
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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Scope of Analysis

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Market Analysis

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Competitor Analysis

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Entry Strategy

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Marketing Strategy

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Financial Modelling & Budget
planning

7

Risks

8

Questions?

01 SCOPE & METHODOLOGY

SCOPE OF ANALYSIS



Market
Dynamics



Competitive
Landscape



Regional
Prioritization



Customer
Insights



Risk and Opportunity
Analysis

METHODOLOGY



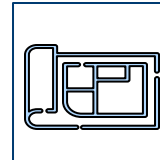
Phase 1:
Market Research and
Industry Analysis



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.

05 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

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

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

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

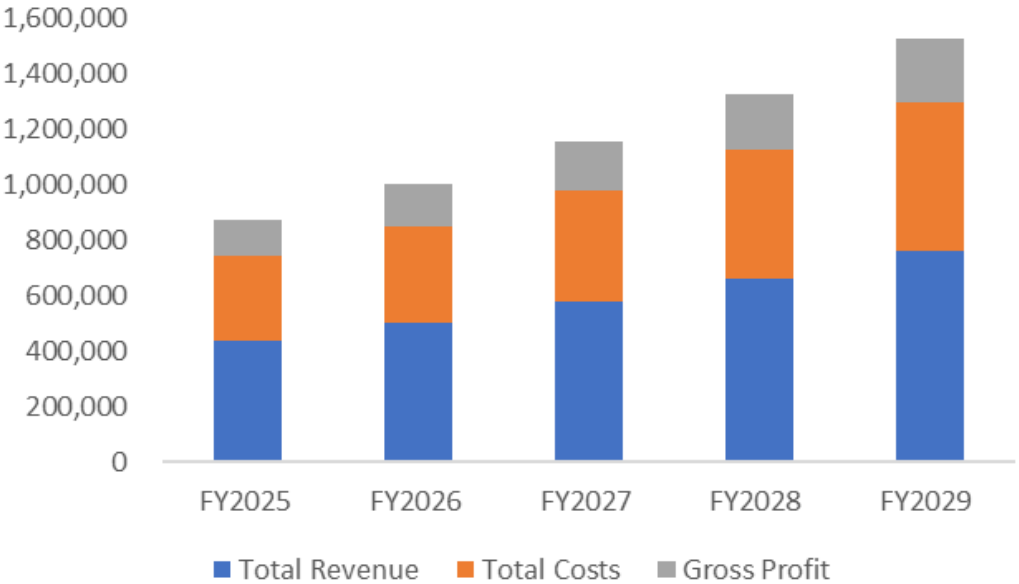
06 FINANCIAL MODEL & BUDGET PLANNING

FINANCIAL MODEL

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

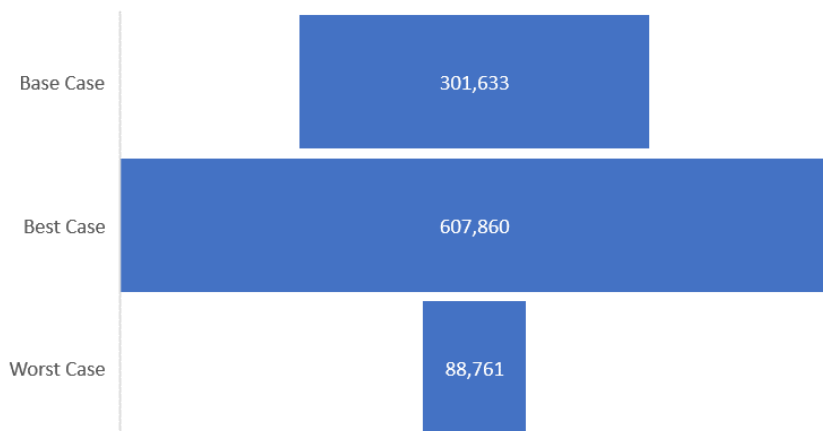
Investment Analysis	Totals
Net Present Value (NPV)	301,633
Internal Rate of Return (IRR)	10%
Payback Period	1 Year
Return on Investment (ROI)	294%

Revenue and Profit Over Time

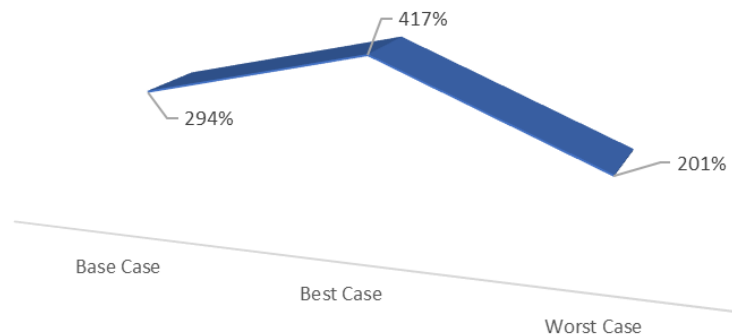


FINANCIAL MODEL

NPV Value



ROI

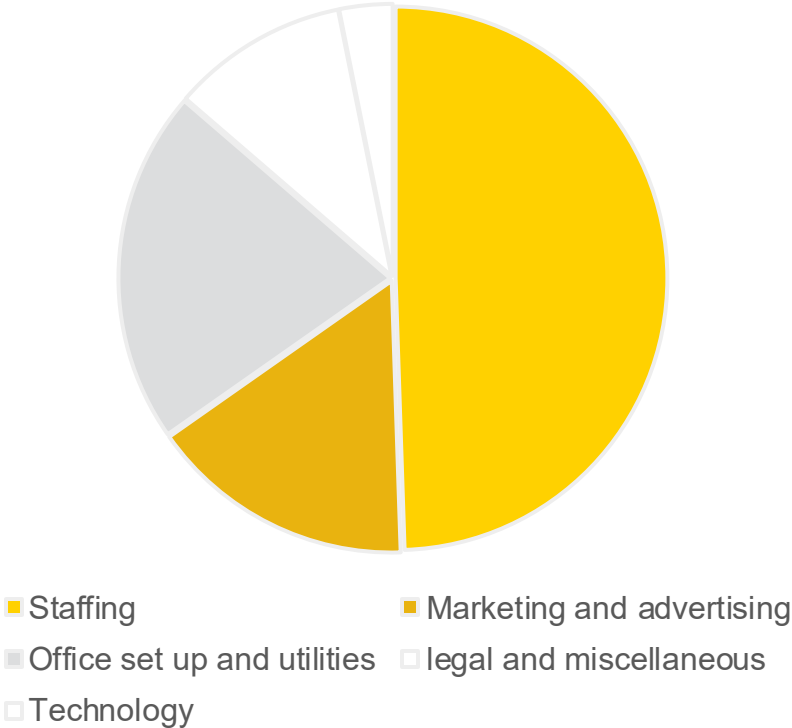


BUDGET PLANNING

\$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

THANKS!

ANY QUESTIONS?