



*“If the camel circus is coming to town and you paint a sign saying ‘Circus is coming to Dubai,’ that’s ADVERTISING. If you put the sign on the back of a camel and walk it through town, that’s PROMOTION. If the camel walks through the sheikh’s flower bed, that’s PUBLICITY. If you can get the sheikh to laugh about it, that’s PUBLIC RELATIONS. And, if you planned the whole thing ... that’s MARKETING.” - Anonymous*

### **Our approach to internet marketing**

Marketing is a mix of activities using advertising, promotion, publicity and public relations across various media and platforms. Internet marketing is becoming more complex with several channels diverging (i.e. what used to be simply web and email, now encompasses many social media channels, thousands of web services, blogging, and much more). I call this phenomenon “the splinternet”. The challenge is to understand who your market is, what your message is and the best media to attract and gain the attention of your market and have your message be seen, heard, and retained. All of these elements are also moving targets.

### **Market – Sheet ONE**

**Current** - who is your current market? **Where** do they come from and how did you gain them as customers? What is their gender, age group, demographics, geography, income levels? What attracted them to your business? There may be many segments in your current market – **be as specific as possible.**

**Desired Market** – repeat the above with your wish list of desired market. Be as specific as possible. Your desired market may expand geographically and/or demographically.

### **Message – Sheet Two**

What are your products and services? How do you message these out in your current marketing efforts? How do you describe your business/org in your messages? Be as specific as possible and note all the messaging that worked well and was well defined.

### **Media – Sheet Three**

Which media have you used in the past and which are you using now?

This may include various social media channels, print, newspaper, email, radio, television. It may include promotion, paid advertising, PSAs, SM posts, etc. **List them all.** Note what worked, what did not and your opinions on each. Note, if you are aware, which segment of your market was reached. Now list all of the additional media that you think you may wish to use. What are the predominant demographics of each media? If you are not aware – find out by doing online research for the **most recent Canadian** statistics. Ask questions of local media!