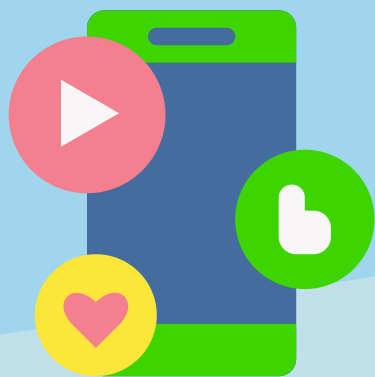


MARKETING PLAN

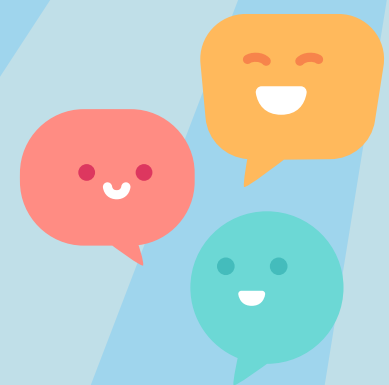
Hey everyone! We're the kids from Wiggonby Primary School, and we've started an awesome project called **WOW (Wiggonby on Wellbeing)**. Our goal is to help raise money for Carlisle & Eden Mind charity by making and selling cool stuff, and running fun events. We need to get the word out, so here's our plan to make sure everyone knows about our products and events!



First, we'll use **social media** to reach lots of people. We're planning to make fun videos showing us making our products, like colourful bookmarks with positive messages, worry dolls with affirmations, friendship bracelets, and wildflower seed pots. We'll also post about our events, like coffee mornings and book sales. We'll use Facebook and Instagram to share our content, and we'll use hashtags like **#WiggonbyOnWellbeing**, **#SupportMentalHealth**, and **#CarlisleEdenMind** to get more attention.

Next, we'll create **colourful handouts and posters**. We'll design bright, eye-catching leaflets that explain our project and talk about Carlisle & Eden Mind. We'll hand these out with every purchase and put posters up around school and in local shops to spread the word.

We'll also use word of mouth to tell everyone about our project. We'll talk to our friends and family about what we're doing and encourage them to tell others. We'll make announcements during school assemblies to let everyone know about our products and upcoming events.



To get support from our community, we'll write letters to local businesses asking for donations and help. We'll ask if they can give us materials or sell our products in their shops. Some shops might even let us put up our posters to help advertise.



Our events will be a big part of our marketing plan. We'll organise coffee mornings where people can come, chat, and buy our products. We'll also host book sales to raise more money and get the community involved. We'll sell our products during school events, at local markets, and in partner shops.

With this plan, we hope to get lots of people excited about Wiggonby on Wellbeing and make a big impact.