1. Recommendations from professionals:

* Sponsoring (only rarely, when we think that it’s worth it)
* Sending a test product to a professional and let them make an ad (post, blog entry, video, or something similar, maybe advertising for it on facebook groups)

1. Affiliate Marketing:

This means having a partnership with someone (professional masseurs, osteopaths, physiotherapists, etc) and they put a link to our product on their page, social-media or something like that. Everytime a product is sold through one of their links we give them a small part of the earned money.

1. Own stuff:

* Blog page: We make our own blog page and make posts on how the product can be used and so on and advertise our product and we will do SEO (= Search Engine Optimization).
* YouTube: We can make a YouTube channel where that guy shows some ways how the product is used (We could also put those videos to be an ad on YouTube on other YouTube videos, but that might be a little expensive).

He could also make videos on Facebooks.

* As he already said, we can try out making or joining Facebook groups and advertising our products.

1. Facebook:

If you can, please ask him further details about the whole facebook group thing and how he plans to advertise the product on there. (Don’t worry, if you don’t feel good with asking, we’ll figure it out together <3)

1. Buyer Persona / Defining Target Group:

This is the link to the first buyer persona I made with this online tool:

<https://www.hubspot.com/make-my-persona?persona=-LrkPUd2VPBiDsoBEjCf>

You could ask him (it’s not necessary though), if he feels like it’s a good idea to keep making buyer personas like this and through these kinds of links, we can share them with each other.