Marketing

audience – parents, students

content- fundraising activity (gimme moneyyy!), information of new paediatric ward

offer – money, repromotion

promotion- social media(Instagram for youth, facebook for elder(boomer)), advert(advert board, youtube, social media, ), speech, radio, website

Promotion

Social media: post, advert

Youtube: advert, video, cooperation

Speech: school

Radio: Capital London

Website