

Marketing & Branding

5 KEY POINTS

Understanding your audience is key to a successful business. Here are some points to keep in mind to engage customers and build a thriving business!

1. Local Marketing Strategy

Define your brand & target audience by building a *clear value proposition*: What does your business uniquely offer BC locals? Sustainability, local sources, or community-focus? Identify your niche—understand lifestyles & concerns to tailor messaging that resonates.

Partner with local business & the community! [Join our chamber](#) and get in touch to host/co-host events (e.g. pop-ups, workshops, spotlights) to tap into shared audiences & reduce costs. If organizing is not within capacity, sponsorships would support the local community and increase visibility.

Visit our [news page](#) to see recent activities with members!



Authentic Social Content 2.

Expand your exposure with engaging micro content to boost understanding of what you're all about! Highlight posts directly related to North Shore hot topics or your BC roots (e.g. behind-the-scenes, values, or community ties). Old content can be redesigned into throwback infographics or email snippets on free and low-cost digital editing tools. Focus on a few main platforms like Instagram or your local newsletter. Keep delivery short, sweet, natural, & tailored.

3. Update

Keep important information updated internally and externally. Control local SEO and online listings by keeping store hours, photos, and info up to date. Apply your presence on Google Business, Yelp, Bing Places, and local directories ([like ours!](#)). Encourage customer reviews and reply professionally to both positive and negative comments. Monitor engagement of posts, update the content calendar, & continue with what works.



4. Create a Compelling “Elevator Pitch”

Tip	How To	Status	Priority	Last Reviewed
Hook	Start with engaging problem/stat	... ▾	High ▾	17 Jun 2025
Intro	Name, business, who you serve	... ▾	High ▾	07 Sep 2025
Solve	What you offer and why it matters	... ▾	High ▾	24 Jul 2025
USP	What’s unique selling proposition	... ▾	Med... ▾	08 Oct 2025
Proof	Numbers or accolades	... ▾	Not ... ▾	08 Aug 2025

Track 5.

Have a sheet or checklist (like above) with your key info centers and topics, regularly monitor and mark when they were last reviewed. Create one or explore [online checklists here!](#)



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Support. Connect. Lead.

A Connected Community is a Thriving Economy