

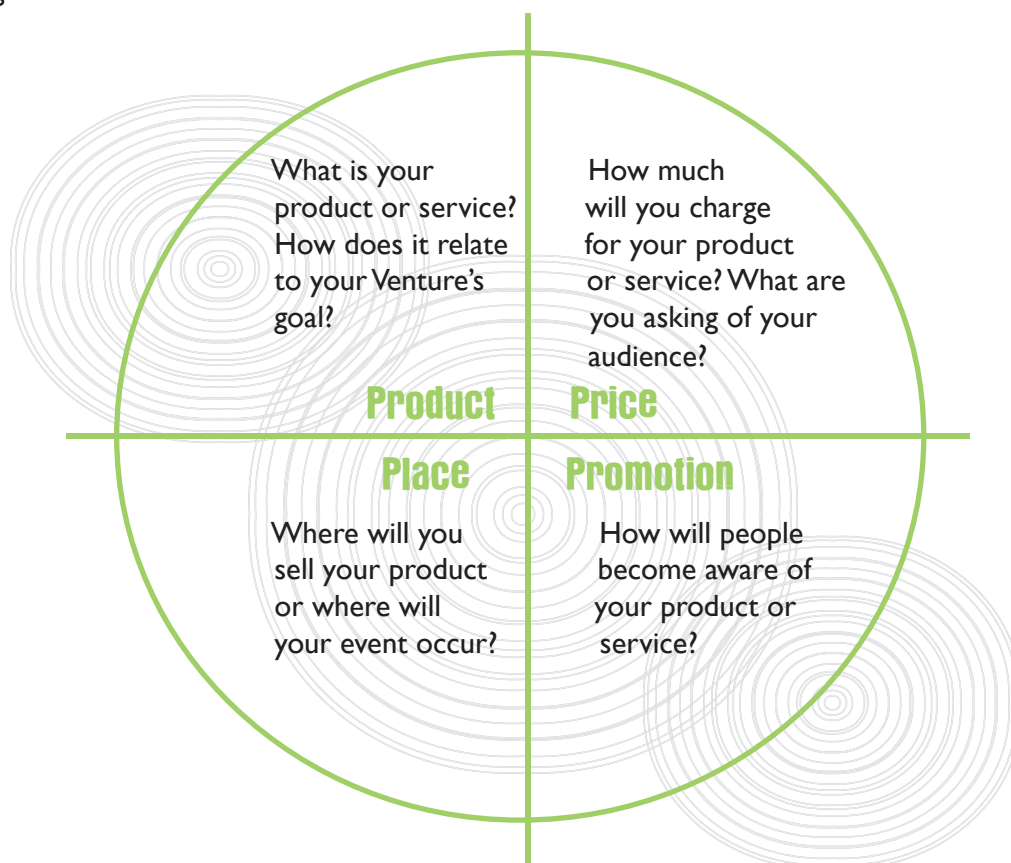
Marketing

Marketing Basics

Marketing is the use of particular tools and strategies to promote a message, concept, or product. It allows you to create your own message to distribute to an audience in order to develop a relationship with them.

Why Market? It enables you to spread the word about your Venture. Marketing will help you educate the community, recruit more volunteers, and hold more effective fundraisers.

The Four Ps of Marketing are the building blocks upon which businesses organize their marketing decisions.



Establish Your Audience. Base your marketing approach on the particular audience you're communicating with. You'll communicate with potential new members differently than old members, and with adults differently than young children. Think about: Who are you marketing to? How do you want them to respond? What is your message? How do you deliver it? Use Youth Venture tip sheet, "[How to Market Your Venture](#)," to map these ideas.