

# Channels

When it comes to channels, we will contact our customers and get new ones by promoting ourselves through ads on TV, town hall campaigns and through social media, such as Instagram and Twitter. It is an important process and has to be developed properly so that we can get more customers and expand our business to a bigger area.

We started by creating social media accounts and telling our friends and family about it. Little by little we are gaining more and more followers and the initial people who knew about the project spread the word. Thanks to these customers we can make an extra benefit and keep investing in marketing. Expansion to radio and TV ads and town hall campaigns is the next step to take. These customers don't only include the people that are willing to recycle, but companies that buy these recycled products as well. They can contact us through social media or by email, that we provide to all of our customers and suppliers on all of our platforms.