

## Marketing Types

Who are your users?

**25-55 year olds.**

Which online platforms would you find lots of your users?

**It would be a variety of different platforms, search engines, arts websites, TimeOut**

Would your users use social media? If yes, which platforms do you think you would find them on?

**Yes, most of them would use some form of social media. Instagram & Facebook being the most popular.**

What do your users need? Could you meet that need with useful content? If yes, how could you best deliver that content to them?

**I don't think content would be essential for Heiwa Gallery as the products will be mainly prints so there is a creation process we could document but I think adding the images that are on sale & information about the gallery and their ethos could entice visitors & sales.**

Would your business run sales or offer discounts? How do you think your users would most like to hear about these offers?

**Sales could be offered for items in the holiday period to encourage buying more than one product. As prints don't require that much storage space we wouldn't need to shift stock at other points in the year.**

What are the goals of your business? Which marketing strategies would offer the best ways to meet those goals?

**I believe email marketing & Instagram ads would be the best ways for Heiwa to market. Email marketing will allow the business to explain new collections we have coming in and Instagram ads provide a great way to draw a customers attention to a beautiful print!**

Would your business have a budget to spend on advertising? Or would it need to work with free or low cost options to market itself?

**Heiwa gallery would have a monthly budget to spend to generate interest in the gallery and upcoming exhibitions to ensure the exhibitions had visitors and to also push for sale of the products available.**