



YouthBiz
MARKETPLACE



Young Americans
CENTER FOR FINANCIAL EDUCATION

Online Marketplace Toolkit

Sample Promotion Timeline:

Today!

Check out our website to find tips and tricks for the online marketplace.

- If you're on social media, like Young Americans Center (@youngamericans on Facebook, @yacenter on Instagram) so that we're easy to tag in future posts.
- If you're on Facebook, say you're "Going" to the [2021 YouthBiz Spring Online Marketplace event](https://www.facebook.com/events/362138008177989) (<https://www.facebook.com/events/362138008177989>) and share it to your page.

Take photos of you working on or making your products so customers can see behind the scenes. Save these for future use on social media.

1 week before

Send an email to people in your network to tell them about the online marketplace. Include a product and enticing product description in your email that you think your customers will particularly enjoy.

Post on social media about your participation in Marketplace. Sample posts included below!

During the event

Event dates April 24—May 2. Post regularly on social media to thank customers for their support and to encourage others to shop from you. If you receive positive feedback from a customer, ask the customer if you can use his/her first name and turn the feedback into a post!



YouthBiz MARKETPLACE



Young Americans
CENTER FOR FINANCIAL EDUCATION.

Sample Social Media Posts:

Facebook:

Create Post

 Luke's Lemonade
Friends

Looking to support local youth-run businesses this spring? Then check out the YouthBiz Spring Online Marketplace! Kids like me will be selling their products online this year and we would love your support.
Visit: <https://youthbizmarketplace.arcadier.io>



Add to Your Post

Post

Create Post

 Carly's Candles
Friends

Support local youth like me at @YoungAmericans online marketplace. Here is a picture of me making my homemade candles. They come in all sorts of great scents!
Visit: <https://youthbizmarketplace.arcadier.io> to get yours.
#youthentrepreneur #springmarketplace



Add to Your Post

Post

Using Facebook is a great way to reach a lot of people. You can post from your business account, your account or even a parents account! Make sure to include a link to the online marketplace <https://youthbizmarketplace.arcadier.io>. Tag Young Americans in posts using @YoungAmericans and we'll do our best to like and share your posts. If you don't tag us, we don't know to share!

***Get the Facebook graphic [here](#)



YouthBiz MARKETPLACE



Young Americans
CENTER FOR FINANCIAL EDUCATION.

Sample Social Media Posts:

Instagram:



Instagram is one of the most used social media platforms. For this post, use fun hashtags like #youthbizmarketplace or #youthentrepreneur. Post pictures of you making your product and as the marketplace gets close, post a picture of one of our graphics available here: <https://yacenter.org/youthbiz/marketplace>

Tag Young Americans in posts using @YACenter and we'll do our best to like and share your posts. If you don't tag us, we don't know to share!."

Add the Marketplace URL in your "bio" area, then reference that in posts "Check out my products at the @YACenter YouthBiz Online Marketplace! Support local youth this Spring! Link in bio!

***Get the Instagram graphic [here](https://yacenter.org/youthbiz/marketplace)



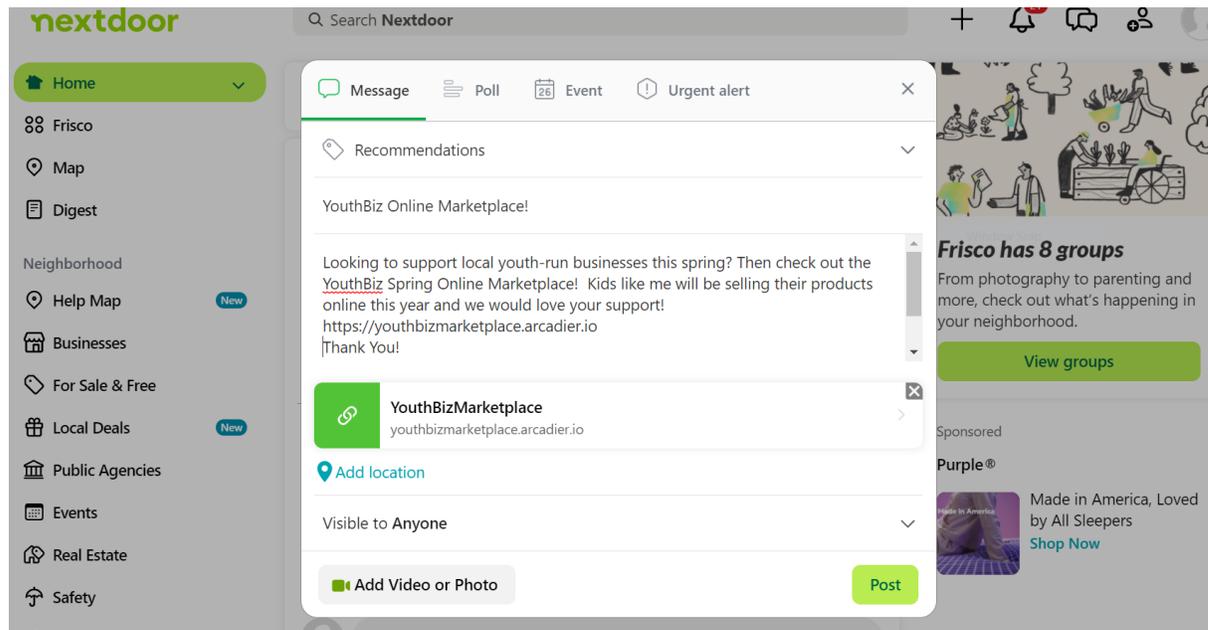
YouthBiz MARKETPLACE



Young Americans
CENTER FOR FINANCIAL EDUCATION.

Sample Social Media Posts:

Nextdoor (or other community sites):



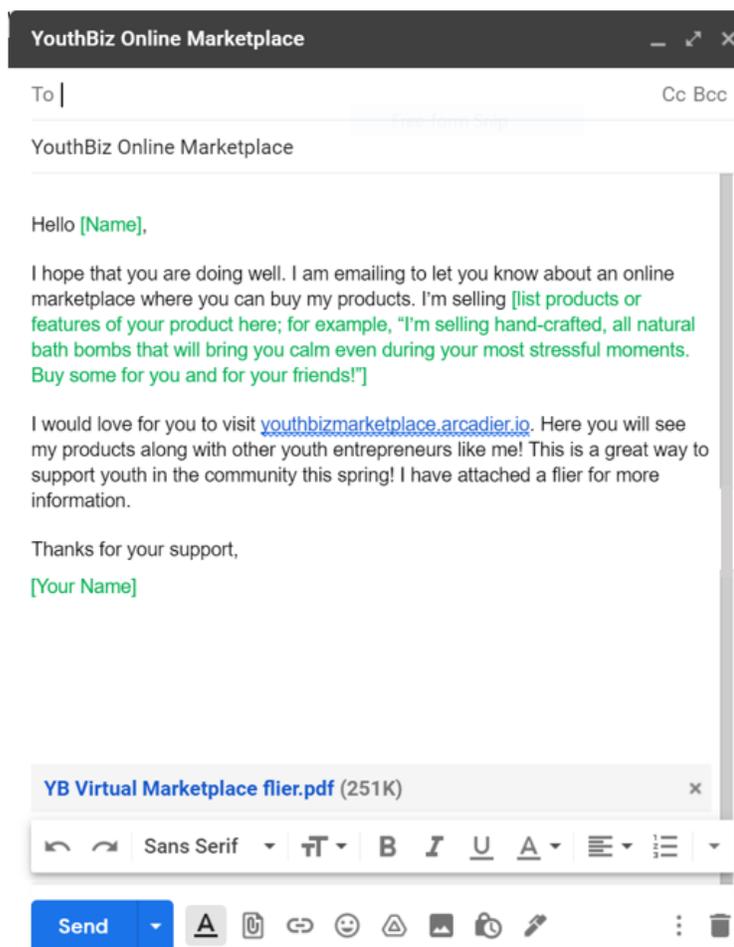
Nextdoor is a great way to reach out to people in your neighborhood! Ask your parents to post about the Online Marketplace. Be sure to introduce your business so they know who they are supporting in their community.



YouthBiz
MARKETPLACE



Sample Email Template



Sending an email is a great way to reach specific individuals. Send an email with an enticing product description to family and friends letting them know you are selling at the online marketplace. Be sure to attach the downloadable flier to the email so they have all the information.

***Get the email template [here](#)

***Get the Marketplace flier [here](#)