

Marketing

*How to market your business in
order to have most success*

1st step

Evolving ideas

Also consider seemingly obvious aspects, like the interior design of your business/shop.

- posters
- flyers
- leaflets
- brochures
- website
- social media
- news articles
- regional radio commercials
- merchandise
- gifts at the counter
- logo
- raffles
- fairs
- business cards
- special events
- open days
- meetings
- cooperations
- QR-codes
- uniforms
- interior design of the shop

Examples on SchokiDoki

→ social media and a website

- a)** young target group
- b)** the design of our business itself (interior decoration)
- c)** higher chance of going viral
- d)** a website to put all the important information on
- e)** easy way to take suggestions and receive reviews

→ a logo

- a)** people can identify you through the logo
- b)** put it up in the store with a QR code leading to the website

→ merchandise and little givings

- a)** draws children's attention to our business (little pieces of chocolate)
- b)** merchandise often spreads widely among friends, colleagues, etc.

→ a brochure

- a)** the different variations of chocolate we offer
- b)** information about the origin of the beans
- c)** information about the production of our chocolate



SchokiDoki

SchokiDoki's logo

Make sure to remain a certain look when creating the logo, business card, etc.

Examples on SchokiDoki



business card of
SchokiDoki's manager

Was ist Schokidoki?

SchokiDoki produziert seit 2017 hausgemachte Schokolade.

Wir bieten verschiedenste Geschmackssorten an, wobei einige zu unserem regulären Sortiment gehören, und andere saisonale Spezialitäten sind. Ebenso zu unserer breiten Auswahl gehört eine Vielzahl an veganer Schokolade. Schokidoki wird von Svenja Alberts geführt und hat im Moment drei Mitarbeiter.



Schokolade in vielen verschiedenen Variationen

Adresse: Mühlenstraße 101

Telefon: 0491 / 5746

Email:

Web: www.schokidoki-leer.de



2nd step

Deciding on what to do

Watch out for your budget, what fits to your business specifically and professionals e.g. creating posters

- production of flyers, posters, etc.
- advertisement in the newspaper + commercial on the radio
- management of the social media accounts + website
- organisation of raffles, open days, other events
- interior design + decoration of the shop
- organisation of co-operations with other businesses
- public presentation of your business (e.g. on fairs)

3rd step

Let your plans come to life

Plan on when to do what to have most success. Decide what is most important and realize your projects.

- spots to hang posters, hand out flyers
- outer events
- creation of social media profiles + the website
- decoration of the shop

4th step

Create your shop's own atmosphere and image!

- keep changing: gain and realize new ideas
- set permanent priorities for your business to keep a good image
- treat your customers respectfully + friendly
- support a good relationship between colleagues
- make going to the shop an event for customers

***Do you have
any questions?***