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# Networking

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- Networking means creating all business connections
- This includes all crucial partners for the business
- For example
  - Customers
  - Material providers
  - Marketing
  - Companies from the same field of industry

# Example from a horse riding school

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- Material/service providers
  - Horse beddings
  - Hay
  - Concentrate food
  - Veterinary services (vaccinations, deworming, dental care etc.)
  - Farrier services
  - Horse massage services
  - Visits to horse clinic



- Customers
  - Riders
- Marketing
  - Reaching possible customers by advertising and connections
- Companies from the same field of industry
  - Other horse stables for co working
  - Professionals for educating and training



# Advertising

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- The goal of advertising is to attract customers and increase sales
- The ad has to be targeted to the right audience or in an attempt to reach "everybody", the ad either misses the right audience or spends way too much
- Newspaper, tv and radio
- Social Media
  - Facebook, Instagram, home site etc.



# A Good Advertisement

A good advertisement should be:

- Informative
- Immersive
- Conspicuous
- Unforgettable
- Simple enough

