

Describe Market Strategy

Free and Low Cost Promotions

- **Social Media**
 - Use Dvontay Friga's Channel for promotion
 - Making TikTok videos can exploit their algorithm to help people get recruited, or find courts, or whatever.
 - Twitter Make Posts and share it
 - Kickstarter, can promote the application while allowing the opportunity to make money.
- **Sports Clubs**
 - Going to AAU tournaments and promoting the application.
 - Going to Highschool and Middle School teams and promoting it.
 - Rec Teams
- **Sports Complexes and Parks**
 - Word of mouth at parks or courts
 - Spreading it in gyms and courts

Paid and High Cost Promotion

- **Advertisements locally through social media.**
 - The average cost per click in Google Ads is between \$1 and \$2 on the Search Network.
 - The average cost per click on the Display Network is under \$1.
 - The most expensive keywords in Google Ads and Bing Ads cost \$50 or more per click. These are generally highly competitive keywords in industries that have high customer lifetime values, like law and insurance.
 - Giant retailers can spend up to \$50 million per year on paid search in Google Ads.
 - The average small- to mid-size business spends anywhere from \$1,000 to \$10,000 per month on their Google paid search campaigns. That's \$12,000 to \$120,000 per year.