

**Assignment 6.1**

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BUS200: Brand Strategy and Market Launch

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### **How will you get the word out to customers?**

Business: Professional Organization, “Clear that Clutter, with Ashley”

My initial plan of action is to utilize social media platforms and word of mouth. My not so distant future goal is to eventually utilize google via a business profile. My long term goal is to have some ads on the YouTube TV. For the time being, my focus will be mastering the art of short social media videos (also known as TikToks videos), from the current home organizational jobs I’m currently accepting. I will also depend on word of mouth from other small local businesses as well as referrals from satisfied customers. Moving forward “Clear that Clutter, with Ashley” will radiant a more formal and professional feel.

### **Advertising: What media, why and how often? Why this mix and not some other?**

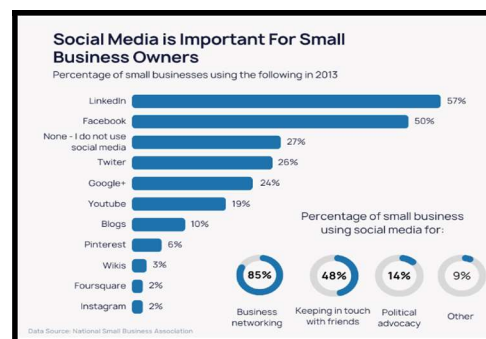
For advertising, I would like to utilize the following social media platforms: Instagram, Facebook, SnapChat and TikTok. I picked these platforms primarily based off of personal experience. I myself rely heavily on social media and real product and service testimonies. I plan to post content daily. If I would have written this paper ten years ago, I probably would have leaned towards commercials and advertise on a local area television network channels. I’m sure I’d also have high hopes of maybe getting a commercial on a cable network channel. However, I myself can’t remember the last time I actually paid attention to commercials on television and feel that social media has taken it’s place. Plus, it’s free to advertise on social media platforms, which is cost effective as well.

**Social media: What platforms do you intend on using and why? Provide statistics here and visual graphs, or other media to vet your choice(s)?**

As previously mentioned, I plan on utilizing FaceBook, Instagram, SnapChat and TikTok. I choose these media platforms based off my own personal preferences, this is how I like to learn about businesses. I will check their social media pages, look at the quality of their posts, read customers comments and testimonies. I feel that this method is the best way to get to know a business and if it's worth buying a product from them and/or employing a service. Eventually, I will opt into google and YouTube. According to BusinessDIT, social media is a powerhouse for small businesses. BusinessDIT stated that on average 93.79% of businesses use social media, 77% of small businesses in the U.S. use social media for essential functions like sales, marketing, and customer service and 71% of small and medium-sized businesses use social media to market themselves. Below is a chart BusinessDIT generated in 2013. I choose this older chart because if it was this good in 2013, and still going, imagine what the next ten years will look like for advertising and marketing on social media. If in 2024, we rely on it so heavily already, it will just keep increasing for years to come.

**Figure 1**

### Social Media Is Important for Small Business Owners



*Note.* <https://www.businessdit.com/social-media-for-business-statistics/>

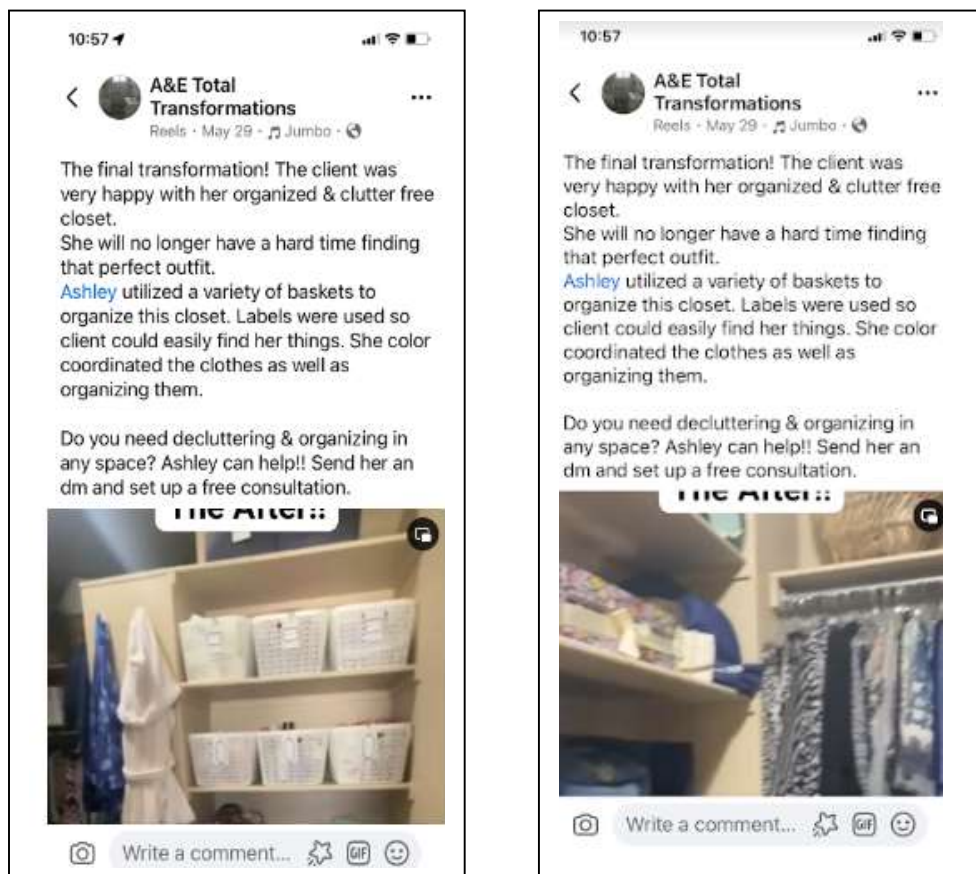
**What image do you want to project? How do you want customers to see you?**

Ultimately, I want to project a professional and a judgment free energy. I touch on judgment free because in home organization (and even home cleaning for that matter) a lot of people get nervous about being judged. Customers are generally too busy with life to upkeep their homes and that's okay. But, there are also a lot of people who suffer from mental illnesses that lead to their home being chaotic and that's okay too. I want to do real organizing for real people that deal with real life challenges. Everyday I see social media posts of influencers doing simple home organizations like it's an easy feat. It's not going to look like that for every person. My goal is to provide functionality in a professional manner with zero judgment.

**Will you use methods other than paid advertising, such as trade shows, catalogs, dealer incentives, word of mouth and network of friends or professionals?**

Word of mouth has been working for "Clear that Clutter". The way my business started was from me hiring a local contractor to provide an estimate on some walls in my house I needed repaired. The co-owner of the business really took a liking to how my house was organized and encouraged me to start my own business. This business has been promoting me on their own social media page. And given their own good reputation, it's been an honor. We also plan on doing collaborations in the future on custom closet rebuilds. They've also hired me for a home remodel to oversee the house's cabinets, closets and drawers selection. Below are some examples of their business, "A&E Total Transformations" from when they have promoted me on their FaceBook page:

Figure 2



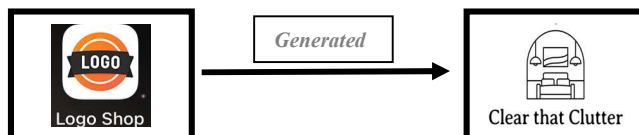
Note. A&E Total Transformation, FaceBook Page. El Paso Texas.

### Create a logo.

My logo was built using an app called “Logo Shop”. When I first started my business, I didn’t have a logo and as my demand increased, I quickly realized I needed invoices and wanted to have a logo on them as well. Short on time; I utilized the app to generate a logo. The app was free to use and user friendly. I choose the colors white and black to symbolize a clean and clear logo that represented the root of my business slogan “Clutter Free Clarity”.

The app I used for my logo

“Clear that Clutter” logo



## References

Yaqub, M. (2024). Social Media is Important for Small Business Owners. BusinessDIT.

<https://www.businessdit.com/social-media-for-business-statistics/>