

Marketing Plan Information for Pop-Up Shop Application

We are looking for any marketing-related information you can share with us regarding how you plan to market your business. If you have a full-fledged Marketing Plan, great! Please share that with us. If not, don't worry! Think about the questions below and share your answers with us.

- Who are your target markets? Who are you trying to reach with your products?
- What platforms will you utilize to reach your target market? How do you plan to get the word out about your business? This could include social media, a website, an email newsletter, paid Facebook ads, etc. Share your platforms with us so we can market your business too!
- What are one or two short-term Marketing Goals you have for your business while you are utilizing the pop-up space?
- What are one or two long-term Marketing Goals you have for your business beyond the pop-up space?
- How will you track your Marketing Goals, efforts, and accomplishments?