Color Outside the Lines Advertising

The methods of advertising that I picked for my salon include; flyers, a website, business cards, newspaper ads, and social media. The flyers will cost around $70, since I will be ordering a lot of them to put up. A website will not cost me anything, since you can make a website online for free. All of my business cards will only cost me around $10, because I will be ordering them together. The newspaper ad is the most expensive out of all of the methods of advertisement, being $500. My last method, which is social media, will also be free since you don’t pay to be on it. The overall cost of the strategies for a year will be around $895.24. For a month, they will be around $120.47. The costs of all my advertising strategies will not affect my monthly profit too much, since in all, it isn’t too much to pay for all the kinds of advertising I chose.