

# North

## How to Market Your Team and Your Projects



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As one of the most trusted and influential leaders in Communications, Jess has counselled many of the top C-suite leaders in Canada. Across Corp Comm, CSR, ESG, Digital Media, Sponsorship, she's known to deliver impactful brand moments that create news and brand fans. Her deep experience in brand building, risk mitigation and crisis management is proven to rebuild trust and opportunity with communities and consumers alike.

An active mom of two, she loves to travel, seeks adventure and sports that deliver a thrill and opportunities to learn from others and scare her.



# We are North Strategic

- Founded in 2011, with a bold mission to disrupt and evolve PR.
- Offices in Calgary, Toronto and Montreal; team members in Vancouver, and Ottawa.
- A diverse team with a deep understanding of Canadian life comes from a variety of communities, with 13+ languages spoken in our office fluently
- Fueled by curiosity and a drive to innovate, we seek out unique ways to explore uncharted territories, uncover opportunities and forge new paths and connections for clients.
- Our sister companies are Notch Video (content), MSL Canda and MSL Studio (content). We are a part of Publicis Groupe Canada, and Publicis World Wide, one of the largest Communications Holding Co's globally.



# Our Manifesto

We are **Explorers, Navigators and Connectors**. We are [our clients] **Magnetic North**.

Like Explorers, we venture into uncharted territories, uncovering opportunities to forge new paths, educate, create and lead brands into new areas.

As Navigators, we help chart the course, steering towards success with precision, expertise and optimism.

Acting as a Connector, we bridge the gap between the brand and the intended audience, a brand team and their consumers, creating meaningful relationships and relevance that resonates and endures.

We are magnetic because we attract attention, drawing people in with compelling stories and captivating experiences. We make our clients magnetic by amplifying their voice, shining a spotlight on their unique stories, and igniting a spark that fosters curiosity and cultivates unwavering loyalty. And like a magnetic field, we shield you from risks and safeguard your brand's integrity.

In a world of constant change, we are the beacon that guides a brand forward.



# The Definition of Marketing

## marketing noun

mar·ket·ing (ˈmār-kə-tɪŋ)

[Synonyms of marketing >](#)

- a** : the act or process of selling or purchasing in a [market](#)  
| did most of her *marketing* in local stores
- b** : the process or technique of promoting, selling, and distributing a product or service  
| New automobiles are the subject of intense *marketing*.



# Keys to Marketing



## Clear Objectives:

- Outline your short-term and long-term goals, supported by insights and data.
- Specific, measurable, achievable, relevant, and time-bound (SMART) goals.



## Vision & Mission:

- Ensure all communications reflect your team's mission and brand voice consistently.
- Ensure your marketing reflects your team's unique character and core values.



## Know Your Audience:

- Conduct surveys, focus groups, and analyze social media insights to understand their preferences and behaviours.
- Use demographic and psychographic data to refine your messaging.



## Storytelling:

- Develop a narrative that connects emotionally with your audience. Highlight success stories and testimonials.
- Your brand's story should be relatable, inspiring, and shareable.

# The Power of Insights and Data

Leveraging insights and data is essential for crafting a plan that resonates with your audience and drives results. Data reveals patterns, uncovers audience preferences, and guides impactful decisions.

- **Importance of Data:** Data is the backbone of a successful marketing plan. By analyzing data sources such as Google Analytics, social media insights, and direct audience feedback, you can validate strategies and ensure they align with real user behaviour and needs.
- **Data-Driven Decisions:** A robust marketing plan isn't static; it evolves with data gathered over time. By continuously monitoring key metrics like engagement rates, conversion metrics, and sales figures, marketers can adapt and optimize strategies.
- **Recruitment:** Showcasing the data-backed impact of your marketing projects is a powerful tool for attracting new talent.



# Defining Your Audience

**A well-defined audience is the cornerstone of an effective marketing plan. Understanding who you are communicating with helps shape your messaging and choose the right channels.**

- **Current vs. Desired Audience:** Start by conducting a gap analysis to compare your current audience vs your desired audience. This involves assessing who you are currently reaching through your marketing efforts and determining if this aligns with your target market or business goals. By identifying discrepancies between the two, you can adjust your strategies to bridge the gap.
- **Audience Research:** Qualitative and quantitative insights are crucial to understanding your audience. Utilize a mix of tools and methods, such as surveys and interviews, to collect direct feedback on preferences, challenges, and motivations. Social media analytics, web analytics, and market research reports provide valuable quantitative data, revealing patterns in behaviour, engagement trends, and demographics.



# Objectives and Strategies

A successful marketing plan hinges on clearly defining objectives and strategies. Each component serves a specific purpose and works together to guide your marketing efforts from high-level goals to detailed actions.

- **Objective:** This represents the overarching goal you want to achieve with your marketing plan. It should be specific, measurable, achievable, relevant, and time-bound (**SMART**).
  - **Example:** *Increase website traffic by 20% over the next three months.*
- **Strategy:** This is the (creative) approach you will take to achieve your objective. It acts as a bridge between the goal and the actions you'll implement.
  - **Example:** *Use content marketing to drive organic traffic and improve search engine visibility.*

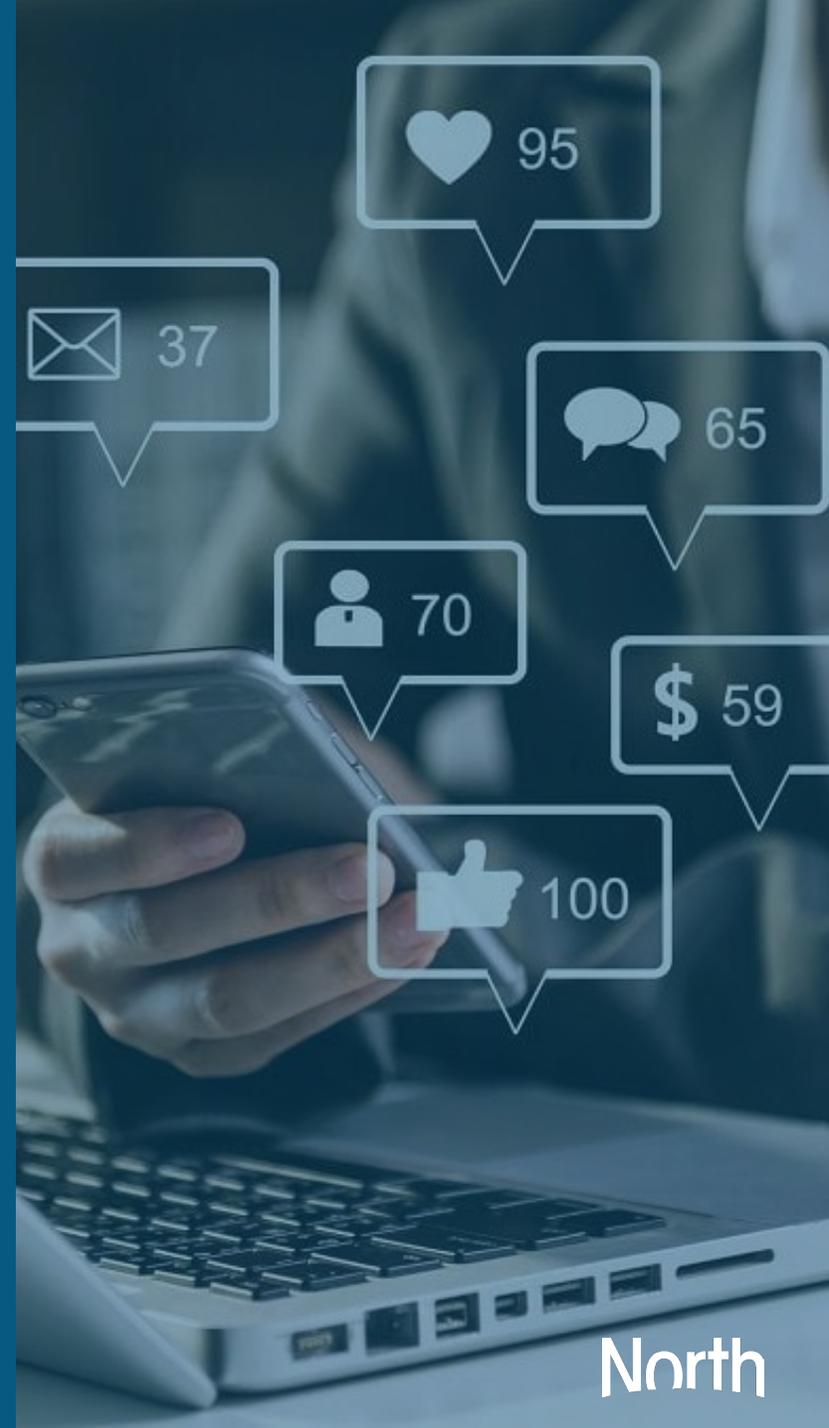




# Channel Strategy

**A channel strategy is essential for delivering your marketing message to the right people in the right places. The channels you choose can determine the success of your campaign by influencing who sees your content and how they engage with it.**

- **Align Channels with Audience:** To maximize impact, select channels where your target audience spends the most time.
- **Multi-Channel Approach:** A single-channel approach can limit your reach, whereas a multi-channel strategy broadens your audience touchpoints. Combining channels such as social media, public relations (PR), email marketing, and in-person or virtual events creates a comprehensive plan.
- **Channel Identification:** Assess your team's strengths and available resources to determine which channels you can manage effectively. Moreover, match each channel's unique strengths to your marketing objectives.



# Tactics

**Tactics are the specific, actionable steps taken to implement your strategy and achieve your marketing objectives.**

- While objectives set the goals and strategies outline the broad approach, **tactics bring these plans to life with precise actions.**
- By crafting well-thought-out tactics, you can ensure each task contributes directly to your objectives and maximizes the impact of your overall plan.

## Examples:

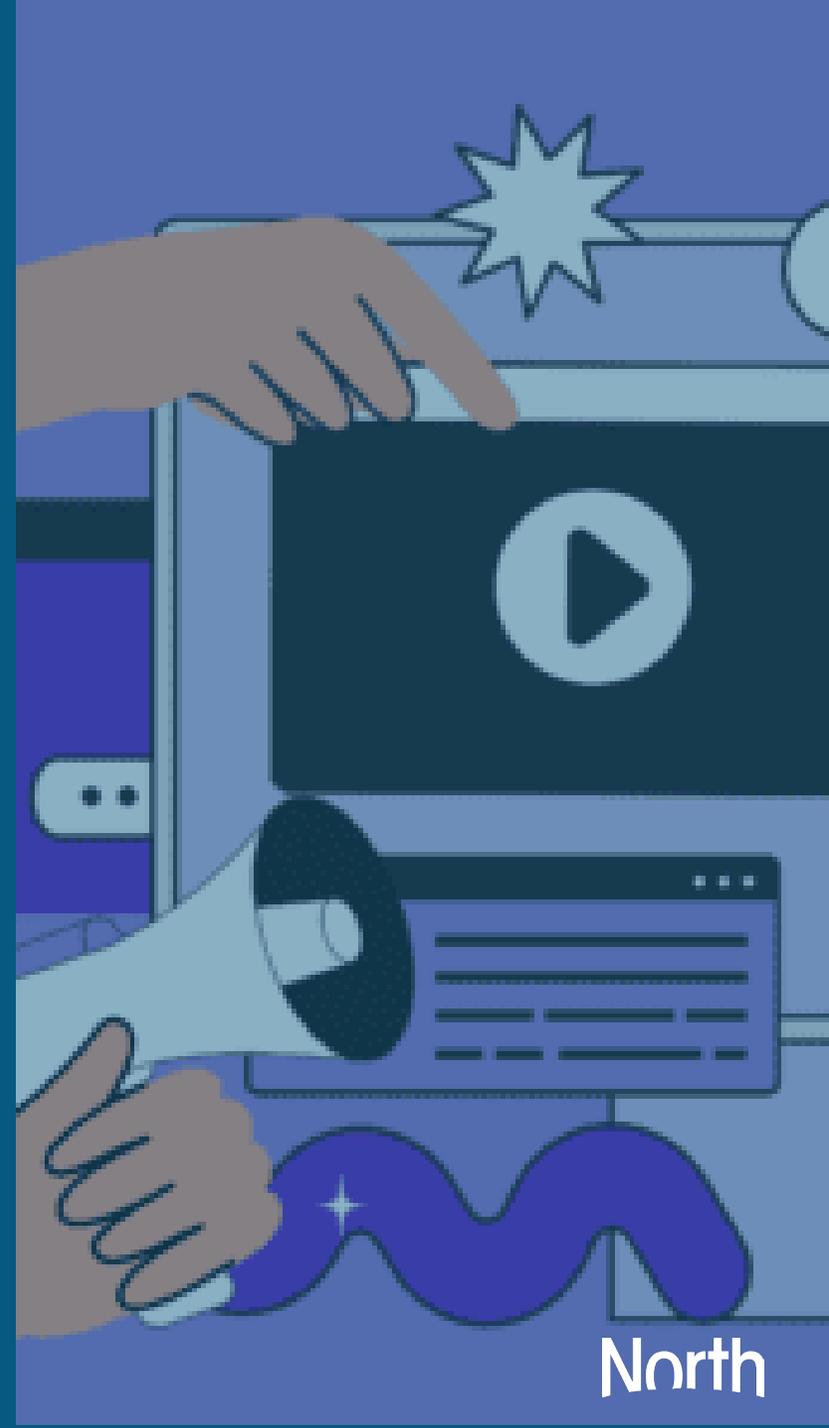
- **Content Creation:** Publish two SEO-optimized blog posts per week that address trending topics or common questions.
- **Social Media:** Share each blog post on all relevant social media channels, with customized captions and graphics for each platform.
- **Influencer Collaboration:** Partner with industry influencers to share your content and endorse your brand.



# Owned & Earned Media

A marketing plan should leverage both owned and earned media to create a balanced approach that builds brand authority and expands reach. While owned media allows full control over messaging and content, earned media enhances trust and credibility through third-party endorsements and organic exposure.

- **Owned Media:** This includes all the content and platforms that your brand creates and fully controls, such as blogs, social media pages, websites, and newsletters. Owned media is a valuable asset because it allows you to shape your brand's narrative, tone, and messaging exactly as you intend.
- **Earned Media:** Unlike owned media, earned media refers to exposure gained through third-party mentions, such as PR coverage, customer testimonials, and influencer posts. This type of media is particularly powerful because it signals trustworthiness and carries weight through the unbiased endorsement of others.



# Effective Communications

**Effective communications is key to ensuring your message is not only delivered but understood and remembered. A well-executed communication strategy helps build trust, maintain engagement, and foster a connection with your audience. It's important to establish a rhythm that keeps your brand top of mind without overwhelming your audience.**

- **Communication Cadence:** Establishing a regular schedule for updates helps create anticipation and keeps your audience engaged. Consistency allows your audience to know when to expect content and builds a sense of reliability and trust.
- **Considerations:** To ensure your communications are impactful, focus on clarity, brevity, and consistency. Craft messages that are concise and easy to understand to prevent important information from being lost. Tailor your message to fit the preferences of different audience segments.



# Spokespeople Selection

**A key element of a marketing plan is choosing and utilizing an effective spokesperson or spokespeople. The right spokespeople can humanize a brand, connect with audiences, and amplify messages through their communication and presence.**

- **Choosing the Right Spokespeople:** The individuals you choose should resonate with your target audience and embody the values and image of your brand. This could be a well-known public figure, an industry expert, a company executive, or a brand ambassador.
- **Spokesperson's Role:** To make the most of your spokespeople, they need to be well-prepared and aligned with your brand's messaging. Equip your spokespeople with concise, compelling, and brand-aligned talking points.



# Call to Action

**A strong marketing plan isn't complete without clear, compelling calls to action (CTAs). CTAs serve as a guidepost for your audience, showing them the next steps to take and ensuring that your marketing efforts convert into measurable outcomes.**

- **Clear CTAs:** Your CTAs should define specific actions for your audience. A well-crafted CTA provides direction and motivation, enhancing user experience and engagement.
- A CTA needs to be easy to find and use clear, concise language
- It should have a prominent place in your marketing materials and on your digital platforms.
- **Engage Your Audience:** The effectiveness of a CTA can be significantly enhanced by creating a sense of urgency and relevance. Use language that prompts immediate action and highlights the benefit to the audience.



# Measurement

**Effective marketing strategies rely on clear, consistent measurement to gauge success and guide future initiatives. Measurement goes beyond reporting; it ensures that your plan is achieving its intended impact and provides insights for refinement.**

- **Understanding Metrics:** Identifying and defining the right key performance indicators (KPIs) for each campaign is essential to tracking progress and assessing impact. Common KPIs include engagement rates to measure interaction levels, conversion rates to track how many users take a desired action, and return on investment to understand the financial effectiveness of a campaign.
- **Set Realistic Goals:** Establish clear benchmarks to assess how well your marketing efforts are performing. Setting realistic and achievable goals creates a foundation for measuring success accurately and helps avoid setting your team up for unrealistic expectations. Be open to making adjustments — embrace a culture where setbacks are viewed as learning opportunities.



# Building a Marketing Plan



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# Building a Marketing Plan

Creating a marketing plan is essential for guiding your marketing efforts and ensuring all team members are aligned on objectives, strategies, and expectations.

Here's a breakdown of the key sections to include when building your marketing plan:

- **Executive Summary:** A concise, 1-2 paragraph overview of your marketing plan's purpose, main goals, and key strategies.
- **Business Summary:** Brief background information about your team, project, and the problem you aim to solve.
- **SWOT Analysis:** Evaluate your strengths, weaknesses, opportunities, and threats.
- **Marketing Objectives:** Define what you aim to achieve with your marketing efforts. They must be specific, measurable, achievable, relevant, and time-bound (SMART).



# Building a Marketing Plan, cont'd

- **Target Audience:** Detailed profile of your ideal audience. Demographics, psychographics, and behavior patterns.
- **Competitive Analysis:** Identify your competitors, their strengths, and weaknesses. Opportunities to differentiate.
- **Marketing Strategy:** Broad approach to achieving your objectives. Examples: Focus on digital marketing, enhance community engagement.
- **Marketing Mix:** Four Ps—Product, Price, Place, Promotion.
- **Budget:** Allocation of resources to different marketing activities.
- **Timeline:** Schedule of marketing activities and milestones.
- **Metrics & KPIs:** Define how you will measure success. Examples: website traffic, social media engagement, sales growth.



# Sample

## #1 Build Buzz & Awareness

## #2 Educate Audiences

## #3 Generate Conversion

Audience

- Gen Pop Canada
- Prospective Partners

- Gen Pop Canada
- Prospective Partners

- Gen Pop Canada
- Prospective Partners

Objective

Create **awareness** and **begin a cultural conversation.**

Continue the conversation and **go deeper** by **amplifying success stories** and highlighting the brand's origins and/or staff.

**Motivate** Canadians to donate or become partners by **highlighting the brand's impact.**

Execution



Channels



Destination

Website Landing Page

Website Landing Page

Website Landing Page

# Case Studies



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# Heineken Route 0.0

**Challenge:** Heineken 0.0 wanted to **find a way to show that no-alcohol doesn't mean no fun**. So, they tasked us with creating a new route to a night out. Our solution? A streetcar bar route.

**Insight:** The data showed us that uptake of alcohol-free beer is strong during the Canadian winter, but most people consume it alone at home and give up on going out. This is where our key insight revealed itself – **people don't think of non-alcoholic beer as worthy of 'Night out status'**.

**Strategy:** Armed with these insights, our job was clear – **shift perceptions by keeping the party going**. We created a Heineken 0.0 branded streetcar, that made going out without alcohol not only fun, but a “You had to be there” experience. We weren't just serving 0.0, we were serving FOMO.



# Heineken Route 0.0, cont'd

**Execution:** This specially branded TTC streetcar cruised into Toronto neighbourhoods, transporting riders to the city's hottest nightlife areas on Saturdays throughout January. With free Heineken 0.0 all night, some of Toronto's hottest DJs and drop offs at partner bars, these were the rare winter nights where not going wasn't an option.

## Results:

This new route to a night out was all about changing perceptions while letting people be themselves. Good times and great taste shouldn't disappear when you stop drinking alcohol, and they certainly shouldn't stop when winter tries to keep you down.

- **72%** sales increase YoY
- **32M+** earned impressions
- **70%** YoY rise in on-premise sales



# Cashmere Collection Stunt

**Challenge:** After 21 years, the traditionally invite-only Cashmere Collection runway show was going to be livestreamed across Canada. We needed to spark awareness and get a new generation excited to “save the date” to tune into the coveted runway show in support of the breast cancer cause.

**Strategy:** While previous attendees know Cashmere Collection designs are eye-catching, the general public hadn’t had an opportunity to see them in person. A month before the event, we set out to generate buzz by sparking intrigue, generating conversation and turning heads with a model donning an extravagant gown made from Cashmere bathroom tissue in crowded Toronto areas.

To spark even more curiosity and excitement, we held back specific branding and planned to claim the stunt at the CIBC Run for the Cure a few days later to connect the show with the cause it supports.



 Daniel Acuña  
I saw her on the Subway 🤔  
10-5   ❤️ 12   Reply

 Tellisa  
That's from last year Cashmere Collection  
10-5   ❤️ 27   Reply

 butterfly  
Bye cause I saw her at union 🤔  
10-5   ❤️ 236   Reply

 isabel ☀️  
HELP I SAW HER  
10-5   ❤️ 5   Reply

# Cashmere Collection Stunt, cont'd

**Execution:** While our model hit the streets of Toronto, we pre-seeded the stunt to media and influencer friendlies under embargo to encourage UGC content capture and chatter online. Two days later, we took brand ownership of the stunt by creating a media-worthy moment at the Run for the Cure starting line as our model prepares to run the race. Photos were shared with Toronto media as a grand reveal while Cashmere's owned social channels re-shared UGC content and drove to the event's microsite.

To fully claim ownership of the stunt, Cashmere posted a reel with paid targeting to those who had initially seen the organic social in the GTA, helping to connect the dots with consumers.

## Results:

- 21 organic social media hits
- 5 earned media hits
- 1.8M+ organic impressions
- 5M+ paid impressions



### Model struts around Toronto in bathroom tissue dress ahead of Cashmere Collection show

Stunt aimed to capture attention of Canadians

### Spotted! Bathroom tissue fashion takes to the streets

The stunt was meant to raise awareness for the Cashmere Collection show on Oct. 30.

 **cashmerecanada**  
Cashmere Bathroom Tissue · 10-16 [Follow](#)

Did you spot her? The Cashmere Collection is back. Tune in October 30 at 7:30pm to vote for your favourite design in support of the breast cancer cause at [cashmerecollection.ca](http://cashmerecollection.ca)

 **prkdalekitty**  
I finally know what this is now. I saw it irl and was so confused 😅 but also it's the Eaton centre so I don't question  27

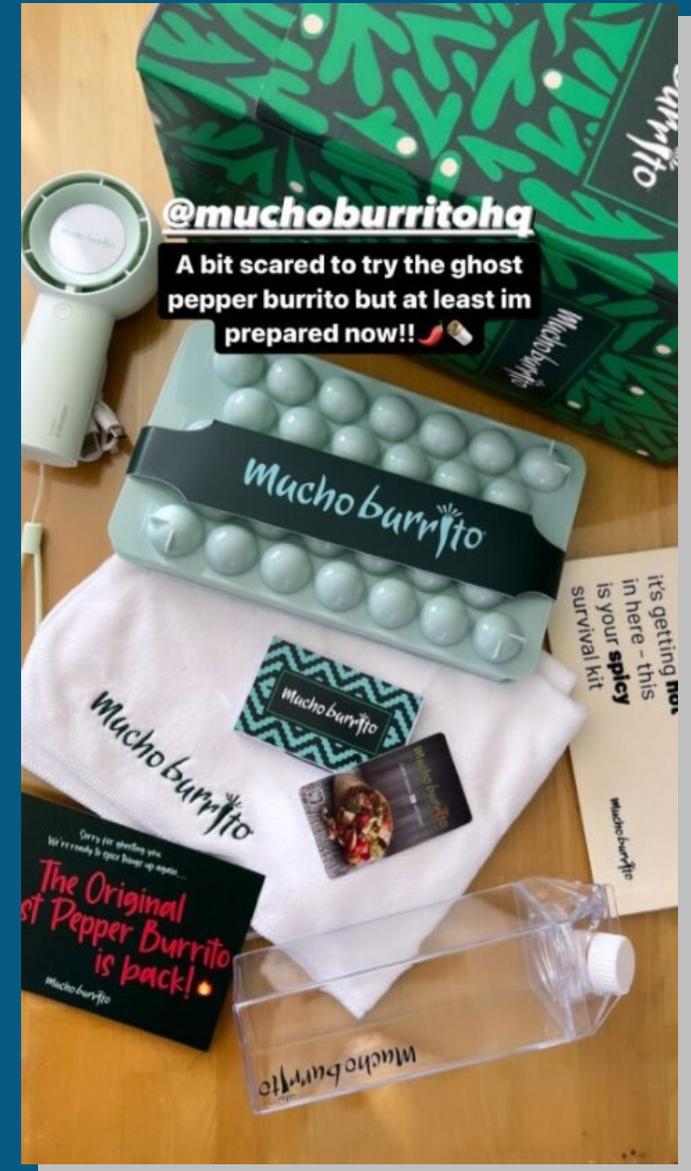
 **eva.oliveros1016** She was at the CIBC Run for the Cure   
1w 3 likes Reply

# Mucho Burrito Ghost Pepper Drop

**Challenge:** With October being a highly competitive period for ghost pepper flavours, Mucho Burrito sought to reintroduce their Ghost Pepper Burrito Limited Time Offer (LTO), reignite excitement after a few years of 'ghosting' customers, and differentiate themselves in a market flooded with QSRs offering similar items.

**Insight:** Data revealed a growing popularity of spicy food, particularly hot sauces, among Canada's diverse population, creating an opportunity for Mucho Burrito to re-enter the market with its take on Ghost Pepper flavours, along with a focus on high-quality, improved ingredients.

**Strategy:** Tease the return of the LTO and build excitement ahead of the official launch by surprising brand friendlies and paid influencers with a custom mailer designed as a survival kit for the Ghost Pepper heat experience.



# Mucho Burrito Ghost Pepper Drop, cont'd

**Execution:** To spark intrigue and generate social coverage, we designed 12 unique Spice Survival Kits in the shape of milk cartons and distributed them to both, paid partners and earned influencers. Each kit was packed with essentials to combat the Ghost Pepper heat—including a sweat towel, ice tray, milk bottle, mini fan, and a Mucho Burrito gift card for a complimentary Ghost Pepper Burrito.

## Results:

- Mailers were used for the first time to support content creation with paid partners, generating over **25K organic impressions**.
- **75% of the earned influencers produced 17 pieces of unique content across IG**, tagging the brand and showing excitement for the Ghost Pepper burrito comeback.



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## Thank You!

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