

Know your customer and Tell Your Story

OFNEDA Session 4
Marketing Part 1 of 2



What This Session Covers

- ✓ Telling your story from the elevator pitch to your branding
- ✓ Identify your target customer
- ✓ Marketing Tools and Directories – getting the word out about your business.





Marketing Is Not Advertising



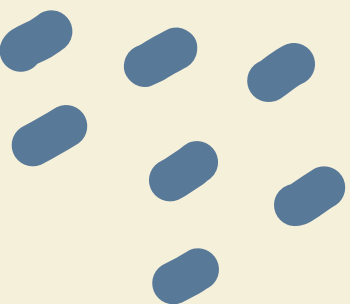
Relationship • Community • Trust

Marketing is the relationship between you, your product, and your customer. Advertising is only one small piece. Word of mouth and community networks are real marketing. Relationships build trust over time.



Build It and They Will Come?

A great product still needs to be found. People have to know you exist — being findable is part of the work, not an afterthought.





Marketing on a Budget



Canva
Create posts, flyers, and
logos for free



Business Directories:
CCIB, COO, Chamber of
Commerce, Indigenous
Business Directory



Facebook & Instagram
Free business profiles
to reach your
community



Mailchimp
Free tier email
newsletters to stay
connected

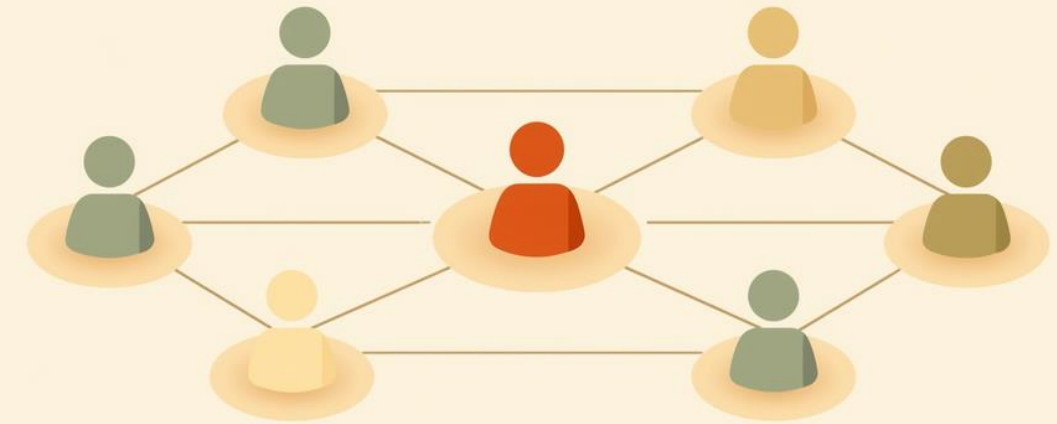
Marketing vs Sales

Two different jobs that work together.

Marketing builds awareness, trust, and relationships over time — it asks "Why should you care?"

Sales closes a specific transaction now — it asks "Will you buy?"

Marketing focuses on the customer. Sales focuses on the offer.



Your Story & Values

✓ Manitobah Mukluks — footwear and the Storyboot program, Manitoba Métis owned

✓ Cheekbone Beauty — cosmetics built on sustainability, Ontario Indigenous owned

✓ Sapling & Flint – Custom gold and silver jewelry designers in Six Nations





Red Rebel Armour

Indigenous-owned streetwear from Winnipeg, founded 2019 by Sean Rayland Boubar of Sagkeeng First Nation. Built after leaving incarceration, the brand carries a powerful tagline: "Wear the story. Carry the culture." Values are rooted in Anishinaabe teachings — the turtle logo represents truth — with a culturally safe workplace and a mission to reduce youth incarceration and advocate for Truth and Reconciliation.

Spotlight



Non-Traditional Marketing



Word of mouth and referrals from happy customers in your community



Community events like powwows, and markets, as marketing opportunities



Vendor tables, pop-ups, and cross-promotion partnerships



Community newsletters, radio, sponsoring, giving back, and relationship follow-up



Activity: How Do Your Customers Find You?



Quick Poll • Show of Hands

How do your current customers find you? What has worked well? What has not worked? Let's anchor this in your real experience.

‘Everyone’ Is Not Your Customer

The most important marketing skill is also the one most often skipped — getting specific about who you serve. When you try to reach everyone, you usually reach no one.





Your Target Market



Who They Are

Age, life stage, and the situation they're in



Where They Are

Your community, online, and in person



What They Need

The real problem your business solves



What They Value

What matters most when they choose

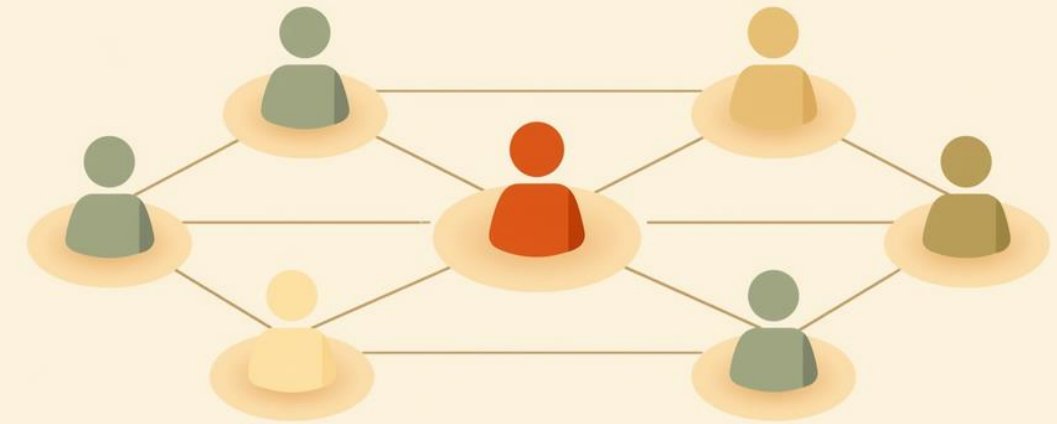
Target Market vs Profile

Two pieces of the same picture.

A target market is the group — a slice of people who share needs and values.

A customer profile is one real person from that group, described in detail.

The market tells you where to look. The profile tells you who you are talking to.





Activity: My Best Customer



Worksheet • One Page

Describe your ideal customer as if they were a real person — who they are, the problem you solve for them, where they spend time, and what matters most when they choose who to buy from.



Your Story Is a Strength



Identity • Values • Trust

A brand story is not a biography. It is why you started, what you stand for, and who you serve. Your values, identity, and lived experience are not a disclaimer — they are a reason customers choose you.



Your 60-Second Pitch



Confidence, Not Perfection

The short, confident introduction you use at markets, networking events, phone calls, and chance encounters. The goal is confidence, not perfection.



A Strong 60-Second Pitch



Who you are and what you do



Who you help and the problem you solve



What makes you different



The action you want them to take



Key Takeaways



Good marketing starts with knowing exactly who your customer is



You have value in the work you do. You are uniquely positioned.



Your story, values, and identity are strengths, not disclaimers



You don't need a big budget to market well



Next Time: Marketing Part 2



Anushiik

Session 5 builds on today — digital marketing, social media, content, email, and tracking what works. Before then, try one new marketing action. And one last question: what is one thing today changed about how you see your business?