

Project #4 – Marketing Your Business**Description:**

You will complete research on how to market your small business. Marketing is not all about advertising! The “Small Business Trends” website notes 5 keys to a great marketing strategy:

1. Who is your narrowly defined target customer?
2. In which category does your business exist?
3. What is your unique benefit?
4. Who is your real competition?
5. How are you clearly different from your competitors?

Without a good marketing strategy or plan, your business will have a hard time succeeding.

Things you will need to do:

1. **Research** 5 different marketing methods that you could use for your business
2. Create an **Excel spreadsheet** showing the breakdown of costs for each marketing method (create separate tabs/sheets within the same document)
3. Create a **graphical display** using Word or Excel, showing the difference in costs between each marketing method
4. Create a **logo** for your business – this could be used for a sign, advertising, or print media used in your marketing strategy
 - First sketch on paper, then use any program(s) available to electronically create your logo
5. **Research paper**
 - 1-2 pages, 12 Font, double-spaced
 - Include your graphical display and your logo in your research paper
 - Here are at least some questions you should be addressing:
 - Describe and identify the cost for each of the 5 different marketing methods that you researched that you feel work best for your business.
 - What is your marketing strategy/plan? Identify which marketing methods you will use
 - What type of return can you expect by using this marketing campaign? What is your estimated ROI?
 - What is the overall cost of your marketing strategy per year? per month?
 - Describe how the cost of your marketing strategy will affect your monthly profit margin.

6. Prepare a PowerPoint presentation and present your findings to the class.

- Minimum of 5 slides
- Oral presentation = 2-3 minutes
- Things you should be addressing from your research paper:
 - What is your marketing strategy/plan? Identify which marketing methods you will use and their costs
 - What type of return can you expect by using this marketing campaign? What is your estimated ROI?
 - What is the overall cost of your marketing strategy per year? per month?
 - Describe how the cost of your marketing strategy will affect your monthly profit margin.

Each portion of the project will need to be submitted electronically (via the dropbox or e-mail) by certain dates. Your ability to complete tasks by certain deadlines will also be graded. If you have any questions along the way, you need to ask for help!