Bailey Salon advertising

One of the first advertising techniques I used was a website. A website would be used to help give information to customers who already know about the business. A website wouldn’t cost anything because you make it yourself and there are sites that help you create your own website for free. The second way I used to advertise was newspaper ads. This would be used to advertise to a typically older crowd and it would help bring in older clients. This would cost around $43.50. A third marketing technique I used was radio ads. This would cost around $300. The fourth advertising technique would be a television ad. Television commercials usually cost around $200 to air on a local channel. The last marketing technique would be flyers. To print out 200 flyers it would cost $2.

The specific type of marketing strategies I will be using will be newspaper ads, radio ads, and a website. For the newspaper ad, an estimated 600 people read it daily, and I will say that 4% of those people will come to my business because of it. That would be around 240 people and the ROI would be 274%. For the radio ad, an estimated 900 people listen to the radio. And out of those 900 people, 5% of those people, which is around 450 people, will come to my business and the ROI would be 74%. And for the website, an estimated 20 people will see it. Out of those 20 people, 2% will come to my business because of it. Because of those 4 people, the ROI will be 200%.

The monthly cost of a newspaper ad would be $43.50 and the cost of it yearly would be $522. The cost of the radio ad monthly would be $300. Yearly it would be $3600. The website is free. The prices of these marketing strategies would not directly affect my monthly profit and my business would still be sustainable.

