Marketing Costs

January 2021-May 2022

### 

### Annual

Loomly Social Media Management

$25/month or $300 annually

$34 monthly

Kimp Design Services

$400 per month or

$4,800 annually

### One-Time Costs

Early Sign-Up Referral Program

$3,418

Spring 2021 Ambassadors

10 Ambassadors, $70 each

$700 + Referral Bonus of $100 cash each

$800

Fall 2021 Ambassadors

Same as Spring $700

Best campaign winner earns $250 cash

Students vote on best campaign

$950

Spring 2022 Ambassadors

Same as Spring $700

Best campaign winner earns $250 cash

$950

Tabling Equipment

$200

500 Smarta T-Shirts

$2,500

Flyers

$300

### Advertising Costs

LinkedIn - Property Managers

$600 per month March-August

$3,600

Social Media

$1,000 per month August-Nov, Feb-May

$8,000

Hulu Ads

$500 per month, August-Nov, Feb-May

$4,000

YouTube Ads

$500 per month, August-Nov, Feb-May

$4,000