

Abby Schwenger

Marketing Brief

My Mount Crew website is intended to attract young women choosing high schools (or sports teams if they already attend the high school) and their parents by showing them what the program has to offer. To reach this audience, I will advertise the website link on Mount Saint Joseph Academy Facebook, the Facebook page I run for the school's dance marathon, and my personal accounts as I have many followers and connections in the target audience. I will also include the link in the bio section of the team's Instagram, which reaches over 1,000 followers. On Facebook, I will pay for ads and use the demographic features of Facebook Ads to make sure the ad reaches the right audience. I will spend no more than \$50 and rely mostly on shares and personal connections to make my website seen. The campaign will last through February as this is the time where people are choosing high schools.

