

# Marketing Strategy



- Start at Temple University
- Advertise with posters
- Set up Stands at Bell Tower during beginning of Semester, include free Prizes .
- Word to Mouth.
- Agree to Terms with TUportal to advertise on site.
- Expand Book-Brokers brand by giving out T-Shirts, Coffee Mugs, Iphone Cases etc.
- Set up a Book-Broker Sponsored Concert at Temple.
- Temple University's success hopefully spreads across other Universities.