

Business Startup Badge

Reaching Your Customer



REACHING YOUR CUSTOMER

Share the news about your product or service with these strategies:

Advertising: Create, buy, and place ads online, in newspapers and magazines, on billboards, TV, radio, and more.*

Marketing: Get your message out through social media, brochures, flyers, word of mouth, referrals, emails, your website, and trade show appearances.

Public relations: Write a press release or story pitch about your business and send it to bloggers, journalists, and print or online publications.

**Make sure to check out the Girl Scout Internet Safety Pledge if you proceed with any online activity. Get appropriate supervision if you want to do anything involving real money or online purchases.*