

**GTS**

**“Want Pests Out Bring Us In”**

 I found 3 different advertising strategies to get the word out about my trapping business. The first one is a Billboard. It will cost me approximately $2500 to have one in my town. Billboards are great along highways and busy roads where everyone can see them. The second is a Newspaper ad. It will only cost me $10. Newspaper ads aren’t as good as they were no one really reads the paper anymore. The third is a truck decal of my logo and business information all over my truck. It will cost me $120. This is a good idea because my business causes me to travel all over the state pretty much so everyone will see it on the roads.

 My marketing strategy im actually going to do them all but in due time. Im going to start just doing the truck decal and the newspaper ad and when I get going I will get the billboard. The way I feel my business is not big enough for a billboard anyway.

 The truck decal in my opinion will be the real money maker. In my business it is very helpful to have a truck to do everything. And with a big nice truck like mine you will definitely notice it and see what it says. The ROI % for the Truck decal is actually super high at 499%.

 My business strategy is not expensive at all. I am making $60000 a year more than enough to provide for myself and advertise. My Strategy is going to only cost me 130$ total.

 My Advertising is not going to affect my profit barely at all. Its only costing me $130. For a newspaper and truck decal.