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# MARKET RESEARCH AND GTM STRATEGY

Canadian Digital Marketing Firm

# EXECUTIVE SUMMARY

## **Company Overview:**

The company is a Canadian digital marketing firm seeking to expand its business into the U.S. market.

## **Market Opportunity:**

High-growth cities in United States show untapped growth potential for Digital Marketing in trade sector.

## **GTM Strategy:**

The go-to-market strategy focuses on capturing market share through robust market research, strategic positioning, and effective brand awareness campaigns tailored to diverse business needs.

## **Goals:**

Achieve rapid customer acquisition, acquire market share, and drive scalable growth with a strong focus on customer satisfaction.

# RECOMMENDATIONS

- Choose Raleigh as Entry Point
- Track ROI of marketing efforts
- Expand the business to Boise based on the outcomes from Raleigh

# OVERVIEW

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- |   |                     |   |                                       |
|---|---------------------|---|---------------------------------------|
| 1 | Scope of Analysis   | 5 | Marketing Strategy                    |
| 2 | Market Analysis     | 6 | Financial Modelling & Budget planning |
| 3 | Competitor Analysis | 7 | Risks                                 |
| 4 | Entry Strategy      | 8 | Questions?                            |

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## SCOPE & METHODOLOGY

# SCOPE OF ANALYSIS

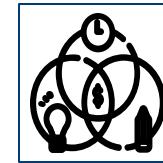
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Market  
Dynamics



Competitive  
Landscape



Regional  
Prioritization



Customer  
Insights



Risk and Opportunity  
Analysis

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# METHODOLOGY

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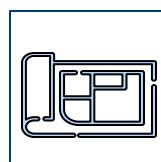
**Phase 1:**  
Market Research and  
Industry Analysis



**Phase 2:**  
Primary Research and  
Customer Outreach



**Phase 3:**  
Competitor  
Benchmarking



**Phase 4:**  
City Selection  
Framework

# 02 MARKET ANALYSIS

# UNDERSTANDING THE MARKET LANDSCAPE



## **Objective:**

To identify high-growth markets with untapped potential for digital marketing services tailored to contractors.



## **Process:**

Analyzed construction trends in 10 high-growth cities. Conducted qualitative interviews with contractors to uncover challenges and needs.

# HOW WE IDENTIFIED OUR FOCUS CITIES



## Key Criteria for City Selection:

- Population growth exceeding 120k.
- High investment in new housing and commercial projects.
- Economic vibrancy with rising household incomes.



**Top 10 Cities Identified:** Wilmington, NC; Austin, TX; Raleigh, NC; Boise, ID; Jacksonville, FL; Nashville, TN; Houston, TX; Phoenix, AZ; Atlanta, GA; New York City, NY.



## Rationale for Raleigh & Boise:

- Raleigh: A tech-driven, moderate-budget market open to advanced digital strategies.
- Boise: A rapidly growing, budget-conscious market relying heavily on referrals.

# PERSONALIZED INSIGHTS FROM CONTRACTORS



## **Methodology:**

- One-on-one phone interviews with contractors.
- Open-ended questions covering marketing practices, challenges, and priorities.



## **Focus on Quality Over Quantity:**

- While the sample size was small, interviews provided in-depth, actionable insights.
- Responses highlighted recurring themes and key pain points.

# RALEIGH: A BALANCED DIGITAL MARKET



## Contractor Insights:

- Social media and email marketing are widely used but need optimization.
- Budgets range from \$1,000–\$3,000 monthly, indicating willingness to invest.



## Key challenge:

- Difficulty generating high-quality leads.



## Opportunities:

- Advanced analytics tools to track ROI.
- Lead optimization strategies tailored to contractor needs.

# BOISE: A TRADITIONAL BUT EVOLVING MARKET



## **Contractor Insights:**

- Heavy reliance on word-of-mouth and referrals.
- Budgets below \$500 monthly, highlighting cost sensitivity.



## **Key challenge:**

- High advertising costs with limited digital ROI.



## **Opportunities:**

- Entry-level packages for social media and referrals.
- Workshops to improve digital marketing literacy.

# SHARED CONTRACTOR CHALLENGES



Low-quality leads  
from current  
channels.



High advertising  
costs impacting ROI.



Lack of actionable  
analytics and  
insights.

# TRANSLATING INSIGHTS INTO STRATEGY

- Raleigh and Boise represent distinct yet complementary markets.
- Qualitative data from interviews guides tailored solutions:
  - Advanced tools for Raleigh.
  - Affordable, high-impact strategies for Boise.

# OUR RECOMMENDATION



Choose Raleigh as  
Entry point



Expand to Boise based on  
business outcomes from  
Raleigh

# 03 COMPETITOR ANALYSIS

# Standing Out in Raleigh's Competitive Digital Marketing Landscape



## Objective:

To analyze Raleigh's digital marketing space, identifying opportunities for differentiation.



## Process:

Studied six key competitors and evaluated gaps in their service offerings.

# HOW WE IDENTIFIED COMPETITORS

## **Key Criteria for City Selection:**

- Presence in the Raleigh market.
- Focus on small to mid-sized businesses or niche sectors.
- Use of innovative digital marketing technologies.

## **Competitors Identified:**

- Bluevine (Enterprise Marketing)
- Nover Marketing (Local/Niche Strategies)
- Builder Funnel (Construction/Home Improvement)
- Johnson Jones Group (Branding Experts)
- FatCat Strategies (Small Business Focus)
- Builders Agency (Affordable Niche Marketing)

# BLUEVINE

## **Strengths:**

- Comprehensive strategies for large-scale enterprise needs, leveraging advanced analytics.

## **Weaknesses:**

- Limited appeal for small businesses seeking cost-effective solutions.

## **Opportunities for The company:**

- Affordable AI-driven strategies for SMBs.
- Transparent tiered pricing to attract budget-conscious clients.

# NOVER MARKETING

## **Strengths:**

- Tailored, localized solutions; strong client relationships.

## **Weaknesses:**

- Lack of scalability and innovation in technology.

## **Opportunities for The company:**

- Scalable solutions incorporating cutting-edge tools.
- Industry-specific innovations to broaden appeal.

# Builder Funnel

## **Strengths:**

- Expertise in content creation, SEO, and lead generation for construction.

## **Weaknesses:**

- Limited focus outside the construction sector; lacks versatility.

## **Opportunities for The company:**

- Create broader industry-specific strategies with advanced analytics tools.

# JOHNSON JONES GROUP

## **Strengths:**

- High-impact branding campaigns; strong narrative-driven marketing.

## **Weaknesses:**

- Premium pricing and strategy focus over measurable ROI.

## **Opportunities for The company:**

- Emphasize ROI-focused strategies to attract cost-conscious clients.
- Develop performance-based metrics to complement branding efforts.

# FATCAT STRATEGIES

## **Strengths:**

- Affordable marketing packages; effective local SEO and lead generation.

## **Weaknesses:**

- Limited scalability and service range.

## **Opportunities for The company:**

- Expand service range to include scalable, advanced digital solutions.
- Position as a comprehensive marketing partner for growing businesses.

# BUILDERS AGENCY

## **Strengths:**

- Affordable and targeted marketing for construction/home services.

## **Weaknesses:**

- Lack of advanced tools and diverse service offerings.

## **Opportunities for The company:**

- Introduce AR campaigns and advanced testing tools.
- Develop cost-effective packages that cater to a broader range of industries.

# Challenges in the Current Competitive Landscape

- **Limited Specialization in Emerging Technologies:**
  - Competitors lack focus on advanced tools like AI-driven analytics and personalized automation.
- **Lack of Transparent Pricing:**
  - Absence of clear, predictable pricing models deters small to mid-sized businesses.
- **Technological Innovation Gap:**
  - Few competitors leverage innovative strategies such as augmented reality campaigns or advanced A/B testing tools.
- **Customer Dissatisfaction:**
  - Feedback shows dissatisfaction with rigid marketing strategies and infrequent performance reviews.

# Key Strengths to aim for in-order to stand Out

## **Integration of Advanced Technologies:**

- Leverage AI and automation for hyper-personalized solutions.
- Invest in innovative tools like augmented reality and advanced analytics to drive measurable ROI.

## **Transparent and Flexible Pricing Models:**

- Offer clear, tiered pricing to attract diverse SMB clients.
- Provide adaptable packages tailored to client needs and budgets.

## **Client-Centric Growth Partnership:**

- Build collaborative relationships through regular performance reviews and feedback.
- Empower clients with workshops and training, positioning The company as a trusted partner.

# 04 ENTRY STRATEGY

# MARKET ENTRY STRATEGY

## SUGGESTED ENTRY STRATEGY:

- ❖ Direct Market Entry:
  - Set up a U.S. office or partner with local consultants/agencies to establish credibility and presence.
- ❖ Partnerships:
  - Collaborate with trade organizations, industry associations, or local digital marketing agencies to co-deliver services.

# OUR RECOMMENDATION



We recommend direct market entry as opposed to collaborations with existing digital marketing business.

# Alternative Entry Strategies

- ❖ Partnering with other digital marketing agencies
  - Not recommended due to profitability issue
- ❖ Business Acquisition
  - Not recommended due to Budget Constraints

# STRATEGY FOR RALEIGH

## ESTABLISHING A STRONG LOCAL PRESENCE

### 1. Physical Office Setup

- Establish an office in Raleigh to tap into its thriving economy and booming real estate market.
- Utilize the space for client workshops, consultations, and live demonstrations of analytics dashboards.

### 2. Specialized Local Team

- Build a dedicated team focused on lead generation, localized SEO, and social media strategies tailored for contractors.
- Strengthen the local network by hiring professionals with deep connections to Raleigh's contractor and business community.

### 3. Community Engagement

- Use the office to host free workshops and seminars, creating touchpoints with potential clients while showcasing industry expertise.

# STRATEGY FOR RALEIGH

## TARGETED RECRUITMENT AND STRATEGIC PARTNERSHIPS

### 1. **Recruitment**

- Hire professionals familiar with Raleigh's contractor networks and trends.
- Leverage their expertise to navigate local nuances and establish trust within the community.

### 2. **Partnerships with business networks**

- Collaborate with the Raleigh Chamber of Commerce and small business centers to enhance visibility.
- Participate in local initiatives to position the business as an integral part of the community.

# STRATEGY FOR RALEIGH

## LEVERAGING PARTNERSHIPS FOR GROWTH

### 1. Trade Organizations and Real Estate Associations

- Partner with influential groups like the North Carolina Association of REALTORS® to access contractor and real estate networks.
- Sponsor industry events such as expos and forums to boost credibility and visibility.

### 2. Collaborating with Local Marketing Firms

- Form alliances with Raleigh-based real estate marketing firms to deliver co-branded campaigns or offer white-label services.
- Focus on high-demand offerings like SEO to meet contractor needs.
- Utilize platforms such as Zillow, Facebook Marketplace, and Google Local Ads to amplify visibility and target leads effectively.

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## MARKETING STRATEGY

# PRINT MEDIA ADVERTISING AND TRADE MAGAZINES FOR TARGETING CONTRACTORS

- ❖ Design Engaging Advertisements
  - **Focus on Pain Points:** Highlight challenges contractors face, like finding leads, managing online reputation, or standing out in a competitive market.
  - **Showcase Solutions:** Emphasize how your digital marketing services (e.g., localized SEO, lead generation, or virtual staging) can directly address these needs.
  - **Include CTAs:** Ensure a clear call-to-action like "Schedule a Free Consultation" or "Claim Your Free Marketing Audit."
  - **Use QR Codes:** Add scannable codes to connect print readers to a landing page or promotional offer.

# PRINT MEDIA ADVERTISING AND TRADE MAGAZINES FOR TARGETING CONTRACTORS

- ❖ Feature Case Studies or Testimonials
  - Dedicate ad space to a success story or client testimonial from a contractor.
  - Use metrics to show tangible results (e.g., "Increased leads by 50% within 3 months").
- ❖ Collaborate on Special Features
  - Sponsor a section in the magazine, such as a "Contractor Spotlight," where you highlight successful contractors and subtly promote your services.
  - Co-brand content like "Top Marketing Tips for Home Improvement Professionals."

# PARTNER WITH LOCAL CONTRACTOR ASSOCIATIONS TO EXPOSURE THE BRAND TO THE POTENTIAL CLIENT

- ❖ Collaborate with Local Marketing Promotion Firm
  - Co-branding Opportunities: Work with Raleigh-based firms to co-develop campaigns or white-label services.
  - In-demand Services:
    - Offer drone photography, SEO optimization, and virtual staging.
    - Highlight tailored services for contractors to attract more leads.
  - Leverage Digital Channels:
    - Utilize platforms like Zillow, Facebook Marketplace, and Google Local Ads to amplify reach.
    - Run complementary online campaigns targeting the same audience to enhance brand recall.

# PRINT MEDIA ADVERTISING AND TRADE MAGAZINES FOR TARGETING CONTRACTORS

- ❖ Network with Contractors through the Association
  - Build long-term relationships with contractor associations like the North Carolina Association of REALTORS®.
  - Leverage the association's database to identify potential contractors.
  - Create targeted campaigns to promote collaborative benefits.
- ❖ Sponsor Events to Exposure the Brand
  - Host or sponsor contractor expos, community forums, or networking luncheons.
  - Provide branded materials or tools to attendees (e.g., guides, brochures).
  - Use event sponsorships to build credibility and increase local visibility.

# EFFECTIVE USE OF PRINT MEDIA ADVERTISING AND TRADE MAGAZINES FOR TARGETING CONTRACTORS

- ❖ Offer Educational Content
  - Create mini-guides or how-to articles relevant to contractors (e.g., "How to Use Google Local Ads Effectively").
  - Provide actionable insights to demonstrate expertise and attract interest.
- ❖ Combine Print and Digital Efforts
  - Use print ads to drive traffic to your website or social media through trackable links or QR codes.
  - Launch complementary online campaigns targeting the same audience to reinforce brand recall.

# BE THE PARTNER OF LOCAL CONTRACTOR ASSOCIATIONS TO EXPOSE THE BRAND TO THE POTENTIAL CLIENT

- ❖ Offer Free Marketing “Deserts” to Let the Contractors Know the Benefits.
  - Create customized digital marketing toolkits for contractors to enhance their outreach efforts.
  - Include resources such as website templates, social media strategies, and advertising guides.
  - Showcase real-life success stories to demonstrate value.

# TRACKING ROI

## Tracking ROI

- Ensure ROI tracking to understand the effectiveness of marketing and advertising
- We recommend you track in the following ways

<b>SN</b>	<b>MARKETING CHANNELS</b>	<b>SUGGESTED ROI TRACKING SOLUTIONS</b>
1	Re-seller Partnerships	<ul style="list-style-type: none"> <li>• Track new client acquisitions linked to partnerships.</li> <li>• Measure revenue per partnership against incentives provided.</li> <li>• Use unique codes or discounts for clients brought in through partnerships.</li> </ul>
2	Referrals & Word of Mouth	<ul style="list-style-type: none"> <li>• Implement a referral program with unique codes to identify customers brought through referrals.</li> <li>• Use customer feedback surveys to ask how they heard about the company.</li> </ul>
3	Personal Connections & Networking	<ul style="list-style-type: none"> <li>• Use a CRM to log clients sourced through networking events.</li> <li>• Track conversion rates for leads generated via business meetings or events like BNI or Chambers.</li> </ul>

SN	MARKETING CHANNELS	SUGGESTED ROI TRACKING SOLUTIONS
4	SEO	<ul style="list-style-type: none"><li>• Use tools like Google Analytics and SEMrush to monitor organic traffic growth.</li><li>• Track lead conversions on landing pages optimized for SEO keywords.</li></ul>
5	Paid Ads	<ul style="list-style-type: none"><li>• Set up conversion tracking in Google Ads and Meta Ads Manager.</li><li>• Track CPC (Cost Per Click), CPA (Cost Per Acquisition), and total ROAS (Return on Ad Spend).</li><li>• Use A/B testing to optimize campaigns and maximize ROI.</li></ul>
6	LinkedIn (Posts and Outreach)	<ul style="list-style-type: none"><li>• Use LinkedIn Analytics to track engagement, profile views, and clicks on posts.</li><li>• Measure conversions from LinkedIn campaigns by tracking leads from outreach messages using CRM.</li></ul>

<b>SN</b>	<b>MARKETING CHANNELS</b>	<b>SUGGESTED ROI TRACKING SOLUTIONS</b>
7	Telemarketing	<ul style="list-style-type: none"> <li>• Log calls in CRM and track call-to-lead and call-to-sale conversion rates.</li> <li>• Measure the ROI of telemarketing by comparing revenue generated to call center costs.</li> </ul>
8	Trade Shows	<ul style="list-style-type: none"> <li>• Use platform-specific analytics (Meta, Twitter, Instagram) to track post engagement, clicks, and traffic.</li> <li>• Measure social media-driven leads in CRM to calculate ROI.</li> </ul>
9	Walk-ins, Door Knocking	<ul style="list-style-type: none"> <li>• Use tracking forms or customer intake forms to attribute leads to these channels.</li> <li>• Measure conversion rates and the average value of leads acquired through offline efforts.</li> </ul>
10	Online Webinars/Presentations	<ul style="list-style-type: none"> <li>• Use webinar tools like Zoom or Demio to track registration and attendance.</li> <li>• Monitor conversions post-webinar via follow-up emails or campaigns.</li> </ul>

# 06 FINANCIAL MODEL & BUDGET PLANNING

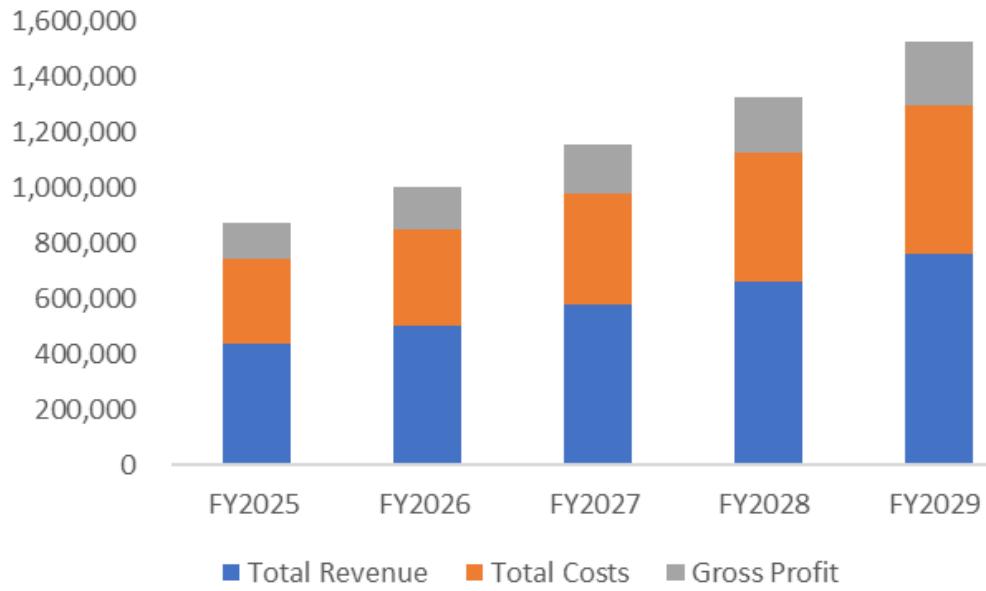
# FINANCIAL MODEL

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Summary Analysis	FY2025	FY2026	FY2027	FY2028	FY2029
<b>Total Revenue</b>	435,471	500,791	575,910	662,297	761,641
<b>Total Costs</b>	304,830	350,554	403,137	463,608	533,149
<b>Gross Profit</b>	130,641	150,237	172,773	198,689	228,492
<b>Net Profit</b>	30,641	50,237	72,773	198,689	228,492

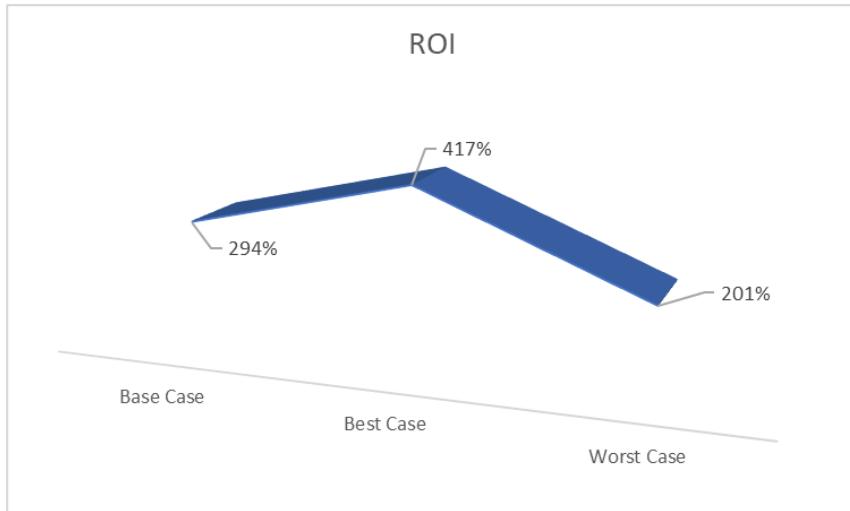
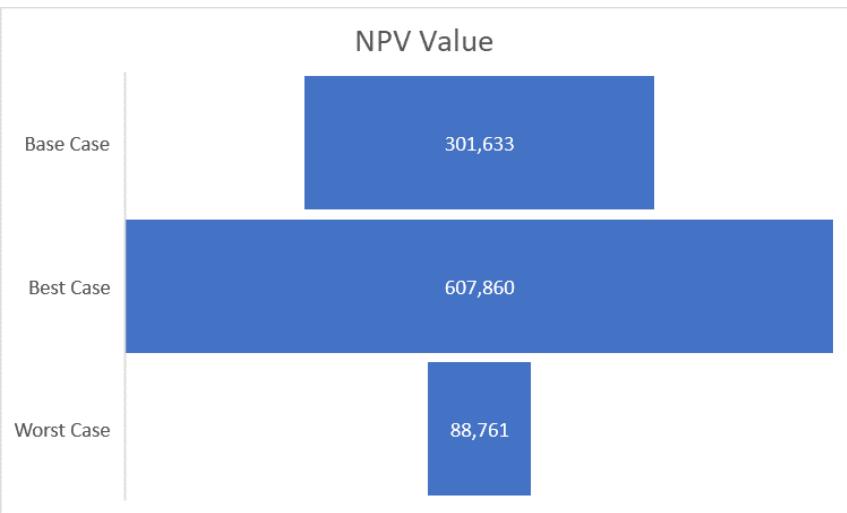
Investment Analysis	Totals
<b>Net Present Value (NPV)</b>	301,633
<b>Internal Rate of Return (IRR)</b>	10%
<b>Payback Period</b>	1 Year
<b>Return on Investment (ROI)</b>	294%

## Revenue and Profit Over Time



# FINANCIAL MODEL

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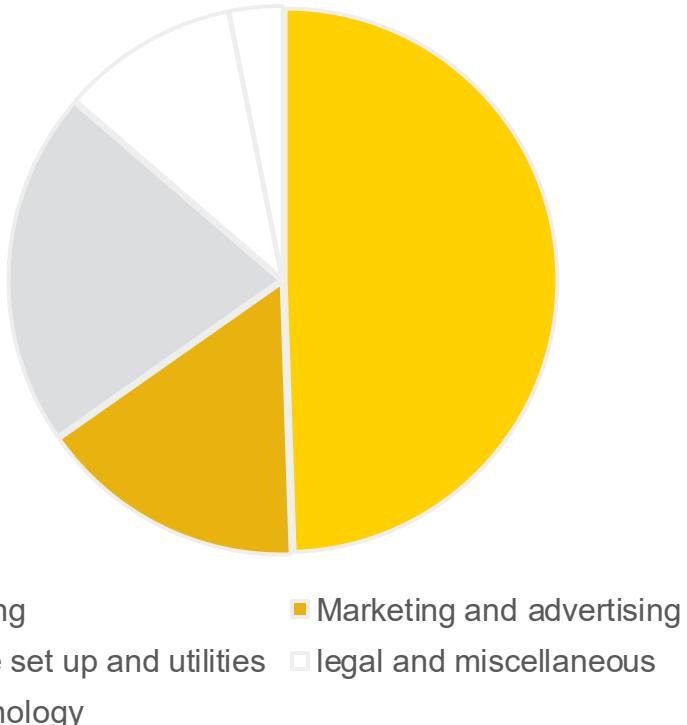
## BUDGET PLANNING

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\$100,000 budget designed to ensure a strong market entry in Raleigh's competitive digital marketing sector.

Our plan emphasizes building a skilled team,  
establishing a functional presence, and driving impactful  
marketing efforts.

## Budget - \$100,000



Category	Subcategory	Budget
Business Setup & Legal Fees	Registration, Legal Consultation	\$10,000
Office Space & Utilities	Lease, Utilities, Supplies	\$20,000
Technology & Equipment	Essential Hardware/Software	\$3,000
Staffing	Salaries, Training	\$47,000
Marketing & Advertising	Website, Online Ads	\$15,000
Miscellaneous Expenses	Insurance, Contingency	\$5,000
Business Travel & Logistics	Travel Coordination	\$5,000

# Key Priorities and Justification

- Strategic staffing allocation ensures service quality.
- Focused marketing to build brand awareness and acquire clients.
- Efficient use of resources from Canada's main office minimizes technology costs.
- Business travel ensures seamless coordination between locations.

# 07 RISKS

# RISKS

- Lack of numerical data w.r.t relevant cost and opportunity costs could affect optimal pricing and profitability calculations
- Current lack of data w.r.t Marketing ROI for The company hinders optimal marketing strategy prediction
- Budget for additional market research not accounted in budget planning

# Immediate Action

- Track fixed costs and variable costs for existing products
- Conduct pricing analysis
- Record Marketing effects to understand Marketing ROI, customer acquisition and customer retention

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# THANKS!

ANY QUESTIONS?