome advertising company. A business is so impressed by how amazing your advertising skills are, they have decided that you are going to represent them in their new product launch. They are selling \_\_\_\_\_\_\_\_\_\_\_.

First you need to find out who would be interested in buying \_\_\_\_\_\_\_\_.

Then you need to find out how many of that type of person there is in the US and where they are concentrated the most. This sort of data can be found using the census and some other sources.

Then you need to find out what other sorts of things and activities those types of people are interested in. This sort of information is called psychographics. You are trying to figure out what the rest of their life looks like, so that you can find ways to advertise to them and reach them with some sort of message they will find interesting. <http://www.pewresearch.org/> has some stuff like this.

Then once you know who would be interested, how many there are, where they are, and what they are into, then you will need to create your marketing strategy. You will need to determine which forms of marketing you are going to do, make some demo versions of your ads, determine how much it will cost to run your ads, and how many people they will reach. You will need to put together a budget where the total expenses are clear and how many people will be reached in your target market with your advertising.

Then your research into the target market, how many, where they are, what they are into, the budget, ad samples, and how many people your campaign will reach all needs to be put together in a powerpoint/google slide.