

MARKETING



Marketing for Inuit Women Entrepreneurs

Inspiring Entrepreneurship for Stronger Inuit Communities



WHAT IS MARKETING?



Different things you can do **to promote your products or services** to potential clients and includes **advertising, selling, and delivering.**

MARKETING IS...

01 WHAT YOU SELL (IT'S VALUE, THE BRAND BEHIND IT)

02 WHO YOU SELL TO (IDEAL CUSTOMER)

03 WHERE ARE YOU GOING TO MARKET?

04 HOW WILL YOU ADVERTISE?

05 DELIVERING YOUR PRODUCT/SERVICE

06 WHAT PRICE WILL YOU SET?

**Know each of these
and you have your
Marketing Plan!**



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What You Sell



- What are your values and beliefs (your brand, your story) behind your business?
- What is the value of your product or service? (ie. what makes it special?)
- What is the customer experiencing or getting from your service/product?
- What's your ultimate goal going into business selling this service/product?

Example: take a moment to look at how it all comes together for Hinaani Design.

www.hinaani.ca

Who are your ideal clients?

- ☐ Can you describe your ideal client?
- ☐ Do they truly need your service/product?
- ☐ How do you know?
- ☐ Are they already buying something similar elsewhere?

Where are you going to market?



**Locally? Regionally?
Nationally? Internationally?**

Activity: name a business you know that markets:

- ☐ Locally only (i.e. only targets population 'in town' both promoting and selling product)?
- ☐ Regionally in the North?
- ☐ In Canada?
- ☐ Internationally?

How will you advertise or promote?



Different ways:

- ☐ Word of mouth
- ☐ Referrals
- ☐ Online social media (FB, Instagram)
- ☐ Through your or other's website (Amazon, Etsy, etc)
- ☐ Door-to-door, etc.

IWBN has detailed resources on using FB and Etsy:
pauktuutit.ca/iwbn/resources/using-facebook-and-etsy-for-business/

How to market to a small community



...where people often have a preferred supplier, contractor, or shop. **What works best here?**

- ☐ Use word of mouth
- ☐ Sponsor or join local events: run a contest, prize draws, set up a table at the local co-op
- ☐ Get local paper or radio show coverage
- ☐ Give away freebies
- ☐ Be active online...e.g. FB: Baker Laker Community Events or Iqaluit Public Service Announcements
- ☐ Online advertising
- ☐ Train and educate your employees (if you have them) so they can also market for you

Online advertising in the North



Depending on community technology capacities, marketing online to a regional/Northern clientele may have unique benefits as well as challenges.

- Connection reliability
- People may not be able to rely on the internet/computer connection for information
- More people on mobile devices: are your website and payment options set up to be mobile friendly?
- Are you comfortable using mobile apps (FB, etc) as a way to 'talk' to potential customers?

Selling & delivering your product or service



- How can the customer order? On-line?
By email? Phone?
- How will they pay? By credit card, cash,
interac, Square?
- Will you deliver yourself? Send by mail?
Package? Air? Boat?
- Have people come pick up?

**A great 'Customer Service Experience'
= repeat customer!**

Pricing your product or service



How do I know what to charge?

Often, we undercharge.

You need to consider:

- What are all the costs? Let's come up with a list together.
- Any profit (income after expenses) you would like to make per product or service.
- What customers are willing to pay and how do we know this?

Example price calculation



First, research market (what similar product/service costs; ask potential customers what they would pay), then add costs/profits.

Example: a pair of custom-made sealskin mitts:

hard costs (materials, promotion, time;
portion of business costs) = \$250

+

what you'd like to be making as profit = \$100

Price = \$350

Now it's your turn



“What’s your product/service?

Now create your plan!”

Checklist:

- ☐ What you sell (its value, the brand behind it)
- ☐ Who you sell to (ideal customer)
- ☐ Where are you going to market?
- ☐ How will you advertise?
- ☐ Delivering your product/service
- ☐ What price will you set?



Final activity



- Working in small groups of 2-3, imagine you are in charge of helping her market her Bowhead whale soap as a skin-care product that helps with eczema for children and adults. Bernice wants to get her products into a southern Canadian as well as Inuit in the Northern market.
- Take 10 minutes to discuss it with your partner.
- What are some methods Bernice can use to attract a wider market (both southern and northern) to buy her soaps?

Congratulations!



You've just learned the key parts
of a marketing plan!

Now make it real:

Notes and Q&A

Take the time to write down any ideas, information or ask questions about any of what was covered in this workshop. Especially specific to your business idea.

[illegible]

Sample Marketing Plans

Marketing Through Facebook and Etsy

Wrap up...



Share something that stood out for you, that you learned from this workshop, or that you would like to share with the group before leaving.

Is there something you are excited to start doing?

QUJANNAMIK THANK YOU!



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