



Checklist 1: How To Advertise Your Startup Effectively

Project Name: _____

Date: _____

Yes No

This checklist will talk about the specific questions you need to answer and keep in mind while trying to advertise your startup so that you spend as little as possible on advertising but do it in the most effective fashion as well.

- 1 Where do your target customers go? As we discuss in the market research checklist, you need to know what type of person you want to cater to. Once you have that in mind, you can put up fliers, adverts, or posters in those areas where they are commonly found. For example, if you are making a product for teenagers or young adults, a mall may be the best place for advertising.
- 2 How are you different from your competition? In your advertisement, it is necessary to at least briefly mention why you are different from the other options in the market. So if your product is cheaper, mention that in your ad.
- 3 Word of mouth. If you have a large social circle, then this option is a very good one for you. Ask your friends to call up their friends and tell them about your business and soon word spreads.
- 4 Be consistent in your ads. Try to keep the same format for all your ads, whether they are online, on pamphlets or billboards. People will recognize your brand if they can acknowledge your ads readily.
- 5 Make strategic alliances: Engage in alliances with businesses that complement your own. If you own a car wash, a garage or car workshop is an excellent business to ally with. Give these businesses vouchers for your businesses that they can distribute amongst their customers, and do the same in return.

Notes



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- 6 Media: Use media platforms, such as certain blogs or social networking sites, to convey an occasional sense of urgency in your ads by promoting limited time offers so that people respond quickly.
- 7 Try to network: Go to social events, meet and greets, community meetings and other gatherings where you can meet potential customers and discreetly add in a few details about your business in the conversation.

Notes