



MODULE 4: MARKETING & CUSTOMER SERVICE

Step 1: Define Your Demographic

Before you can properly market your product, you need to make sure you know **WHO** you need to market to. Spending time and money on marketing to the wrong demographic can be costly, so let's think it through.

List some types of individuals that would very likely be interested in your product.

List some types of individuals that might not be so interested in your product.

If you are selling juice, chances are you have a pretty wide range of people that will enjoy your product. However, there are some places that perhaps don't make sense to advertise juice drinks. For instance, if your juice is high in sugar content, a gym might not be the best place to advertise.



Step 2: Identify Ways to Spread the Word

Now you know **WHO** you want to target, so it's time to come up with some ways **HOW** to spread the word to that audience.

Would you consider using some of the following marketing techniques to reach your target audience?

- Create flyers with information about your product.
 - * Hand out to friends and family.
 - * Deliver to houses in your neighborhood.
 - * Find “community calendars” to post your flyer to.
- Use online resources such as Nextdoor.com or community social media pages.

Create flyers by hand or with free graphic design tools such as Canva.

Keep in mind...

You'll want to consider the cost of each aspect of your marketing. For example, if you want to print out 100 flyers, how much does that cost? The cost of your marketing goes into the total cost of the product you are selling.





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Step 3: Identify Potential Partnerships

Does your mom or dad know a business in town that has good foot traffic (people walking by) that is willing to let you post a flyer or will help you spread the word about your business? Maybe you or your parents know someone with a lot of local connections through social media. These partnerships can help with brand awareness as well as drive impulse buys.

What types of businesses are likely to have a lot foot traffic ?

What people do you know that might be able to help you spread the word?

Step 4: Marketing Day-of Sales

You've done a great job marketing your product ahead of time. Now it's the day you officially open your business and start selling product. Ideally, you'll have already generated plenty of interest through your marketing, but what about those individuals that pass by your booth that didn't know you were going to be there? How do you attract them to your booth and get them to purchase your product?

DISPLAY WELL TO SELL WELL

One of the oldest and simplest concepts in sales is **display well to sell well**. People are naturally attracted to things that are pleasing to the eye, or that catch their attention. Think about how your favorite retail store dresses their display windows, or how a car dealership might have balloons or a giant inflatable on the sidewalk in front of their building to attract attention. **What will you do to draw attention to your juice stand?**

FREE FREE FREE...samples

Another great way to get people to your juice stand is to offer free samples -- people love free stuff! You can purchase disposable 4oz (or smaller) tasting cups to offer free samples in. The great thing about free samples is that it is a very low cost way to directly market your product to someone. Potential customers get to taste your product and it gives you a chance to give your "pitch," meaning you have a few seconds to tell your story about being in the Jr. CEO program, how you went about opening your juice stand, and why the program is important to you. Then...

Don't be afraid to ask for the sale! "Would you like to purchase one?"

If you are selling a product person-to-person, there is arguably nothing more important to your business than **Customer Service**. Exceptional customer service will greatly increase the likelihood of a customer returning to purchase your product again and again.

4 STEPS OF EXCEPTIONAL CUSTOMER SERVICE

GREET

SMILE! Make eye contact and let them know that you are ready to help.

INTERACT

Have a positive attitude, answer their questions, suggest ways you can meet their needs.

VERIFY

Make sure your actions and information have met the customers expectations.

EXPRESS THANKS

Let your customers know that their business is appreciated!

Give an example of what you consider exceptional customer service.



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Consumer Marketing

We are constantly being targeted for marketing. Spend 24-48 hours paying close attention to the ads you come across while you are on social media or watching any type of videos or TV. Keep a list of ads you noticed.

Did any of these ads stand out to you, and why?



Things to Think About for the Next Module

In the next session of Jr. CEO, we will dive into SAVINGS & MONEY MANAGEMENT! We'll walk through best practices in how to manage the money you make from your product sales and the importance of savings for your business.

Why do you think having a savings account is so important to your business?

Why do you think money management is so important to your business?