



# Marketing Effectively in Alberta

*for Immigrant Entrepreneurs*



**BUSINESSLINK**

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***Foreword***

Business Link is Alberta’s entrepreneurial hub. We are a non-profit organization that helps Alberta entrepreneurs start their own businesses. We provide one-on-one support and guidance, market research, access to experts, training, networking opportunities and specialized support for entrepreneurs.

This publication is part of a series of informative guides designed for immigrant entrepreneurs across Alberta. To find out more about Business Link’s Services and to request copies of our guides, visit our website [www.businesslink.ca](http://www.businesslink.ca) or contact us via email at [askus@businesslink.ca](mailto:askus@businesslink.ca) or by phone at 780-422-7722, or call toll free 1-800-272-9675.

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## **WELCOME TO MARKETING IN ALBERTA:**

This is one of a series of Guidebooks created by Business Link to assist immigrant entrepreneurs with understanding what works for starting a successful business in Alberta. In this Guidebook, you will learn the basics of marketing for your business and how to build a marketing and sales strategy that you can be confident will advance your business goals.





## Section One

# Immigrant Entrepreneur Marketing Examples



## SECTION 1: IMMIGRANT ENTREPRENEUR MARKETING EXAMPLES

The following three contrasting examples show how two different immigrant entrepreneurs used marketing for their businesses. The examples are:

- Two coffee distributors
- Two massage therapists
- Two software engineers

As you read the examples, consider how their stories can apply to your business. Then use the checklist below to give yourself a no-fail starting point for beginning your own marketing strategy.

### *Case study two coffee distribution marketing stories*

<b>Entrepreneur A</b>	<b>Entrepreneur B</b>
<p>In this case study, the entrepreneur wanted to sell coffee from her country and roast it in Alberta. She had two full-time jobs she worked at while trying to start her new business. It was difficult for her to find the time to do the necessary market research and to find her target audience. She tried going to different coffee shops and restaurants to ask them if they would be interested in trying her brand and roast. She did not have samples with her and had not branded her product with logos or any recognizable colours.</p> <p>She had a Twitter account she used to find people who drink coffee. She asked them to give her ideas about the types of coffee they bought and the prices they were willing to pay for coffee. Because she was focusing on individual coffee drinkers and small coffee shops she knew about, she could not identify her target market. After two years she decided to drop the coffee business idea and focus on getting more cleaning customers which was something she had also been doing on the side.</p>	<p>An immigrant entrepreneur who became a successful coffee distributor started by doing online research to find coffee buyers. He discovered that the most important thing to start with was a coffee story with a recognizable and unique brand of coffee. Buyers were interested in the coffee story that inspired him to start his business journey and he found examples from his competitors to give him ideas. His coffee business was named after the region where his family grew the coffee, and the brand colours he used were the colours of his national flag.</p> <p>He then looked for coffee studies, demand for coffee in different regions, segments and channels in the coffee industry, trade statistics, International coffee organizations and coffee federations. He created a list of coffee buyers and coffee trade shows, fairs, coffee festivals, coffee trade associations and trade fair catalogues. He prepared questions to ask coffee roasters and coffee buyers like “What is your favourite roast of coffee?” and “What do you love most about this business?” He asked, “What challenges have you overcome that you are really proud of?” He attended two large coffee fairs, one as a participant and one as a vendor with a booth that showcased his coffee. His first orders came from these fairs, and his business grew from there.</p>

## Two coffee distribution businesses: marketing comparison

In the first example the immigrant entrepreneur did not take the time to properly research the industry, figure out where her target market would be, and prepare to meet potential buyers. She did not have branding, a business name, product line, or any way for customers to see her as a competent professional. She had no strategy to find out who would purchase her coffee or where they meet as an industry to find new coffees. She was too busy with her two jobs and another small cleaning business to dedicate to building her coffee business.

The second entrepreneur spent the necessary time to learn about the industry. He researched the market, compiling statistics and identifying entry points where he could confidently approach buyers. He thought carefully about his coffee story and practiced it so he would be ready to engage potential buyers where they were likely to be: coffee fairs, tradeshow, and buyer events that featured large numbers of his target market. He prepared questions that would give him information about the buying habits and styles of potential buyers. Because of this thoughtful and well researched preparation, he was equipped to begin selling to targeted distributors. From the knowledge he gained talking directly to potential buyers, he created a marketing strategy based on real information about his target market and was able to start selling from his first coffee fair event as a vendor.

## Case study immigrant entrepreneur massage therapist

Entrepreneur C	Entrepreneur D
<p>This immigrant entrepreneur started thinking about setting up her massage practice while she was still in school. She planned to offer services that were likely to attract people from her own culture and trained in several Asian massage techniques in addition to her registered massage therapist training. Before starting her practice, she told everyone she knew that the practice would be opening soon. She often gave small tips to people about how to improve their posture, de-stress at work, and would offer two-minute hand massage or shoulder massage demos to anyone she noticed looked tired, stiff or sore. Everyone she talked to was interested in what she would be offering so she started a Facebook and a Wechat page to talk about her services and to post pictures and articles about the benefits of different types of massage therapies.</p> <p>By the time she was ready to think about finding a location, she already had several thousand followers on social media who could hardly wait for her launch. She led up to the opening of her business for two months by creating a buzz on social media and by telling people about it at booths and Chinese events she attended. She offered a two-for-one special for 48 hours of the first two days that her business was opening and made sure her target audience knew about it. Within three months, this entrepreneur had a full schedule and needed to hire another massage therapist to take on all the customers.</p>	<p>The second example is an immigrant massage therapist who also trained in special techniques from her country. She did not have a marketing plan to start out but did renovate her basement to be her place of business. She started marketing her business three months after it had opened when she had very few clients and lots of expenses. Her marketing consisted of going to local stores in the area and leaving flyers there for their customers. She also had booths at Latino tradeshow and cultural events to attract people from her culture and she started a Facebook page.</p> <p>Over a period of two years she started to attract more customers but faced a huge obstacle when her neighbours complained that there was too much traffic for a residential area. She received a fine and an order to shut the business down until she had properly surveyed her neighbours. An additional obstacle was that many customers did not want to go to a home for a massage. She had no walk by traffic and could not advertise with a sign on her home. Eventually she leased a space with good visibility and walk by traffic and was featured in a few cultural magazines and shows. Her business has been doing well, but it took her almost 8 years to get to that point.</p>



### *Two massage therapy businesses marketing comparison*

Both these entrepreneurs found a target market within their own cultural group and both were successful in establishing a massage therapy business. The difference is that in the first example, the Chinese entrepreneur thought about marketing first and finding a location second. In the second example, the Colombian entrepreneur wanted everything to be in place so that the customers would have a wonderful experience but she neglected to consider how important it was to let people know about the business before you start putting a lot of money into it. Both entrepreneurs used word-of-mouth, cultural organizations and events, and Facebook with other cultural social media to let people know about their business. The first entrepreneur focused entirely on building her audience through social media and creating a buzz and an excitement about her business before it opened. This made a big difference in how quickly she started to earn money. These examples show why it matters to start thinking about marketing at the very beginning when you are creating your business.

### *Case study immigrant entrepreneur software business*

<b>Entrepreneur E</b>	<b>Entrepreneur F</b>
<p>This software engineer had a Masters degree in agricultural software and was used to doing high-level research projects where he would engage with local farmers and get them to use and give feedback on software applications. As a result, he developed a very useful software for farmers. When he tried to explain it to them he spent a lot of detail on all the academic research and the problems farmers had without good agricultural software. He had a hard time selling his software because he simply could not connect with how his customers wanted to hear about the software.</p>	<p>Another immigrant software engineer discovered a Winnipeg-based safety software that his employer was interested in buying. During the trip to Winnipeg to meet the software company owner for his employer, he found an opportunity to become the Alberta distributor for the software. Although he had the knowledge to create his own programs, he realized that becoming a distributor was a great business opportunity and that his skills could be used to provide the necessary support to customers. He spent a lot of time talking to the Winnipeg company and asking about the kinds of customers they already had and how they approached them. The company sent him contact information for their Alberta leads to get him started. By approaching the business as a distributor for an established company, he had all the right marketing tools and language to speak with interested purchasers in Alberta.</p>

### *Software business marketing comparison*

Both these entrepreneurs had the technical skills to succeed in their chosen businesses. Entrepreneur E could not see the difference between academic language and sales and marketing language. Even though he knew the target audience of farmers from his research projects, he was used to speaking with them as a researcher, not as a seller. His problem was not thinking carefully enough about how to market in the “language” of farmers. Entrepreneur F decided to find out what customers wanted in safety software by distributing a known product before trying to create and sell his own. Because he was affiliated with a larger company that mentored him, he learned early on how to attract customers and his affiliate helped him connect with his first sales.



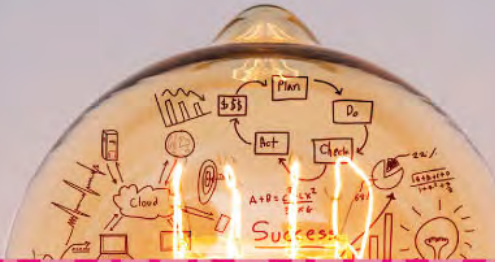
## *Application exercise*

Use this checklist to learn from the example of these entrepreneur marketing stories:

- Find out about your industry before starting the business
- Understand the difference between the purchaser and the end user (the person who buys is not always the user)
- Plan to market before launching the business to build a potential audience
- Create excitement around your upcoming products and services with ongoing updates
- Talk to other business owners about how they find their customers
- Talk to potential customers to find out what they need so you are targeting to them not to your own imagination
- Get the necessary training to be able to sell to your audience
- Use the words of your customers to market, not your words or your industry jargon
- Offer something your competitors are not offering to give you an edge on the market

## Section Two

# Marketing Basics You Need to Know



## SECTION 2: MARKETING BASICS YOU NEED TO KNOW

### *What is marketing?*

***Principle number 1: Marketing is the heart of your business success. You need to market before and throughout your business lifecycle.***

Celebrity Chef Bilal Jamal Eddine once said that marketing is at the heart of every business success. Marketing allows your business to be seen by potential buyers no matter where they are in the sales cycle. It is part of the overall approach to public relations, sales, advertising, promotions, and customer service. You may have the best product or service in the world but if nobody knows about it, it won't be of value to you or anyone else. Marketing is the process by which you make your products and services known. It involves strategic planning to find your target market, understand the way they think and the problems they have, and offer your products and services as a solution to those problems. This guidebook will take you through a systematic approach for doing just that. It offers examples of actual immigrant entrepreneur marketing experiences to give you an idea of how to best use marketing for yourself and your business. It offers necessary information and tools to get you started with your marketing plan and then provides a workbook for you to make your plan actionable.

You need marketing to be seen by the right people at the right time in a way that will increase the likelihood that they will purchase from you. You also need marketing to get customers to return and either purchase the same or other products from you. Finally you need marketing to increase your brand reach and popularity by showing how you deal with problems and provide customer service. You need marketing before you start your business to get people excited about it and to develop a group who are likely to make the first purchases. You need marketing to keep your sales coming to you and you need marketing to launch new products and services. Marketing is used to test your audience preferences and to refine the way you show yourself to the public. So you need marketing before, during, and for any changes throughout your business continuously.

[www.linkedin.com/pulse/importance-marketing-success-business-jamal-eddine](http://www.linkedin.com/pulse/importance-marketing-success-business-jamal-eddine)

### *Branding, marketing, advertising, and sales*

***Principle number 2: Branding, marketing, advertising and sales, are all part of your approach to attract the right person to your products and services and to show them how your products and services will help them solve a problem or meet a need.***

Remember these statements to keep the differences clear:

#### ***Branding***

is who and what you are. It is the way you want your business to be seen.

#### ***Marketing***

is what you do to attract your target audience to your products or services.

#### ***Advertising***

is one part of your marketing plan intended to attract people who are ready to buy. Only advertise after you have tested and chosen the most likely road to success.

#### ***Selling***

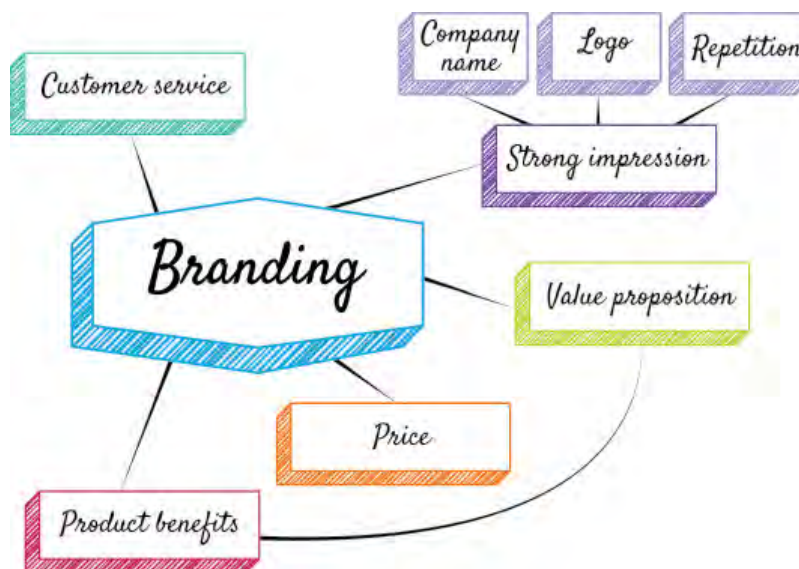
is what you say, how you say it, and the way you help customers see value from purchasing your products or services.

Branding is how other people see who and what your business is. Your brand has an identity just like you as a person have an identity. Your brand also has an image which is how people actually see your business. The key to good branding is to be clear about how you want to be seen and to put strategies in place that ensure people see you the way you want to be seen. If the way you want to be seen is not the way the public sees you, then your brand is weak and your business reputation suffers. It also creates confusion for potential customers who are less likely to buy. When your branding is consistent across every channel (website, brochure, social media, colours, logo, newsletters, emails, advertising, video) where people will see your business, then who and what you are will continuously attract customers. It will also repel customers who are not interested in purchasing. People identify with brands that support their values so you want your brand to be very clear about what your values are and what kind of customers you would like to attract who have the same values.

Once you are clear about your brand and your customer segment, marketing is the way you test and continuously promote your products and services. Testing lets you know what is most attractive to your customer. You test by asking them, phoning them, and by running social media A/B tests where you check colours, messages, and other elements to find out what attracts the most people from your target.



Based on Karen Gunton [buildalittlebiz.com](http://buildalittlebiz.com)



Based on [saunacore.com/2377-2/](http://saunacore.com/2377-2/)



## Market research

**Principle number 3: You only now how to market after doing the correct market research. Before you do the research, you are only guessing.**

Follow these steps to do your market research correctly:

1. Find your industry and NAICS code
2. Consider your market share
3. Find your competitors and identify your spot
4. Identify your niche
5. Identify your likely audiences
6. Do a feasibility test
7. Choose a high potential idea

### Your industry

The first step to create a good marketing strategy is to know your industry. This may seem simple but it can take a little bit of trial and error before you find out. You may think that you are in the business of software development. But if your software serves a specific market like for example health and safety tracking and monitoring, then you may be in the workplace health and safety market rather than in the software market. Using a software tool to help people with health and safety is different than developing a variety of software tools for various customers who have different kinds of needs.

To find your industry, try typing these keywords into Google: what is the NAICS code for ...(name of what you think your industry is). After you have done this online search, your industry code will come up with many links to industry associations, descriptions, related industries, and industry statistics. If it feels like it does not match your business then you have not yet chosen the right industry.

Here is another software example. An inventor who was able to come up with software for creating lifestyle tools such as kitchen aids thought he was in the industry of software development. When he searched for his industry using the NAICS code keyword search, he discovered that he was actually in the industry of small household electrical appliance manufacturing. This knowledge completely changed his idea of who his target market was and how to approach them.

### Your market share

When you look for your industry, the market share is the percentage of total sales by a company or group divided by units or dollars. If you sell mobile phones and you want to know your market share, look at the amount by unit and by dollars.

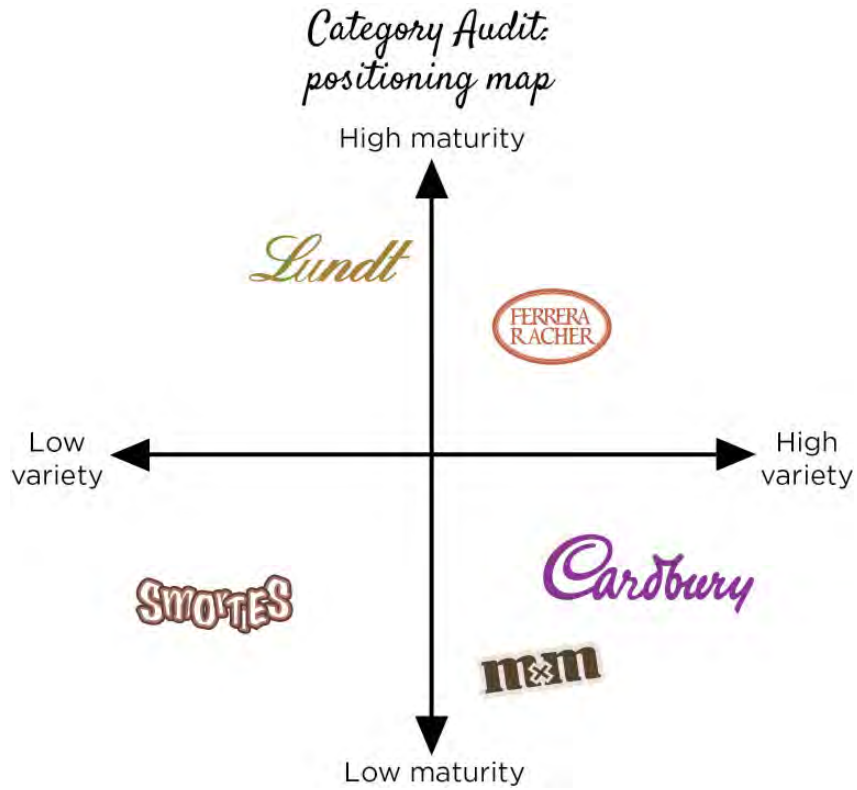
#### **Unit market share:**

If 500,000 phones were sold in 2017 in North America, and you sold 400, then your market share would be 0.08%.

#### **Dollar market share:**

If you sold each phone for \$200, and made \$80,000 in sales, and if your competitors sold their phones for the same price but sold \$1M in sales, then your market share is 0.01%.

In the beginning your market share is likely to be very small but over time your market share will increase if your marketing and sales continue to bring you results.



Reference: [www.slideshare.net/VeronikaAdami/brand-audit-mms-59092066](http://www.slideshare.net/VeronikaAdami/brand-audit-mms-59092066)



Based on: [morethanachocolatebar.blogspot.com/2017/01/targeting-and-positioning.html](http://morethanachocolatebar.blogspot.com/2017/01/targeting-and-positioning.html)

## **Your competitors**

To find your competitors on the global scale, find the brands that have the largest market share. For smart phones, in 2018, the three top brands were Samsung, Huawei, Apple and Xiomi. This shows that Asian markets are taking over the market share for smartphones worldwide. If you want to find smartphone market share in China only, you will see that for the same year, the highest market share holders were: Huawei, Oppo, Vivo and Xiaomi.

Your likelihood of succeeding in this market falls somewhere inside the 27% of “other” brands. This information is important to be realistic about your marketing efforts. There are lots of online market positioning map tools to create a visual of your position in the market and show your competitor strengths in terms of price and value or other factors. The first map shows chocolate companies in terms of maturity and variety. The second shows chocolate bars in terms of price and quality.

If you were to create a chart to show where you are in the context of your competitors, you can use a global scale, a country scale, or a local scale. You may want to know who your biggest competitors are in Edmonton or in red Deer for example. This information is not usually something you can find statistically. Two easy and free ways to get started are to do a Google keyword search and a Google maps search. To find out how many pharmacies there are in Edmonton, just type “Edmonton pharmacies” into a Google search and all the pharmacies will come up in order of most searched and highest sales. This is a quick way to find who your local competitors are. You can also look more specifically into a neighbourhood and type into Google maps “Glenora pharmacies” for example. This will give you a listing of all the pharmacies in the neighbourhood of Glenora. If you don’t know the names of the neighbourhoods and you want to start a business in Lethbridge, you can type “Lethbridge neighbourhoods listing” for example. There are many more online tools to use for locating your customers and finding out business information that will help you to get more specific about your niche. But you can get started for free by just using Google and Google maps.

## **Your niche**

Finding your niche in the market is very important. You can’t market to everyone because different groups of people are looking for different things at different times. To be successful you need to find one niche and start growing your sales there. Your niche will become clear after you have completed the steps of identifying your industry and looking at market share and competitors. Some areas of the market will stand out to you as potential successful entry points.

In the chocolate bar market, local chocolate artisan style chocolate is only a recent niche. People are now starting to be proud of the local chocolate companies and their specialties whereas in the past they would have been unaware that they even existed. Most Alberta businesses compete on value rather than on cost. It is difficult to compete on cost because of shipping costs since we are land bound on all sides, and because we have a relatively small manufacturing capacity. Competing on value, taste, and unique approaches has typically been more successful for businesses like chocolatiers. Once the brand becomes known and specific chocolates become popular, it is possible that larger companies may wish to purchase yours or to distribute your chocolates. Tariq Hadad, a Syrian refugee in Nova Scotia has created a special niche for his chocolate by calling his company “Peace by Chocolate” and by naming his first chocolate bar with Indigenous name for peace in the Mi’kmaq language. He is competing on value, not on cost since his chocolates are high in quality and cost. His unique story and honoring of Canada’s First Nations as part of his business has caused his brand to be associated the its name: promoting peace, unity and appreciation of many cultures.

A Calgary-based Syrian refugee who is also a very successful business owner started a soap business called Aleppo Savon. Both these business owners were successful entrepreneurs in their country before the war, and they had a clear understanding of their industry, the processes required to make high quality products and the importance of targeting both local markets and retailers who could feature your products so they could scale their businesses quickly. If your business is just starting out, you can apply their strategies and knowledge to your own situation and copy their basic success roadmaps.

An example of a startup business that has done this well is Michael and Yvonne Labrado's MYK Cleaning Services company who copied their services, marketing approach and quality assurance strategy from the large contractor who gave them their first contract; Alliance Building Maintenance. They were able to strategically add their own unique services after imitating the success of the company that gave them their first business contract.

### ***Your likely audience***

Your market is the large number of people who would potentially be interested in your services or products. If you sell bulk rice for example, your market could be potentially anyone who buys and cooks rice.

Your available market is the number of people who are both willing and able to purchase your product or service. To sell your bulk rice, you are more likely to get to the available market by looking for wholesalers who sell to retailers. This will help you reach your available market more easily.

Your target market is the specific population you choose to target for your products or services. If you choose to sell rice to Filipino families who have difficulty getting to stores and are looking for rice to be delivered directly to them, this is an example of a specific target market. Within the target market you will have several customer profiles.

In the Filipino target market, one customer segment could be busy Filipina mothers who do not yet speak English well, don't have a car, and have limited income. Another customer segment could be international students at universities or technical colleges. A third customer segment could be all Asian restaurants in your location that serve a lot of rice.

You may have 10 or more customer segments and each one requires a different marketing approach. Usually you want to choose the customer segment that is most likely to buy from you while avoiding unnecessary trouble and expense for you. When you are first starting a business, this target is likely to be the way you break into the market and start making money with your business idea.

This brings us to the next category in your marketing plan.

### ***Feasibility test***

To test your idea it needs to be something you can actually do within the constraints that you have. Here's how you do feasibility test:

- Do you have the technical capacity to do this idea?
- Do you have the necessary budget and cash to get started with this idea?
- Will this idea be profitable?

There is a feasibility study template you can access to make sure you haven't forgotten any steps. If you have followed all the steps so far, you will already know how to do the first requirements for your feasibility test. These are:

- Explain your business idea
- Describe your product or service
- Explain technology required for your product or service (any software, or technology tools you need to create?)
- Show your market research results
- Consider organizational and staff requirements (scheduling, marketing, bookkeeping, payroll and tracking software might replace some staff requirements. What employees will you need and when?)
- Show a timeline from start to profitability



- Financial projection: The next section of your feasibility test will take the most time. Use the template in the resources section or find another one online to create a break even to profit financial projection. This will show your costs, the price you want to charge, and how you project the costs and the sales to balance and then make a profit
- Conclusions: Finally after considering all the information, write a short conclusion that includes your success factors and risks and how you will find a way to deal with any risks that come up.

### **Choosing a high potential idea**

You can use a list of questions that you score from 1 to 10 to choose your best idea that is most likely to start your business off successfully.

You score each of the categories on a scale of 1 to 10 with 10 being the best. Then you add up all the scores to find out which idea has the highest potential for success. The idea that has the highest score wins.

High potential idea questions:

- Supplier: Can I access supplies from a reliable, high-quality source at a rate I can afford to sell with enough markup to make me a 5 to 10% profit?
- Shipping: Is it possible to arrange for delivery of without me having to be involved?
- Network of potential buyers: Do I have connections in the market?
- Available market: Do I already have a potential buyer(s) I could test this idea with?
- Target market: How much do I know my target customers? Is there clear evidence that they will purchase?
- Staff: Do I need staff and if so can I afford to pay them?
- Passion: How excited am I about doing this?
- Profit: How likely is it that I will be able to make a profit from this idea quickly?

Remember that if you have done all the necessary research up to this point, your high potential idea will be accurate. If you skip the research and just go to how you feel about your idea, you are likely to make a mistake. It is very easy to be blinded by how much you like your own idea! Make sure you have checked all the steps before going through this high potential product or service evaluation.

### *Your marketing strategy*

**Principle number 4: Make your business work for you so you don't end up working for your business. To make your business work for you, choose one goal you want to have your business do for you by the end of five years. Then work backwards to practically plan how to reach that goal.**

Any new initiative and anything that is worthwhile will take effort. Starting a business takes a lot of effort. Even with careful research, you will have to put in long hours, deal with failures, and find ways to juggle finances until you have success. However you do not want your business to take over every aspect of your life for the rest of your life! The reason most people go into business is because they want some freedom, better finances, and the lifestyle that is more comfortable. To make sure you aren't getting into a business you will hate or that you can't build towards your goal, start by imagining what kind of life you will have when your business is successful.

- Will you have evenings and weekends free?
- Will you have time to pursue other interests?
- Will your family be involved with the business?
- Will you be able to sell your business and make a profit when the time comes?

To get an idea of how to make your business work for you instead of you becoming the slave of your business, start with this simple idea.

Ask yourself, “In five years what do I want my business to be doing for me?” Choose one metric. For example, maybe you want your business to be making you \$200,000 a year in salary or to be running mostly on its own with the competent manager. Maybe you want to open a second store or a chain of stores. Maybe you want to have enough time to take three vacations a year. Whatever you want your business to be doing for you in five years, work backwards to discover what you will need to do to get to that goal. If you want your business to make you \$200,000 a year, what do you need to do to get there?

You may need to be selling \$300,000 worth of products or services. If that is the case, how many products or services would you need to sell a year? A month?

How many products or services would you need to sell in year one? Year two? Year three?

The best way to make sure your business helps you reach your lifestyle goals is to be clear on what those goals are. For each goal, you will need to work backwards to find out what you need at each step until you know how to start, what to do in the middle, and what actions you will need to put in place to make sure your goal is reached.

### *What need does your business idea meet?*

***Principle number 5: To sell, your product or service must solve a problem for your customer. Make sure you aren't confusing your product description with what your product will do for your customer.***

What problem do you solve for the customer? Who has this problem and would be likely to buy? To make sure your idea is something people will buy and that you can market, it needs to solve a problem for the customer. People are not buying the actual product or service. In fact, they are buying what it will do for them. Here are some examples:

If you sell pillows, it is important to remember that customers are not looking for pillow with a lot of superior qualities. They are looking for a good night sleep. Your marketing should focus on things like “tired of waking up stiff and sore?” “Wish you could start your day feeling rested and refreshed?” That is how you will sell your pillows. If you start your marketing and sales by describing your pillows, you are not solving the problem. But if you describe how wonderful life would be after many nights of good sleep and ask who wants that result, this will solve a problem for your customers.

If you sell art classes, your customers are not looking for art classes because of the kind of art classes you offer. They are looking for a way to express themselves and need a vehicle to do that. Show how customers who couldn't draw now can express their ideas clearly with their drawings or demonstrate how self-expression and self-confidence improve when you develop your artistic skills. When customers see how much better their life would be because they can express themselves with creativity and confidence, your art classes will look very attractive to them.

Think about your product or service in the same way. Ask yourself what problem are you solving for your customer and you will find the key to effective marketing and sales.

### *Your audience*

***Principle number 6: To find your perfect audience, talk to them, serve them, and listen to what they have to say. As you learn to market and sell to your customer needs, your understanding of your audience will get better and better and your sales will reflect that understanding.***

Once you have done your market research, you will have a good idea about where to start with finding a target audience. Remember that the narrower the target, the easier it will be for you to find your perfect audience. Doyin Omatara of Adoniaa Beauty, wanted to find customers who were looking for good quality makeup but didn't know how to get the best results on their own. She marketed her makeup with the tag line: “Skip the YouTube videos. Get personalized instruction for makeup that works perfectly for you.”

After giving makeup instruction with a few of her first clients, Doyin Omatara realized that her audience was professional women from many different cultures who cared about how they looked and were willing and able to pay for good quality makeup. These women were proud of living in southern Alberta and wanted to support Alberta businesses. They were usually within the age range of 35 to 50 and had teenage daughters that they wanted to bring to the store. These professional women also had aging mothers, aunts, friends, and relatives, who enjoyed shopping with their younger professional relatives. From serving and talking to her first customers, Doyin found that by targeting the professional women as her main customer segment, she was able to bring in their daughters, whose makeup purchases were covered by their mothers and also an older demographic.

Doyin is a perfect example of how to find your audience. Use your research to get started, serve some of your first customers and ask questions, pay attention to what they say and what they need. As you do this you will get a better and better idea about your audience and how to serve them best. Your marketing will be in their words and the way they think and it will attract more and more people from your target group.

You can also do this before you start a business by talking to people and asking them what interests them about the type of business you're interested in starting and by testing them on questions that would help you to find the words that will attract your target market before you have even started. The most important role for finding your audience is: when in doubt talk to people and listen to what they have to say.

### *Typical immigrant startup business examples*

***Principle number 7: Make sure you know the rules and regulations and legal requirements including permits and licenses before starting to market any business product or service. To avoid making all these typical business mistakes, make sure you use the services, website and events that Business Link offers!***

Most entrepreneurs start their business from a need that they have or an interest that they have decided to turn into a business. Many immigrant entrepreneurs choose business as a way to supplement their income and to overcome issues of status and credibility that face newcomers in their field when they are looking for work.

Because many immigrants coming to Canada have high education and high professional status, many start businesses as professionals. Examples are lawyers, engineers, accountants, and software developers.

Other than professional and IT businesses, the following list shows the most common choices for new immigrant entrepreneurs. Each business type has keywords you should search get the necessary information to run the business effectively.

- Food related businesses such as restaurants, food trucks, farmers market stalls, and catering.
- Cleaning services
- Maintenance and repair services using expertise in the trades such as heating and plumbing, carpentry and appliance repair.
- Health and social services that compliment existing public or privately owned organizations
- Import export to bring products from the home country to Canada or to export Canadian products to the home country.
- Retail for ethnic products such as clothing, skin and hair products
- Lifestyle services to a cultural community that are difficult to find in the mainstream such as hairstylists for African hair or butchers for Asian markets to get specific cuts and types of meat

Where you start your business is not likely where you will end it. Usually business owners find opportunities as their business grows and develops and they often find that they have created a business that is quite different from what they originally started with.

The typical mistakes made by immigrant entrepreneurs that because the businesses to either fail or stay at a low profitability rate, tend to involve assumptions about how business should work that do not align with Canadian business rules and regulations or customer expectations.

Here's a list of (mostly marketing) mistakes you can avoid by thinking carefully before you start your business:

***Targeting the wrong market for your product or service***

ex. Nigerian fashion designers trying to sell their designs to poor Nigerians who are already sewing their own clothes

***Being too cost focused and missing opportunities to make a small investment that could result in big returns***

ex. Refusing to spend \$5 a day on Facebook ads to your target market when only one sale of your product would cover your advertising costs

***Not researching the market appropriately***

ex. Trying to sell fresh olives to stores that can't sell their current inventory of fresh olives

***Seeking advice from people in your community who don't know anything about business and just discourage you***

ex. Asking for business advice from someone in your community who has always been an employee and who thinks your idea "is never going to work". Ignoring business advice from a business owner because that person isn't from your culture

***Trying to import or export products without knowing the necessary governmental regulations in both countries***

ex. Ordering product to be shipped to Canada and having it seized at the border because it doesn't follow Canadian labeling rules. Shipping product to the home country and having it impounded by the police.

***Choosing to establish a business in a saturated market without creating any differentiators that would make you stand out***

ex. Insisting that your cleaning company will sell to "everyone" in a city where there are already 3000 cleaning companies

***Not looking for a variety of customer segments who could help you expand your sales***

ex. Setting up your Iranian restaurant beside two other Iranian restaurants then trying to compete for the same small Iranian customer segment

***Trying to use your business as a way to fund charity for people back home before your business has any sustainable revenue***

ex. Taking all your revenue from your first business sales and sending it back home to help orphans. 12 months later your business is bankrupt because you have no revenue to pay yourself, your business costs or staff.



## Marketing to your community

**Principle number 8: Business is based on reputation. When marketing to your own cultural community remember that news spreads fast and relationships matter**

If your target market is your cultural community, you will typically market by using word-of-mouth since cultural communities often have networks that allow the news to spread quickly. To continue the sales, supplement the word-of-mouth marketing with social media that targets and re-targets people who visit your website and social media sites. Be careful to avoid the typical pitfall of community members expecting too much and wanting constant discounts just because they're part of your group. You will need to set clear business boundaries so people understand that your business is your livelihood.

In your own community, anything that happens to business either good or bad will spread quickly. Take special care to maintain your reputation and to have a good record of quality products and customer service. This is true for any business but particularly if your target market is your own community.

Introduce new products carefully and associate them with well-known existing brands that your customers already trust. Find out what social media your communities using before purchasing products and services so you can take advantage of where they are putting their attention online in addition to their person-to-person relationships. Two examples of entrepreneurs who marketed successfully to their own communities, can be found in the massage therapy example in Section One.

## Marketing outside your community

**Principle number 9: Your business brand is who you are. Even if your market is not from your cultural group, you always bring your cultural strengths, values, and stories to your brand. Use them consciously to attract the customers in your target markets.**

Marketing outside of your community comes from having done market research as described earlier. Both the chocolate and soap Syrian businesses could attract audiences outside of their culture using their cultural expertise and stories to differentiate themselves in the market and attract customers from many different demographics.

MYK Cleaning Services used knowledge of the industry from their first subcontract to find the three target audiences of call centres, industrial offices and car garages. Although they are Filipino, they do not target their own community for their services. Their culture of service coming from their Filipino heritage helps them to run their business but it does not focus them on their own culture for sales.

The owner of Adoniaa Beauty Products is Nigerian, but she does not target her own culture, rather she focuses on professional women with enough income to buy quality makeup products for themselves and their teenage daughters. The fact that she has created both a lipstick and a foundation line for 17 different skin colours means she is likely to attract a very diverse audience a professional women. Her chemical engineering background prepared her for finding and hiring a lab that would create her line of makeup products. In some cases they are business products and services will be attractive to people from your cultural community and in other cases they will not.

As always the message is to do the necessary market research to find your most high potential audience and develop expertise selling to that group. Two examples of entrepreneurs with coffee distribution businesses who marketed outside of their community can be found in Section One.



**Section Three**

**Marketing Tools**

## SECTION 3: MARKETING TOOLS

### *Traditional marketing and when to use it*

**Principle number 10: Traditional marketing still works! Choose the marketing channel that will best serve your business goals.**

Traditional marketing is any kind of marketing that has been around for a long time has proven to be successful. Some examples are:

- Mailed flyers, brochures, and business promotions
- Television commercials
- Radio interviews and commercials
- Magazines, newspapers, and other paper new sources including cultural newspapers, newsletters, religious organization bulletins, and both cultural and religious magazines
- Signs and billboards

Marketing always has to be related to a sales goal and suit your business. For example if you have a dental practice and want to attract new patients in the area, you will probably want to use local newspapers, mailed flyers, community billboards, and local radio and television services to announce the opening of your business or expanded services.

If you have a business that consists of online courses or digital products, then you will probably want to use online and social media marketing to attract people to your products and services there.

Most businesses use a combination of traditional and online marketing. They may have a street sign, a bus stop business ad, along with a monthly newsletter that is emailed out to customers and a Facebook ad that drives people to a coupon for quarterly business promotions.

### *Email marketing*

**Principle number 11: Use email marketing to build your customer and audience lists. It is another tried and true marketing technique that has survived the test of time. Email marketing offers you the opportunity to build and stay in touch with a customer list that belongs to you.**

Email marketing consists of using a bulk email service such as MailChimp, Constant Contact, or ClickFunnels to stay in touch with customers who have signed up for an interest list. You may direct them to a weekly article that you have written, a podcast, a webinar, or an upcoming event. Usually people who follow you because they saw something you did on social media or attended an event where they met you or at which you presented, are willing to be on your mailing list. These mailing lists are valuable for helping you to target and retarget customers and to stay in touch with them. There are privacy and other regulations about email marketing to ensure business owners are not bothering customers. You must have permission to email someone and they must have chosen to be on your mailing list. There is a legal requirement that you guarantee privacy and will not sell your lists to other businesses. Subscribers have to be able to unsubscribe easily if they choose to do so. Examples of email providers for small business marketing are:

- Aweber
- Constant Contact
- Active Campaign
- Mail Chimp
- Drip
- Sendinblue

- ConvertKit

The benefit to email marketing is that it allows you to track and measure open and click through rates as well as to see the activity of customers who are particularly interested in what you email to them. You can also more effectively segment your customer profiles so that you are only sending information to customers who need it and are likely to be interested. Email marketing has another advantage; your customers will tell you when they really like something, when there is a problem with the system, and when they dislike something. This allows you to stay in touch with customer trends and changes and to respond to people if there is a complaint as well as to find your champions could provide you with business testimonials.

It takes some time to learn how to use the bulk email platform but in the long run it will save you time and effort. Bulk email platforms also allow you to email to very large numbers of people without being blacklisted by normal email providers. If you do try to send hundreds of messages out through your regular email, you could be reported, blacklisted, shut down, or find. As your customer list and potential customer list grows you will find more and more uses for your bulk email service. You can create a series of sales emails for product or service or to create interest in and follow-up from an event.

Most bulk email services allow you to link or attach PDFs, photos, and videos. After traditional marketing, email marketing is the most commonly used tool for small and large businesses alike.

### *Social media marketing*

***Principle number 12: To use social media effectively, be social, encourage engagement, and have a systematic marketing plan. The two most important things to remember about social media are that number one social media is social and number two, to be effective social media must be consistent and systematic.***

Social Media marketing uses any online platform that helps make your business visible and creates opportunities for you to interact with, learn from and promote to your potential and existing customers.

The most commonly used social media marketing platforms are:

- Facebook pages
- Facebook groups
- Twitter
- Instagram
- Pinterest
- Snapchat
- LinkedIn
- YouTube

Within these platforms, the types of posts that receive the highest engagement are:

- Live videos
- Videos
- Photos
- Quotes
- Questions and polls
- Comments that show who you are and that invite others to want to contribute to the conversation



The most important principle in using social media is that it is social. That means it is used to create relationships with people that help to build trust and interest in your products and services over time. Most social media platforms are interactive, some are partially interactive, and others are only informational. Interactive means that there should be a conversation happening in order for the channel to be effective. In partially interactive channels, people are looking for information but as you encourage them to comment on the information, their trust increases and they are more likely to purchase. Informational channels build brand loyalty and do not sell directly but can link to downloads, webinars, articles, and events.

Highly interactive social media channels are:

- Facebook groups
- Twitter
- Instagram
- LinkedIn
- Snapchat

Partially interactive channels are:

- Facebook pages
- YouTube
- Webinars

Informational channels are:

- Podcasts
- Pinterest

When trying to find a social media channel that will work for your business, consider your target audience and where they are. Also, consider your degree of knowledge and comfort with a particular social media channel. Let's look at some examples.

If you sell jewelry, you likely don't need an interactive social media channel. What you do need is beautiful pictures and stories about the jewelry and the artist(s) who make it. You should probably use Pinterest and Instagram as your main social media channels.

If you sell products that are distributed through a fulfillment agency such as Amazon, you can do videos demonstrating different types of products for different types of needs and compare the products in a product review. This means Facebook live videos and videos that are edited and posted on YouTube will likely be best for your audience.

If you sell professional services such as accounting, insurance, recruitment, or consulting, your audience is likely going to be on LinkedIn. You will want to use this channel to show your expertise and approachability through regular posts, uploading articles that you wrote which could also be featured on your website, and by posting regular videos that answer questions people have about your industry.

Once you have found the social media channel that is most likely to attract your customers because that is where they are going to be looking, then you need to create and schedule content consistently to prove that you are a credible professional. Content can take the form of short posts, quotes, videos, product comparisons and photos. All your posts should be part of your overall marketing strategy and lead to a sales goal.



To be effective in social media marketing, you will need to have brand colours, logos, and templates, so that you can post interesting things for your audience in a way that is recognizably linked to your business. A great tool for this is called Canva. Canva allows you to create high-quality images for social media for free or for a low monthly fee.

## *Content marketing*

***Principle number 13: Content marketing is an effective way to build your brand if it is aligned with your sales goal and demonstrates your expertise in the area. Using your expertise to develop content can be one of the best ways to establish your brand and to drive new customers to your business.***

Content marketing refers to intentional use of content either written video or photographed to show yourself and your business as being experts in the field and to encourage others to talk about your products and services so that you get more business.

To be effective with content marketing you need to know clearly what your product or service does for your customer and then generate a number of themes that will help you develop content to drive customers to you as the expert guide.

If you sell workplace clothing for women for example, your customers will likely be concerned about looking good, dressing for different occasions, knowing how to dress professionally for work, hiding flaws like excess weight, being stylish but comfortable, knowing how to dress for temperature changes like cold exterior and warm interior, and finding ways to save money on clothes while having enough variety and selection. All of these topics can be used to write articles, find expert posts by other clothing and style experts, show differences and similarities with comparison photos, create quotes that inspire confidence in body image through stylish clothing, and create how to or what not to do videos for style trends. Anything you create that will be seen online and will attract your customers to you is part of your content.

To use content marketing, set a sales goal, a product promotion, and a timeline that will allow you to lead up to your sales promotion. It takes between three and six weeks of online posting about topics of interest to your audience to engage them with an upcoming motion. Because this takes time and effort, you likely will want to choose how often you want to post, where, what time, and to find a scheduling tool that will help you to schedule most of your posts in advance either weekly or monthly. In this way you can spend your time watching for comments and interacting with people so that you are being social.

Although many businesses eventually hire someone to take care of this role, initially you should do it yourself to learn the basics of what works for your target audience. Decide how often you want to post and then schedule according to that.

A typical business posting schedule is:

- Facebook: three times per week or once daily
- LinkedIn: three times per week or once daily, one uploaded article per month
- Any platform live videos: minimum of one time per month, typical business by videos are two times per month or once weekly
- YouTube: once per week
- Twitter: 5 to 8 times per day
- Instagram: 1 to 3 posts per day, minimum one post per week

## *Free and cheap ways to market and promote your business*

### ***Principle number 14: Only put money into paid advertising when you have tested and grown following through organic reach.***

The cheapest form of marketing is social media. You can post for free and set up all the above mentioned platforms for free. If you can devote regular and consistent time with the strategic marketing goal, you can develop an audience organically without ever paying for marketing.

Once you have tracked your marketing results over a period of time, you might like to boost the most popular posts, articles, or videos, with a paid ad. The cheapest social media paid ads can be found in Facebook. Facebook also allows you to promote at the same time and Instagram. You can post for as little as a dollar a day or five dollars a week. To do this you will need to set up a Facebook ads account. This account is linked to your Facebook page. Charges go out automatically once you have set up the budget and payment method. You can stop or start a campaign in less than a minute.

The most targeted and relatively inexpensive ads are found on YouTube. People go to YouTube to get information, do research on a specific topic, or to purchase a product. Because of this, you already have an audience that is highly motivated to buy. If they are looking for product similar to what you sell, your ad will come up regularly in their personal feed.

Another inexpensive way to market is to look for opportunities to present your expertise on a topic to an existing audience. You can do this in a networking group, through a Chamber of Commerce or business Association or through an industry event. You usually are not paid for this presentation but your audience is highly motivated to trust you. Many business owners say that doing only two or three presentations a year bring them ongoing business because they were seen as expert guides by the people who attended their presentations. It does take time and effort to create a good presentation but you are not paying any marketing costs.

If you can get an interview on a radio or TV station or on the podcast, this is another way to get free marketing. If the podcast, radio or TV program are very popular, you could get hundreds of people coming to your site or social media pages looking for your services and products.

## *Budget marketing professionals in the gig economy*

### ***Principle number 15: Using professional marketing services through the gig economy can be cost-effective and timely for small business owners***

As you develop your marketing expertise, you will start to feel overwhelmed by the amount of time it takes to market effectively. That is a great time to start looking for someone to help you. You do not need to hire a marketing professional or pay for monthly marketing company to do this when you are first starting out however. There are many capable content developers and tech experts who can be hired at a low price on a project basis. This is called the gig economy and it allows people in developing countries and people who prefer to work for themselves to market their services in ways that are time effective for them and you.

If you need a sales video to be developed for example, you can go to Freelancer.com or to up works.com or to fiverr.com and look for a video developer. Usually the video developers will have one style of template that they offer which allows them to create the video quickly and cheaply. They will ask you to create a script based on a template that they send to you that is very specific. Once you send them a script, they can usually create your video within a few days at a fraction of the cost you would pay to hire someone locally or to have an employee to create videos regularly. The disadvantage is that these videos are typically specific to a style and a template. The advantage is that they are fast, cheap, and high quality.

Some examples of sites where you can hire out for specific marketing projects and services are:

- [Fivrr.com](https://www.fiverr.com)
- [Freelancer.com](https://www.freelancer.com)
- [Upworks.com](https://www.upwork.com)

### *Hiring a marketing or sales professional*

Hiring a marketing or sales professional

As your business grows, you will need to hire somebody on a more permanent basis to help you with your marketing and sales. To hire a marketing professional, you need to know if the professional is oriented towards getting results for your sales. If they are focused on visibility or branding, you will not see a return on your investment for a very long time. It takes time for another person to get used to your business and to be able to market specifically to your target audience in the way you would do it yourself. No matter how long they have been in the business or how big the company is the process will always be the same. Whoever works with you needs to get to know your business. This is why it is best if you start your marketing and sales yourself and then branch out when you have the revenue to be able to hire somebody.

The difference between a marketing and a sales professional is that the marketing person typically never meets the customer in person. The sales professional on the other hand almost always meets the customer virtually or in person and gets to know the customer quite well. Marketing creates the overall umbrella of branding and sales that allows your products and services to be seen by your target audience. Sales is intended to directly sell to customers.

When you hire a marketing professional you want that person to take initiative and to be able to speak to your audience as if it were you or even better. Here's a list of qualities you should look for when hiring a marketer:

- Initiative
- Current with social media business trends and results
- Oriented towards meeting your sales goals
- Has good time management is organized and efficient
- His creative and can use a variety of posting and creative tools
- Clearly understands the legalities and privacy required
- Can analyse the results and make effective recommendations or changes based on analytics
- Knows how to test ideas cost-effectively
- Loves to learn and is curious about how to always get better results

Ask the marketing professional to show you their portfolio including the results they were able to get in moving marketing ideas toward sales goals. Do research on the going rate and pay what is fair but not lower or higher. As your marketer demonstrates results, and you can afford it, increase salary.

When hiring a salesperson you will want to look for these characteristics:

- Ability to listen
- Empathy
- Enjoys interacting with people
- Good networking ability

- Hungry to meet goals
- Competitive
- Confident and enthusiastic
- Ability to guide potential customers towards a sale that leaves customers happy
- Follow-up ability
- Ability to use a customer management system
- Willingness to set, monitor, adjust, and achieve sales goals

Most sales Associates for businesses receive both a salary and commission. Providing a commission makes salespeople competitive amongst each other. If your commission is awarded to the group when sales goals are met, you are more likely to get sales associates helping each other to meet mutual goals.

Marketing and sales hiring tip:

When you are ready to consider hiring a marketing or sales professional, it will be a good hire if that employee brings in three times what they cost you. It usually takes between three and six months for an employee in sales and marketing to start making money for the business.

### *Testing until your marketing becomes sales and more sales*

Although it is already been explained in this guide, the most important thing to remember about marketing is that it is all about testing until you see the results. Once you see some results from your testing, focus on that result and see if you can increase it. Use traditional and social media methods that suit your target audience and set sales goals that dictate how your marketing scheduling will proceed. You may not see sales results immediately from your efforts. It typically takes 5 to 7 touch points with the customer before they purchase. However you will notice if your marketing efforts are losing you money. Anything that doesn't test well can be taken off without any cost to you. So remember to test and retest as you continue to refine and adjust to market changes.





## Section Four

# Marketing Rules And Examples





## SECTION 4: MARKETING RULES AND EXAMPLES

***Principle number 16: To find out what your product or service does best to provide value to your target audience, ask the question “what job does my product or service do?”***

The golden rule for marketing—people want your product or service to do for them, not what it is.

Whenever you are planning to put your products and services in front of people in a marketing strategy, the most important marketing rule to remember is that people do not buy what you sell; they buy what your product or service will do for them. Clayton Christensen, Harvard professor and the author of the bestselling book “The Innovators Dilemma” explains how this works in his story about how he helped McDonald’s restaurants solve their milkshake marketing problem. McDonald’s restaurants wanted to increase their milkshake sales and thought that if they offered new flavours or focused on promoting one flavour over another, that this would increase sales. In his research, Clayton asked customers why and when they bought milkshakes. It turned out that the highest number of milkshakes were sold first thing in the morning as people were going to work. People bought milkshakes because they wanted something that would fill them up without having to stop driving as they went to work. The milkshake was less likely to spill in the car than a cup of coffee and was more filling. It was easier to drink from a straw than it was to eat something while you were driving. People bought milkshakes first thing in the morning because milkshakes did the job of filling them up on their way to work without having to stop to eat.

To get results like Clayton, ask yourself the question what job does my product or service do for my customer? What problem does it solve for them? When you find the answer to this question, your marketing strategy becomes very clear. McDonald’s restaurants needed to advertise milkshakes as a breakfast substitute in order to increase their sales. Sales had nothing to do with the flavour but everything to do with the time of day .

### *How to create value for the customer with marketing*

***Principle number 17: Your marketing should always create value for the customer!***

In the past marketing was always about trying to convince somebody to buy something they may or may not have wanted. It was directly related to advertising. In this day and age, advertising has very little effect unless it is closely linked to creating value for people. If your marketing creates value in some way shape or form, people will be interested in following it. Nobody likes to be “sold to”. But everybody likes to feel that they have learned or experienced something of value. If your marketing makes people’s lives better, your brand becomes stronger and stronger and your audience will remember you when they have a purchasing decision to make.

A famous example is Dove soap. Dove started marketing to women of all different skin types, colours, and body types by using the tagline “real women”. They showed how the advertising industry photoshopped pictures of women and made them look like some kind of a false ideal. Then they showed how they were going to focus on showing the real beauty of real women without false advertising. This marketing approach increased Dove soap sales significantly. Customers felt that they were seen for who they were and when they watched advertising or looked at any information about dove soap they felt more important and valued as a result. The dove soap example educated women to see themselves as beautiful the way they are. Here are some ways to make sure that your marketing is creating value for the customer:

- Inform
- Compare products or services
- Share facts or undo myths
- Provide expert opinion
- Show something humorous
- Teach how to do something practical

- Inspire
- Make people feel heard
- Promote values that help people see themselves as their higher selves
- Show customer results
- Provide testimonials

*Imagine your customer's ideal life with your product as the vehicle and you as the wise guide*

**Principle number 18: Marketing that helps your customer see themselves in their ideal state is effective**

Remember the example about the pillow and the good nights sleep? When your customer can imagine an ideal state and put themselves into that ideal state, your marketing is reaching its goal. Let's look at a few more examples:

- If you own a tour company you will want your customers to see themselves either having a fabulous adventure or as being comfortable and relaxed on a beach.
- If you are fitness and weight loss coach, you want your customers to imagine themselves with the energy, attractiveness and physical freedom that fitness and weight loss involve.

The next step is to offer yourself as the ideal guide to help your customer, the hero of his or her own story, to step into success. You will be seen as having the right product or service at the right time for your customer to become the hero of his or her ideal life.

*The 3 basic human needs your marketing should meet*

**Principle number 19: To ensure your marketing is close to people's most important needs, make sure it touches on at least one of the three basic needs: health, wealth, or relationships**

One way to make sure you aren't missing the real reason why your customers would buy from you is to make sure that your marketing addresses one of these three basic human needs.

- Health
- Wealth
- Relationships

Let's take the example of the tour company. Your marketing should show how customers will be healthier because they have a vacation. It should also show the possibility for developing new relationships through the people they meet during their vacation. It can also show how your vacation packages allow people to solve problems while they are relaxing and as a result make better business decisions to both save and make more money.

The fitness coach will focus on the benefits of a healthy life, the ability to achieve more financial goals because of increased energy and the likelihood that the quality and quantity of relationships will be improved.

Not all businesses can show how they meet all three human needs but if your business can show that it meets at least one you are likely to be closer to your sales goal targets. Other human needs you can focus on our learning, creativity, adventure, variety, fun, purpose, and desire to help others.

## *Making compelling offers and building urgency*

### **Principle number 20: Good marketing gets closer to a sale by adding urgency.**

No matter how good your marketing strategy, plan, and alignment with human needs is, if people do not feel compelled to purchase it now, you will lose a lot of revenue. Add urgency to your marketing by giving people deadlines like only 48 hours to take advantage of this low price or 20 seats available. Urgency pushes people past the fear of taking a step into their ideal state. Think about ways to build urgency into some aspect of your marketing when it will make the most difference. Usually this is the time just before the end of a promotion or launch. FOMO means fear of missing out and it is a great way to increase urgency. If people feel that they will miss out on an important opportunity or price or that many other people are embracing a popular product or service that they might miss, they are likely to make a purchase sooner rather than later. They will be happy about making the purchase if your marketing adds value to their lives. This is the perfect win-win solution. The marketing adds value, the customer is happy to part with some of his or her hard-earned cash, and thanks you for the opportunity.

## *Creating a marketing calendar*

Creating a marketing calendar

To make sure your marketing is systematic and planned and has the least amount of stress for you as a busy business owner, learning to schedule your marketing calendar based on sales goals, is an excellent habit to develop.

1. Start by choosing the revenue you want to earn
2. Create product or service promotions in your 12-month calendar and give yourself 6 to 8 weeks per promotion to lead up to it and another two weeks to follow-up from it. They should give you one promotion per quarter.
3. Use a spreadsheet to assign tasks and timelines to make sure your content development gets done and posted on time to build excitement for your promotion.
4. Decide which traditional and social media platforms you will use for the promotion and enter posts into a monthly calendar.

Here is a sales goal example set for a cleaning company over one year:

- Q1: Goal is to secure four new customers to sign up for an annual cleaning contract at \$500 per month
- Q2: Goal is to secure four new customers by offering free carpet cleaning services to existing customers if they recommend a customer who signs up for a 12-month contract
- Q3: Goal is to secure 80% of existing customers for a repeat 12-month cleaning contract by offering existing customers a 10% discount on their annual cleaning fee
- Q4: Goal is to secure for new customers to sign up for an annual cleaning contract by offering three months of free window cleaning as a bonus

Marketing calendar content development over one year:

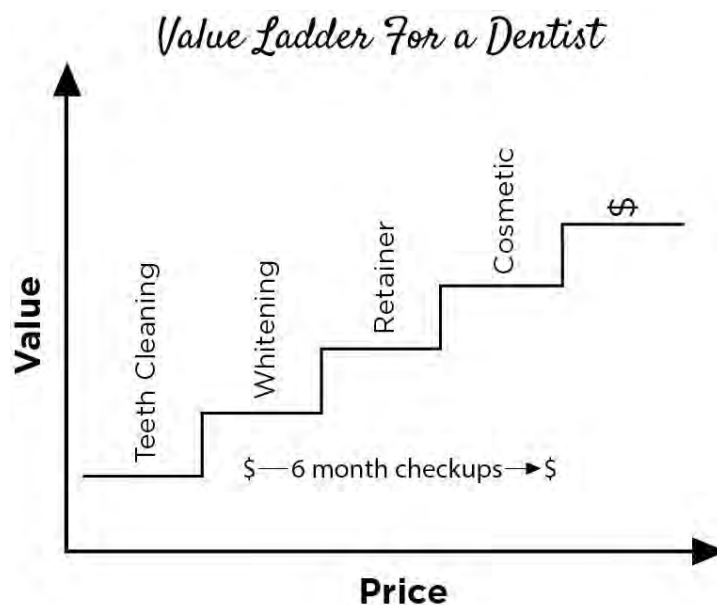
- Q1: Articles about saving money on your cleaning contracts, testimonials from happy customers with photos, how to choose a cleaning company for your business tip sheet. Send to existing customers using bulk email.
- Q2: How to know if your carpet cleaning has been done right tip sheets, behind the scenes video about how we clean our carpets right, photos of our team happily cleaning carpets. Use Facebook, and YouTube for videos and email existing customers with links.
- Q3: Is your cleaning company providing you value article, how to save on your company cleaning costs posts, discount coupons sent to all existing customers with 48-hour urgency timeline. Facebook and YouTube ads and email existing customers.
- Q4: How clean windows affect your brand image article, Facebook ads with the tagline “does your cleaning company provide window cleaning at no extra cost? Ours does!” Image and humorous video. Facebook and YouTube ads and email existing customers

Can You see how planning for your marketing can help you to create the necessary content and put the right channels in place?

### *Tracing your customer journey and building a value map and sales funnel*

Tracing your customer journey and building a value map and sales funnel

When you are planning to market, it is always a good idea to have several related products or services for customers to come back to were to choose from if one is not a fit. If you are dentist for example customers are likely to come to you because they have a cavity or sore tooth. At their appointment, you can inform them that twice annual cleanings will cost them less than having to deal with cavities and other teeth problems. At the teeth cleaning you will also book and x-ray to make sure that there are no hidden problems that could cause costly mistakes later. In the welcome area and on your dentist TV, feature pictures that show before and after teeth whitening. At the place where customers are paying for their dental services, make sure there are brochures about different kinds of braces and corrective teeth options. In this way your customers are likely to come back to you multiple times for multiple services. All businesses need to develop a customer journey value map and sales funnel that helps customers to return and make repeat or multiple purchases.



Based on: [www.mikevestil.com/make-1000-day/value-ladder-of-dentist](http://www.mikevestil.com/make-1000-day/value-ladder-of-dentist)

Think about the first time your customer finds out about your business. What will they most likely be interested in at that time? What would bring them back? When they come back what other products or services are they likely to be interested in? How can you get them to bring in their friends? Answers to these questions will give you your value map.

Finding out when and how to stay in touch with your customers to ensure they know about your value map helps you to create a sales funnel.

Here is an example of a sales funnel for gas station/convenience store:

1. Buy gas
2. Purchase windshield washer fluid that is beside the gas pump
3. Feature chocolate bars and other impulse buy items at the entrance of the store
4. Offer customers the opportunity to purchase a drink or another food item when they pay for the chocolate bar

If you can draw out a sales funnel that shows how customers come into the business and then what they are likely to purchase next it will help you to increase your revenue because each sale is likely to lead to another.





**Section Five**



**Marketing  
Workbook:  
Putting it all  
Together**

## SECTION 5: MARKETING WORKBOOK: PUTTING IT ALL TOGETHER

### ***Putting it all into practice!***

If you can answer the questions in this exercise from following the steps in this guidebook, you have learned the basics of marketing and sales for your new business!

Name of your business and the products or services you intent to sell: \_\_\_\_\_

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1. What did you learn about marketing from the immigrant entrepreneur examples?

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What the entrepreneurs did well: \_\_\_\_\_

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What the entrepreneurs did not do as well? \_\_\_\_\_

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2. Fill in the blank: Marketing is the \_\_\_\_\_ of your business success.

3. True or false?

a \_\_\_\_ Branding is all the colours you use for your business marketing.

b \_\_\_\_ Marketing is selling.

c \_\_\_\_ Advertising and marketing are the same.

d \_\_\_\_ Selling is what you say, how you say it and the way you help customers see value from purchasing your product or service

a False Branding is how you want your business to be seen, who and what you are.

b False Marketing is what you do to attract your target audience to your products or services

c False Advertising is a small part of your marketing that involves paid services to bring people to your business

d True

4. What is your industry?

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5. What is your NAICS code?

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6. What is your market share?

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7. Name two global competitors.

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8. Name two local competitors

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9. Where are you in comparison to the global competitors regarding value and price?

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10. Where are you in comparison to your local competitors regarding differentiation of services or products?

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11. In your industry, what is your niche?

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12. What did your feasibility study show about when you will break even and make a profit with your business idea?

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13. What is your high potential idea and how do you know?

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14. What do you want your business to do for you in the next five years?

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15. What need does your product or service meet or what problem does it solve for your ideal customer?

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16. Name three potential segments in your target audience and describe them.

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17. How can you avoid at least two of the usual mistakes immigrant entrepreneurs tend to make?

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18. Is your target audience in your cultural community? If so how will you maintain trust and keep relationships strong?

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19. Is your target audience outside of your cultural community? If so how will you bring the values and stories from your life and culture to make your business stand out in the market?

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20. What types of traditional marketing will work best for your business? Explain why.

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21. Why types of social media marketing will work best for your business? Explain why.

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22. Will you be using content marketing for your business? Explain how.

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23. What free or cheap marketing tools will you use to promote your business?

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24. If you hire someone from the gig economy to create some marketing content for you, what do you think you will need most? Video? Article? Photos? Explain why.

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25. When do you predict needing to hire a marketing or sales person part or full time? How did you make this prediction?

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26. Explain how your product or service “does the job” for your target customer.

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27. How will your marketing create value for your customer? Use three examples from the list of ways to show value.

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28. What ideal life does your customer want that your product or service will help get to?

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29. Which of the three human needs does your business most help with?

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30. How will you create a sense of urgency to help customers complete their decision to buy and purchase?

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31. Create four sales goals and four ways to create marketing content to meet those sales goals:

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Q1 sales goal: \_\_\_\_\_

Q1 marketing content: \_\_\_\_\_

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Q2 sales goal: \_\_\_\_\_

Q2 marketing content: \_\_\_\_\_

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Q3 sales goal: \_\_\_\_\_

Q3 marketing content: \_\_\_\_\_

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Q4 sales goal: \_\_\_\_\_

Q4 marketing content: \_\_\_\_\_

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32. Name three related products or services that your customers can come back to purchase or repeat purchase.

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33. How will you measure your marketing success?

- |   |               |   |                         |   |                                      |
|---|---------------|---|-------------------------|---|--------------------------------------|
| a | New customers | b | Returning customers     | c | Number of sales                      |
| d | Revenue       | e | Increased customer list | f | hiring a marketing or sales employee |

## RESOURCES

- Market share calculator
  - [captaincalculator.com/financial/business/market-share](http://captaincalculator.com/financial/business/market-share)
- Market position map free template
  - [www.perceptualmaps.com/make-a-perceptual-map/free-download](http://www.perceptualmaps.com/make-a-perceptual-map/free-download)
- Find out more about Peace by Chocolate
  - [peacebychocolate.ca](http://peacebychocolate.ca)
- Alberta Syrian refugee business success story see ABDUL FATAH SABOUNI's soap business in Calgary
  - [www.theglobeandmail.com/business/small-business/growth/article-a-clean-slate-syrian-refugee-rebuilds-his-fourth-generation-soap/](http://www.theglobeandmail.com/business/small-business/growth/article-a-clean-slate-syrian-refugee-rebuilds-his-fourth-generation-soap/)
  - [alepposavon.ca](http://alepposavon.ca)
- Feasibility study template:
  - [www.projectmanagementdocs.com/template/project-initiation/feasibility-study/#axzz5dAz4RK4l](http://www.projectmanagementdocs.com/template/project-initiation/feasibility-study/#axzz5dAz4RK4l)
- Adoniaa Beauty
  - [adoniaa.com](http://adoniaa.com)

### ***Learn before you start any of these businesses***

#### **Keywords to search**

- “Restaurant and catering start up business regulations in Alberta”
  - [canadabusiness.ca/starting/checklists-and-guides-for-starting-a-business/restaurant-and-catering-start-up-checklist/](http://canadabusiness.ca/starting/checklists-and-guides-for-starting-a-business/restaurant-and-catering-start-up-checklist/)
- “Cleaning industry standards”
  - [issa-canada.com/en/certifications/cleaning-industry-management-standard-cims](http://issa-canada.com/en/certifications/cleaning-industry-management-standard-cims)
- “How to start a successful cleaning business in Alberta”
  - [canadabusiness.ca/starting/checklists-and-guides-for-starting-a-business/cleaning-business-start-up-checklist](http://canadabusiness.ca/starting/checklists-and-guides-for-starting-a-business/cleaning-business-start-up-checklist)
- “Specialty trade contractor business”
  - [canadabusiness.ca/starting/checklists-and-guides-for-starting-a-business/specialty-trade-contractor-start-up-checklist](http://canadabusiness.ca/starting/checklists-and-guides-for-starting-a-business/specialty-trade-contractor-start-up-checklist)
- “Import export business regulations in Canada?”
  - [canadabusiness.ca/business-planning/market-research-and-statistics/importing-and-exporting](http://canadabusiness.ca/business-planning/market-research-and-statistics/importing-and-exporting)
  - [businesslink.ca/starting-your-business/business-startup-guides/importing-or-exporting](http://businesslink.ca/starting-your-business/business-startup-guides/importing-or-exporting)
- “Regulatory information for cosmetics”
  - [www.canada.ca/en/health-canada/services/consumer-product-safety/cosmetics/regulatory-information.html](http://www.canada.ca/en/health-canada/services/consumer-product-safety/cosmetics/regulatory-information.html)
- To compare features of email providers for small businesses, look for articles like this:
  - [www.pcmag.com/roundup/360593/the-best-hosted-email-providers](http://www.pcmag.com/roundup/360593/the-best-hosted-email-providers)





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