

Welcome to



DIGITAL MARKET: GLOBAL IS THE NEW FRONTIER

Developed for WESK

Presented by

WOW *Factor*[®]
MEDIA

 WOMAN-OWNED BUSINESS
SASKATCHEWAN

let's grow!



WOW Factor[®] MEDIA

 WOMAN-OWNED BUSINESS
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About us

We are a team of 25 dispersed throughout Saskatchewan who make it our mission to help organizations excel by employing strategic digital marketing.



WOW Factor Media

Wow Factor has been doing everything they can to help support and boost sales for local Saskatchewan businesses through their "No Business Left Behind" and "Ding Dong Ditch Day" initiatives.

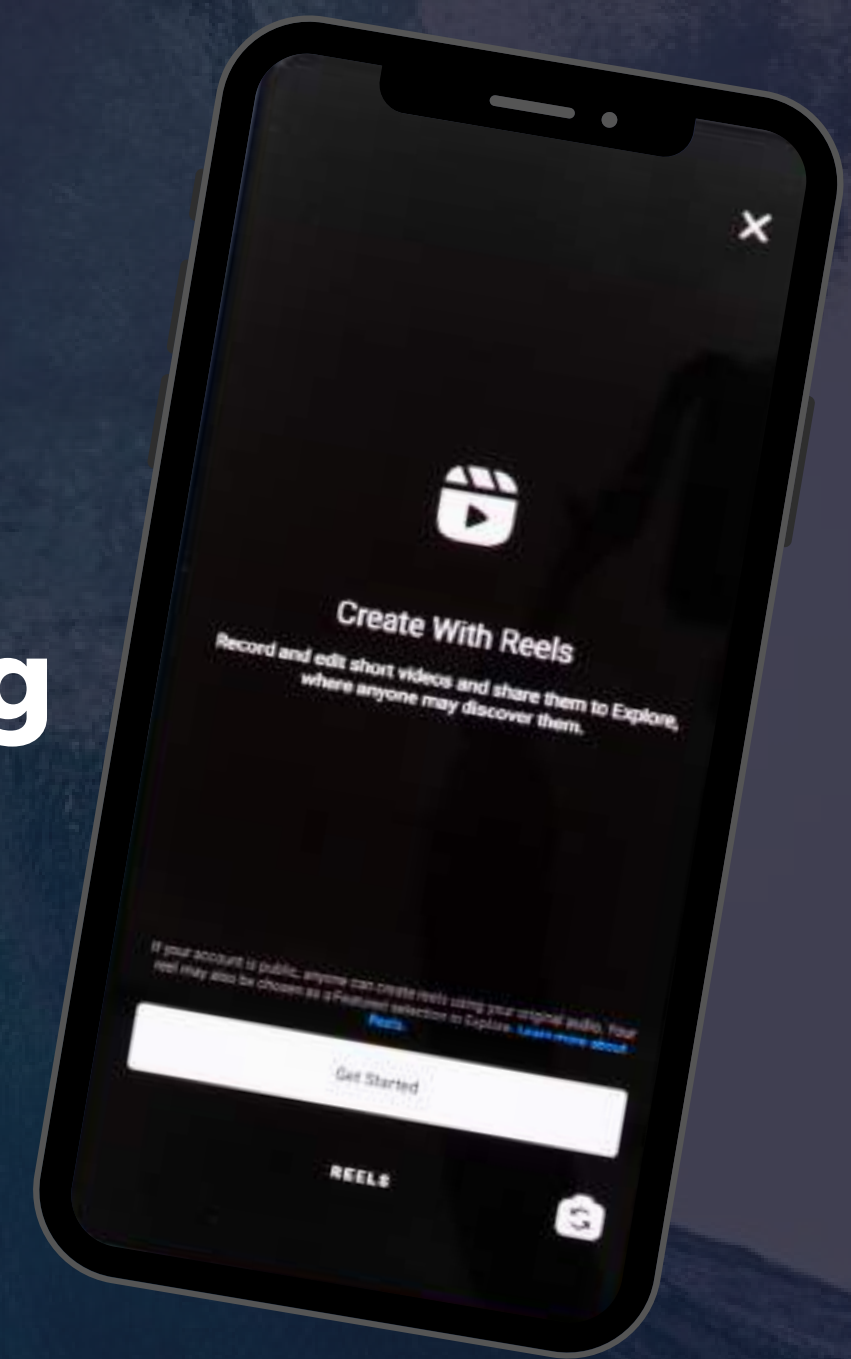
 People's Choice

 **KINDNESS CAPITAL**
Recipient

What we Do...

Social Media Marketing

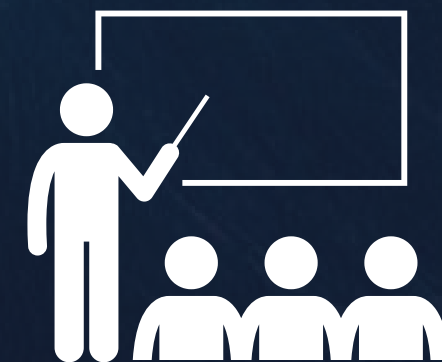
Campaign Creation and Management for organizations throughout Western Canada.



Website Design Creation



Graphic Design



Social Media Training

About Me



Proud WESK member.

I've helped hundreds of Canadian businesses and organizations achieve success and bottom line growth with strategic online marketing.



Ashley Drummond
CEO Wow Factor Media

Let's Define Digital Market

Where your brand connects with potential customers on the internet.

For this workshop we will explore the following digital marketing platforms:

- social media
- your website
- amazon

**Nearly
60% of the
world's
population
is on
digital.**

HOOTSUITE CANADA

**The
average
user spends
nearly
7 hours per
day on the
internet.**

HOOTSUITE CANADA

**We spend
almost as
much time
online as
we do
sleeping.**

HOOTSUITE CANADA



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The Impact of the Digital Market on Reaching Global Customers



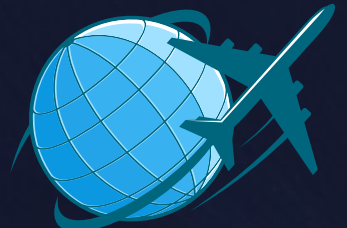
The digital market has reduced barriers to entering global markets for businesses of all stages and sizes.



Social Media Our Websites Amazon



Allow us to reach
more customers.



Social Media Our Websites Amazon



Give Consumers
the
**POWER OF
MORE CHOICE**





How do we
REACH MORE PEOPLE GLOBALLY
AND
INFLUENCE CONSUMERS TO CHOOSE US?



We can reach and influence them with the following tools:



social media
your website
amazon

The Impact of Social Media on Reaching Global Customers

Social media is a critical part of buyer consideration throughout the world.

Social media users have grown by 13% over the last year.

HOOTSUITE CANADA

Social media users have grown by 1 billion over the last three years.

HOOTSUITE CANADA

45% of internet users research products on social.

HOOTSUITE CANADA

57% of consumers will follow a brand to learn more about products and services.

HOOTSUITE CANADA

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The Impact of your Website on Reaching Global Customers

In the global market, your website is your storefront.



**91% of
social
media
followers
will visit a
brands
website or
app.**

HOOTSUITE CANADA

**81.5% of
internet
users
searched
online for a
product or
service.**

HOOTSUITE CANADA

**90.4%
visited an
online store
or retail site.**

HOOTSUITE CANADA

The Impact of Amazon on Reaching Global Customers

Make Amazon your global market Frenemy.



**More than
half the units
sold on
amazon are
from
independent
sellers.**

AMAZON CANADA

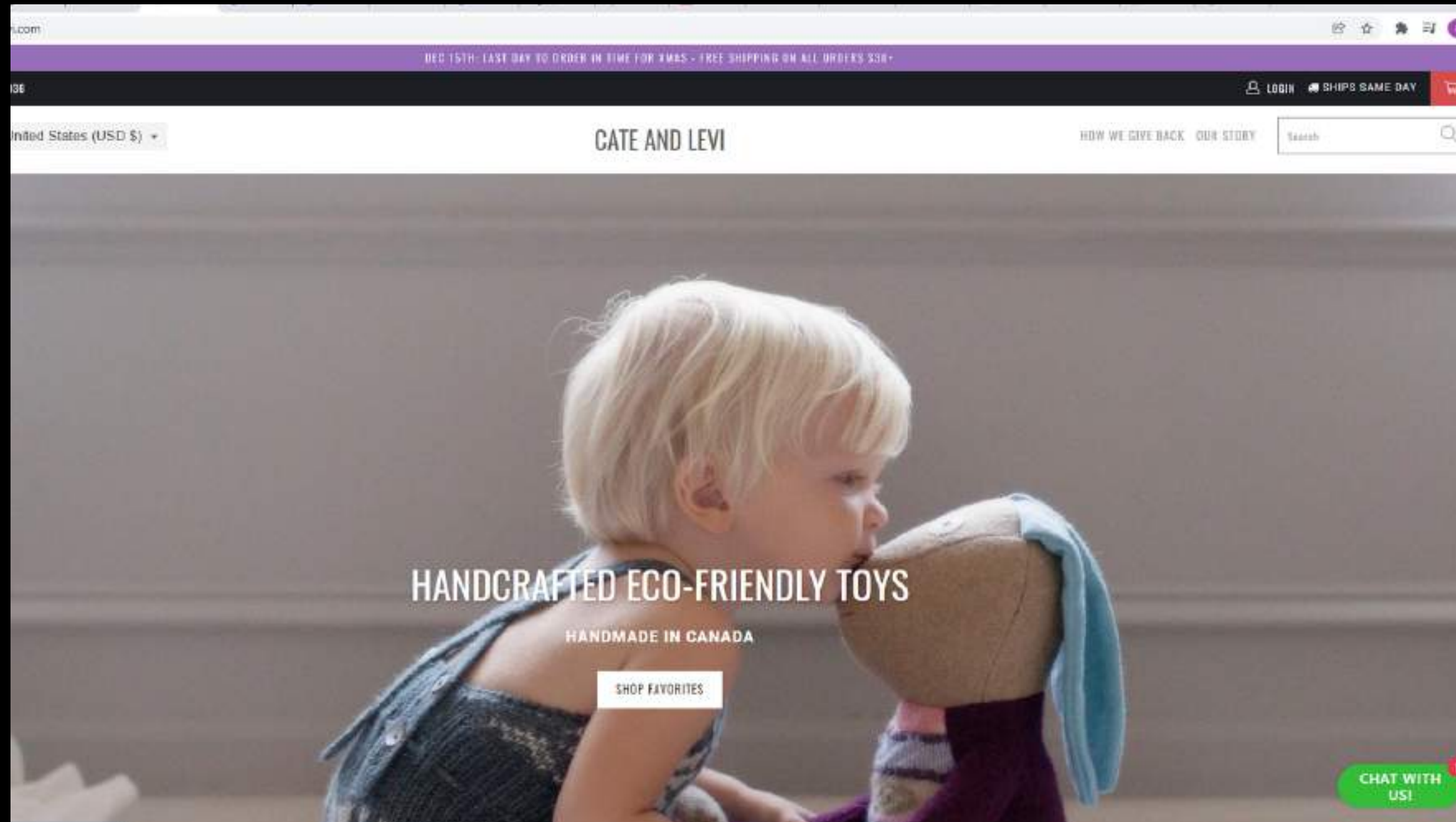
**300 million
customers
shop
amazon
worldwide.**

AMAZON CANADA

**Amazon
ships to
over 100
countries
worldwide.**

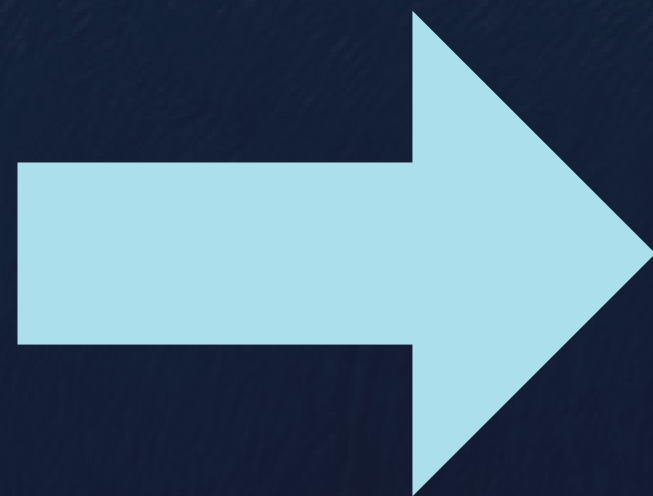
AMAZON CANADA

The Impact of Amazon





Easy to Follow Global Digital Strategy



In 6 Easy steps



1

Establish your Target Audience



2

Determine your Niche



3

Choose Focus Countries

Research the countries that best fit your niche and target audience characteristics. Start with the ones with the lowest amount of barriers to entry and the highest amount of opportunities.



4

Determine your Brand Story

and brand values. Why should your target audience choose to support your brand? How does your brand align with their values. Hit the authentic key points that make your products different.



5

Maximize Visibility and Reach

Determine and prioritize the best digital platforms to reach your global audiences. Use the right social platforms, your own ecommerce website, third party ecommerce websites like amazon.



6

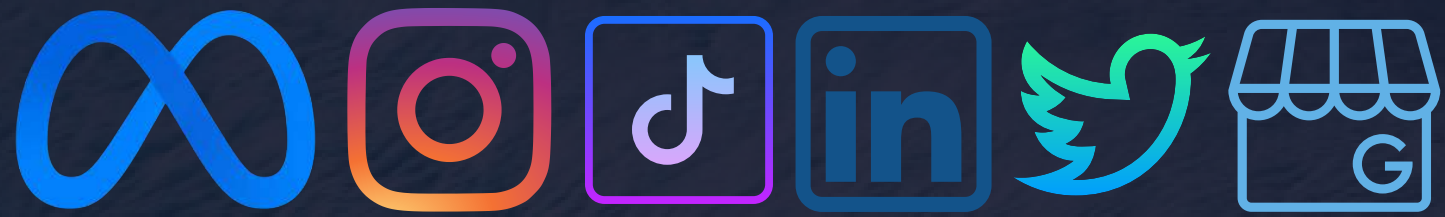
Work your Social Media

Use your social media to tell your brand story, expose your brand in new and different ways and to build an exponential global community of supporters for your brand through social networking.

Steps 1, 2, 3

Help us find the customers who align best with our offerings so it's easier to influence them to choose us.

In a sea of digital competition, customers choose us when our products and services are visible and when our brand values and reputation align with their own values.



1. Tell your brand story

NEW VIDEO

2. Expose your brand with short form video



3. Network to build a global community of supporters



6

Work your
Social Media





Tell you Brand Story on Social



What do customers want from brands in 2022?

They want more than just products or services that solve their problems. Especially in competitive product spaces, they want to buy from brands that connect with them on a deeper level and align with their own values. Unlike traditional advertising, which is about showing and telling about your brand, a story must inspire an emotional reaction.

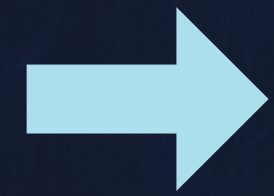


How to build your brand story:



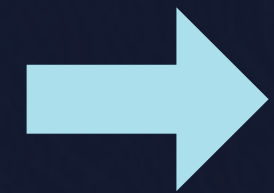
Who are you?

Humanize your brand - make them feel as if your brand is a person.



Why do you do what you do?

Create an emotional connection by honing in on shared values and ideals.



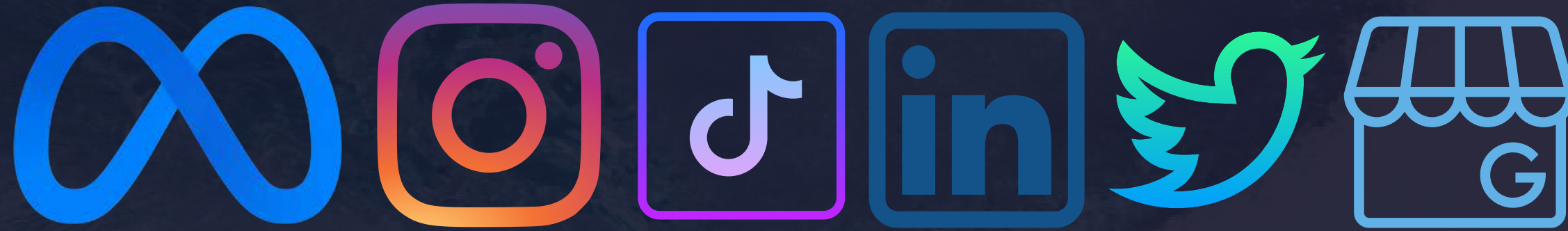
How does your product make a difference?

Explain how you impact people's lives directly and make their lives better and how does your product improve the world?



NEW VIDEO

Expose your Brand with Short Form Video



NEW VIDEO

Short Form Video Content

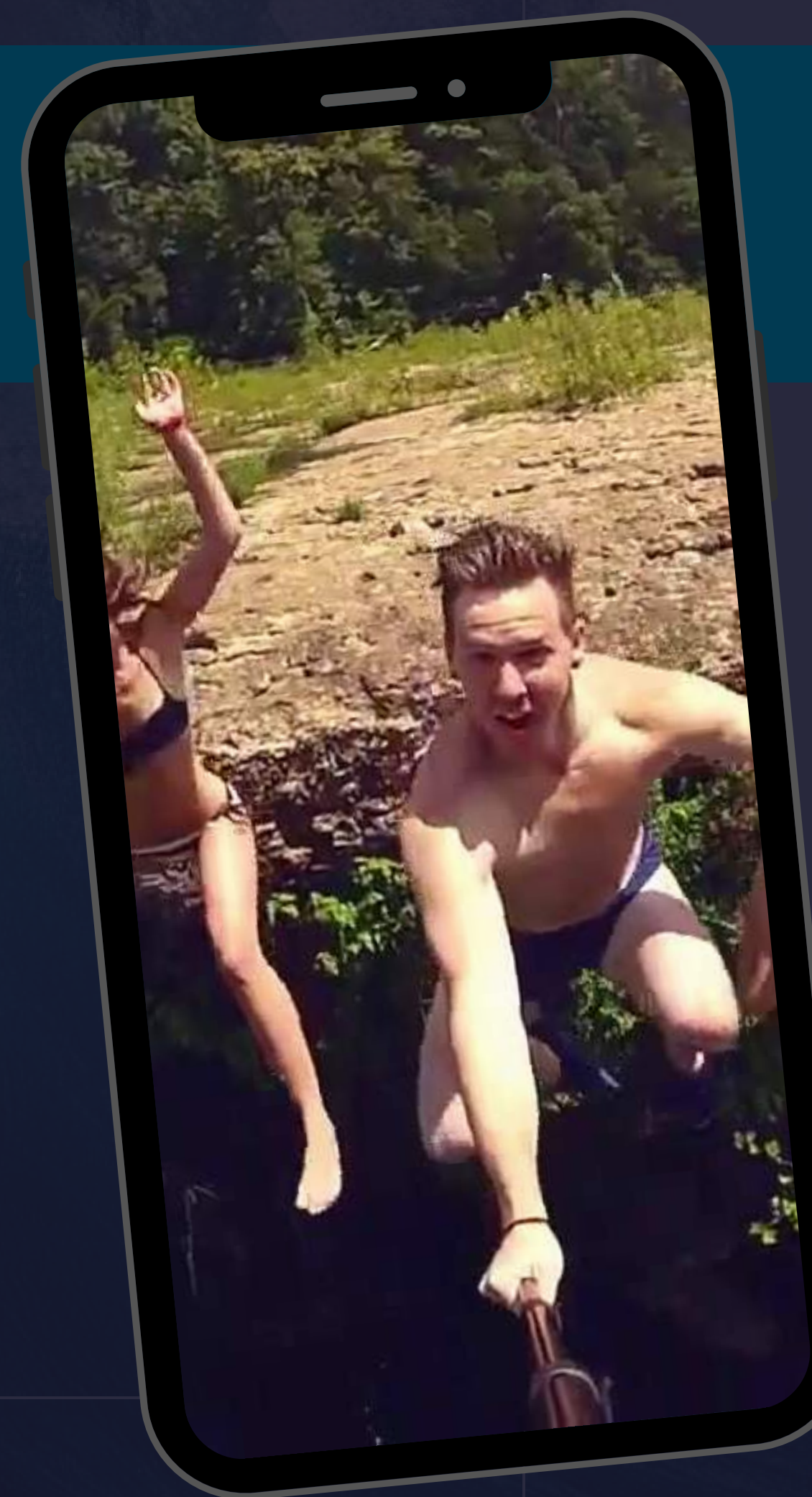
Reel videos on Facebook and Instagram and Tik Tok Videos

- Facebook, Instagram and YouTube still remain the top platforms but Tik Toks fast growth should not be ignored in 2022

Experts predict it to be the best content tool in 2022

What are reels?

Reels let people create short-form videos set to music that can be shared with friends and followers and discovered while browsing the app. Reels allows people to record videos up to 15 seconds long and add popular music, as well as an array of filters and effects, over top of them.



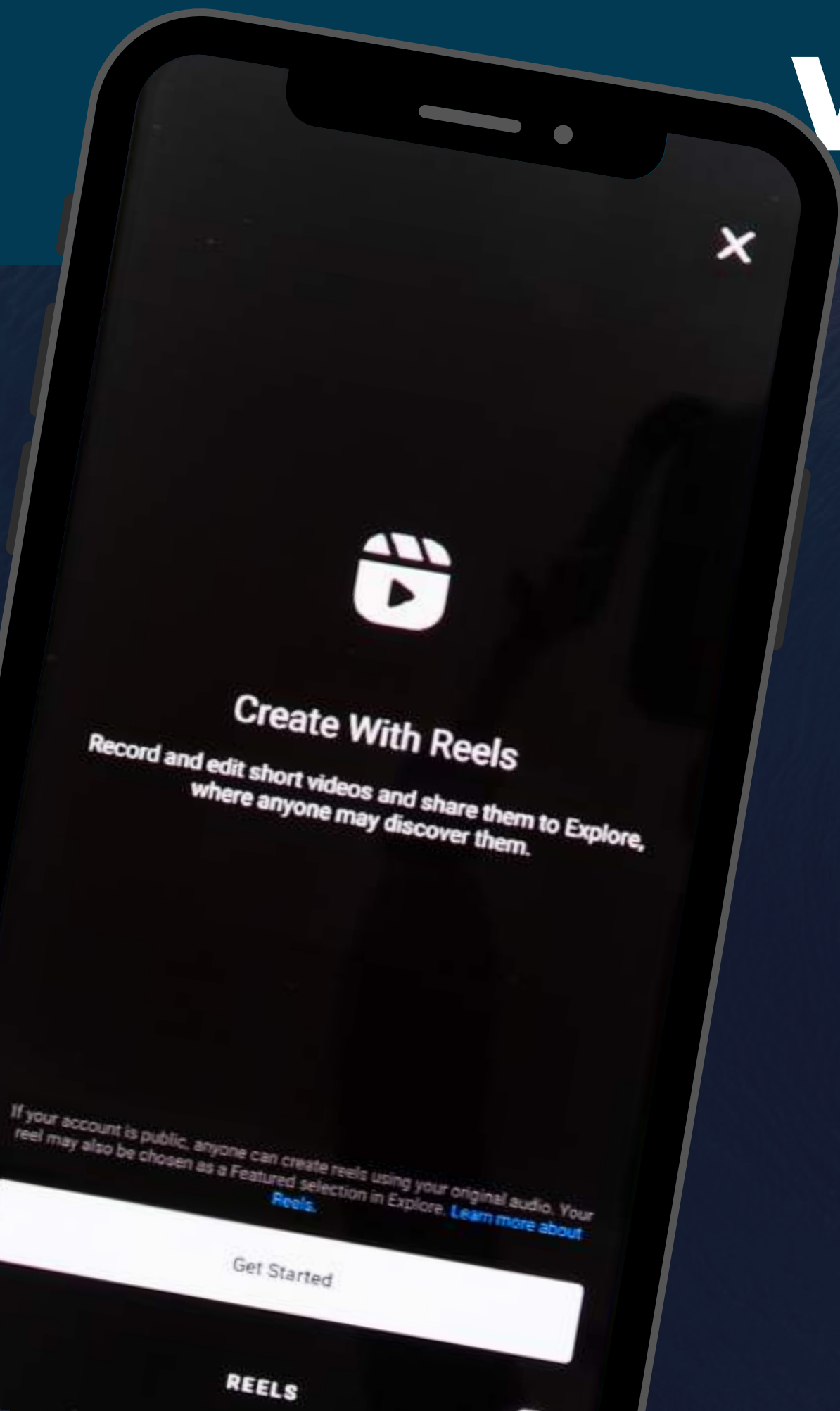
Why are Reels Important?

Reach

- The current average engagement for Instagram posts is less than 2 to 3%. Let's say you have 1,000 followers and post a normal video on Instagram. Only a small number of your followers are likely to see your post. Had you posted that exact video, but as a reel, it is not uncommon to be seen by several times the number of followers you have due to the Explore feature. Use of hashtags can also expand your reach to the right audiences worldwide.

More Engaging Content

- We're all getting a little bored of seeing the same images. Creators need to evolve their content to remain relevant, which is paramount to sustained success online. Reels are not only quick, but when done right, they are catchy, funny and genuinely enjoyable to watch.



How to Create a Great Reel?

Get to the point right away!

- Hook your audience right off the bat
- The first five seconds are the most important
- Don't waste time with an explainer intro

Change up your shot!

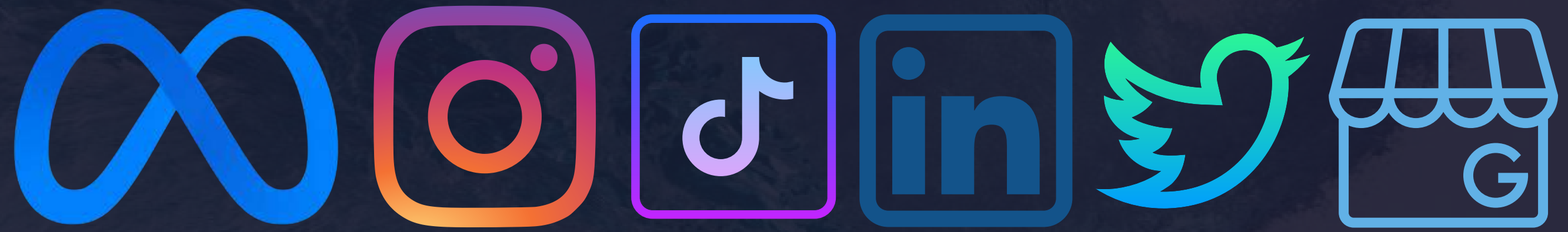
- This keeps people engaged and wondering where you are going next

Don't try and copy what you've seen!

- Be creative and true to yourself and and your brand you will attract the right people
- Copying others is boring



Network to Build a Global Community of Supporters



Network to Build a Global Community of Supporters



Think of your social media as a living, breathing social butterfly that needs to be nurtured every day in order to grow.

“

You can make more friends in 2 minutes
by becoming interested in other people
than you can in 2 years by trying to get
other people interested in you.

-Dale Carnegie

”

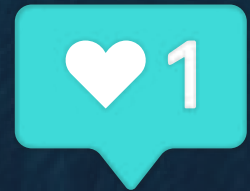


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x



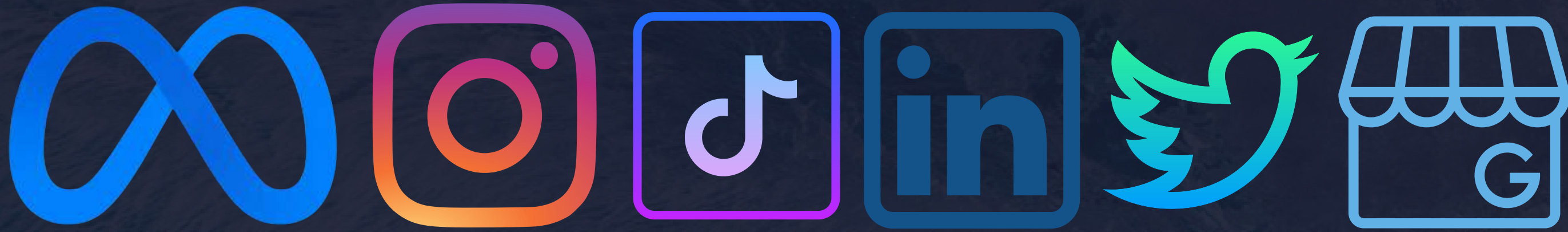
Network to Build a Global Community of Supporters



**20
Minutes**
every day

Like, comment, share, watch, learn and follow

OTHERS WHO ARE RELEVANT TO YOUR GLOBAL TARGET AUDIENCES DAILY.



Build your global brand footprint, value, organic reach and followers by:

- follow brands your potential customers would follow, learn what appeals to them
- follow potential customers who are doing a good job on Instagram
- follow hashtags that are relevant to your target audiences lifestyles and ones they follow or use
- comment authentically on the posts of others
- acknowledge them when they follow or engage with your content
- communicate on and appreciate every interaction with your brand
- treat your audiences like gold





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Establish
your Target
Audience

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Determine
your Niche

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Choose Focus
Countries

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Determine
your
Brand Story

5

Maximize
Visibility and
Reach

6

Work your
Social Media

- Tell your brand story
- Expose your brand with short form video
- Network to build a global community of supporters



THANK YOU.

IT'S TIME FOR QUESTIONS!

ASK ME ANYTHING!



Ashley Drummond CEO

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