Publicity

Author Name

[Institutional Affiliation(s)]

Publicity for a Business

A homemade food delivery service will be used for this assignment. I will keep the quality of food high and will offer competitive pricing (D.Pickton & A.Broderick, 2005). For any new product or service, publicity helps to reach the target market effectively. To convince people, I will provide free samples to the owners of the public houses. We will want people to know about us and this will be possible only when we opt for better publicity options. People must know the difference between us and other competitors.

A person will be hired from the local area who will forward this service to our proposed target market. The target market will be the entire city. To be more specific, we will target people in lower and middle-income groups. These people need homemade food that is hygienic and affordable. A positive word of mouth will also play an important role in enhancing our publicity efforts. Further expansion ideas will be created by our local employees who know the actual needs of their locality.

Brochures will be distributed in various offices and universities. Social media will also be used for publicity of the service. A page will be created and its link will be shared on other pages for people to see (Gutierrez-Leefmans & Nava-Rogel, 2016). Blogs will be used to share experiences of people who use our services. A website will also be created to offer an online booking option for our customers. A mobile application will also be launched which will help our customers to reach us more easily. The initial purpose of our campaign will be to educate the people about the existence of our business. This aspect will be extended to let people know about the quality of our service.

# **References**

D.Pickton, & A.Broderick. (2005). *Integrated Marketing Communication* (2nd ed.). Prentice Hall.

Gutierrez-Leefmans, & Nava-Rogel. (2016). Digital marketing in an emerging country: Exploratory study of SMEs with trust seal. *Revista Brasileira de marketing, 15*(2), 207-219.