**Advertising Plan**

Advertising will be an activity RecycledTextBooks will use to reach students who are our significant customers as indicated in the marketing plan. It will be used to ensure that we are noticed as an organisation, we will be using advertising campaigns to introduce ourselves to the market, to make the organisation known to the market and communicate our products to potential customers. This will be a key activity as we enter the market, and must be done right to ensure that students from all higher learning institutions get to know us.

**Product Description**

As indicated under the Marketing Plan Section, we will be offering student’s books at cheaper prices, and thus encourage them to avoid copying books illegally and buy books printed using cheaper material instead. RecycledTextBooks is without doubt a good solution option for students hence our motto *‘Copying of academic books, is an Offence choose RecycledTextBooks instead’*

**Advertising Channels**

The forms of advertising to be used by RecycledTextBooks include some of the following:

1. University and College radio stations free slots
   * *The organisation will be looking to get free-slots from the different campus radio stations to announce the product to students of different universities.*
2. Direct email
   * *We will be sending emails to targeted lists of recipients.*
3. Business cards;
4. Sending promos with invoices;
5. Classified sites advertising
   * *Advertise on Gumtree, OLX, Locanto and AdsAfrica*
6. Social Media Advertising
   * *Facebook, twitter, instagram, Google+, Youtube ;*
7. Outdoor Advertising –
   * *Pamphlets, leaflets to be distributed inside campus;*

Business

Cards

Invoice

Promo

Direct

Email

University and College radio stations

Advertising

Outdoor Advertising

Social

Media

Classified

Sites

**Plan Budget**

The methods to be used for advertising are all free.

The only costs involved will be the following:

* Cost of Data required to send email campaigns, and to manage our classifieds and social media platforms.
* Travelling costs as the advertising team of the organisation will be going to the different campuses to attend to radio slots and distribute leaflets.
* Accommodation costs as the advertising team will be going to different institutions.