|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Problem   * Brand new custom laser cutting business but no customers yet * Need to expand business * Need a better website and a cost-efficient way to market the products to customer segments | Solution   * Digital marketing campaign: social media platforms all free * Website through HostGater, helps track who looks at our site and stays on certain pages | Unique Value Proposition | | Unfair Advantage   * Very cost-efficient – we make the products for a low price and are able to see them to a low price * Everything is customizable | Customer Segments   * Primary Market: college students all levels * Secondary Market: Greek life members, people in sororities or fraternities * Anyone interested in having something engraved for themselves or as a gift |
| Key Metrics   * Set weekly goals for increasing number of followers and likes on FB and IG * Set goals for how many customer spend a certain amount of time on our site * Track how many people register for accounts/contact us | Channels   * Facebook * Instagram * Email Lists * Official Website |
| Cost Structure | | | Revenue Streams | | |