



A Research Study to Determine Effective Marketing Communication Strategies for Businesses Located in Nunavut, Canada, 2018

Prepared for Nunavut business leaders, entrepreneurs, economic
development professionals, and business decision makers

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Research Objectives

- Determine what kinds of marketing communication messages are delivered by Nunavut businesses.
- Analyze what types of media are successful.
- Identify how marketing communication strategy might be improved.

Marketing Communication and Demographics - Nunavut Population

- 40,000 inhabitants spread across 25 hamlets in the largest Canadian territory
- Compared to all other Canadian territories and provinces, NU's population has grown the fastest during the last 5 years ⁽¹⁾



50% of NU's Population is Under 24 Years Old

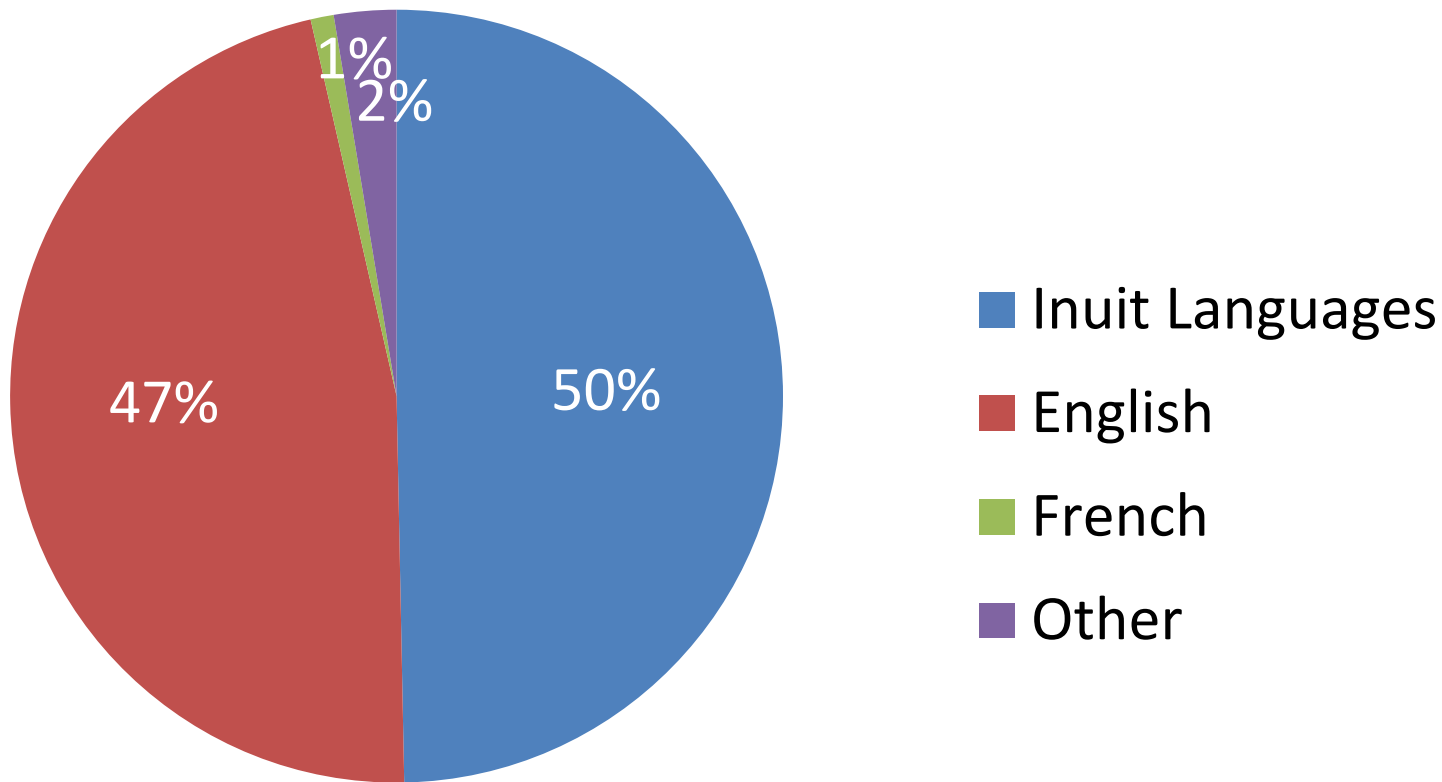


NU's Ethnic Origin

- Inuit - 84.2% ⁽²⁾
- Scottish - 9.2%
- Irish - 4.9%
- Other – 1.7%



Marketing Communication – Languages Spoken Most at Home ⁽³⁾



Facebook Initiative

- Facebook will be available in Inuktitut (all Inuit languages) this year (2019), based on the volume of feedback received from the community. ⁽⁴⁾
- Inuktitut speakers are now accessing the Facebook Translate app to offer proposed translations. The community members then vote up or down to see if the translation becomes official.



Nunavut Language Acts - OLA

- “The Official Languages Act (OLA) for Nunavut recognizes the Inuit (Inuktitut and Inuinnaqtun), English, and French languages as the official languages within the territory.” ⁽⁵⁾
- Under the OLA, French is not required for private sector businesses doing business across the territory. ⁽⁶⁾



Nunavut Language Acts - ILPA

- The Inuit Language Protection Act (ILPA) “...is the only Act in Canada that aims to protect and revitalize a first peoples’ language. The aim is to increase the population of Inuit who can speak and read their language fluently.”⁽⁷⁾
- The ILPA applies to all organizations including government and business sector.⁽⁸⁾

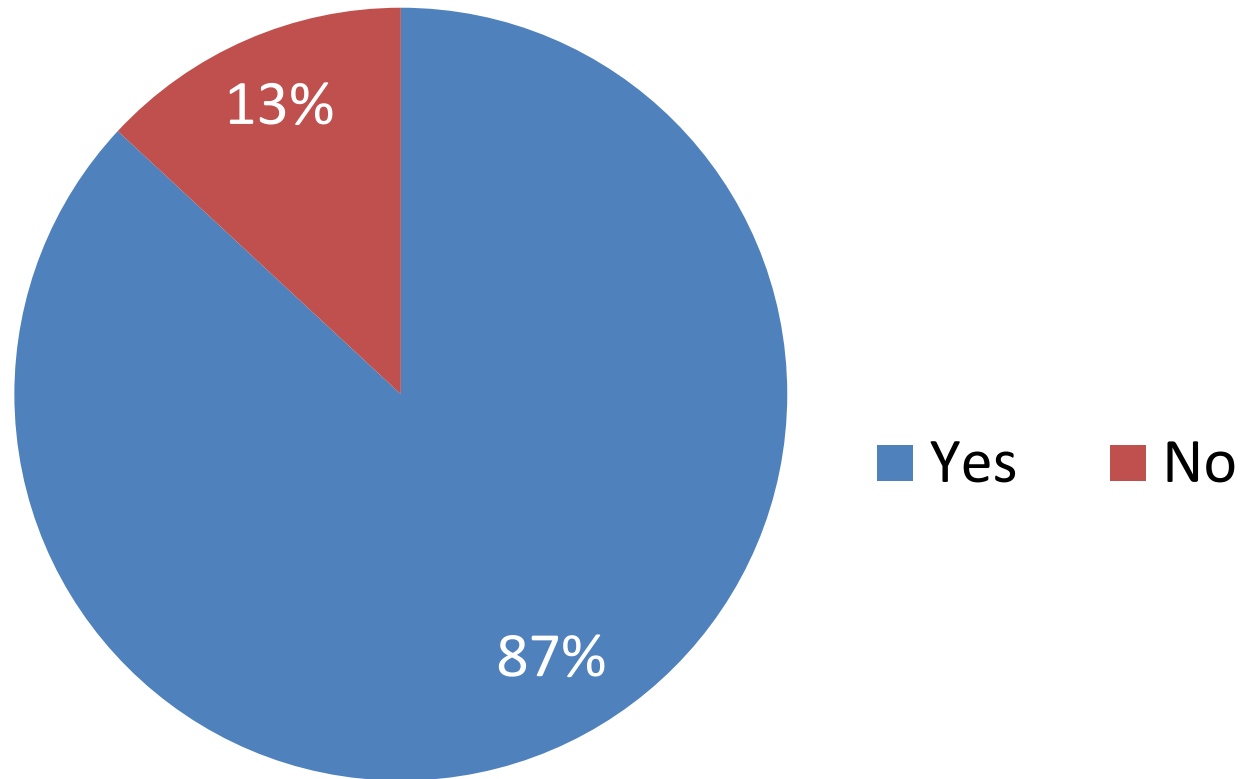


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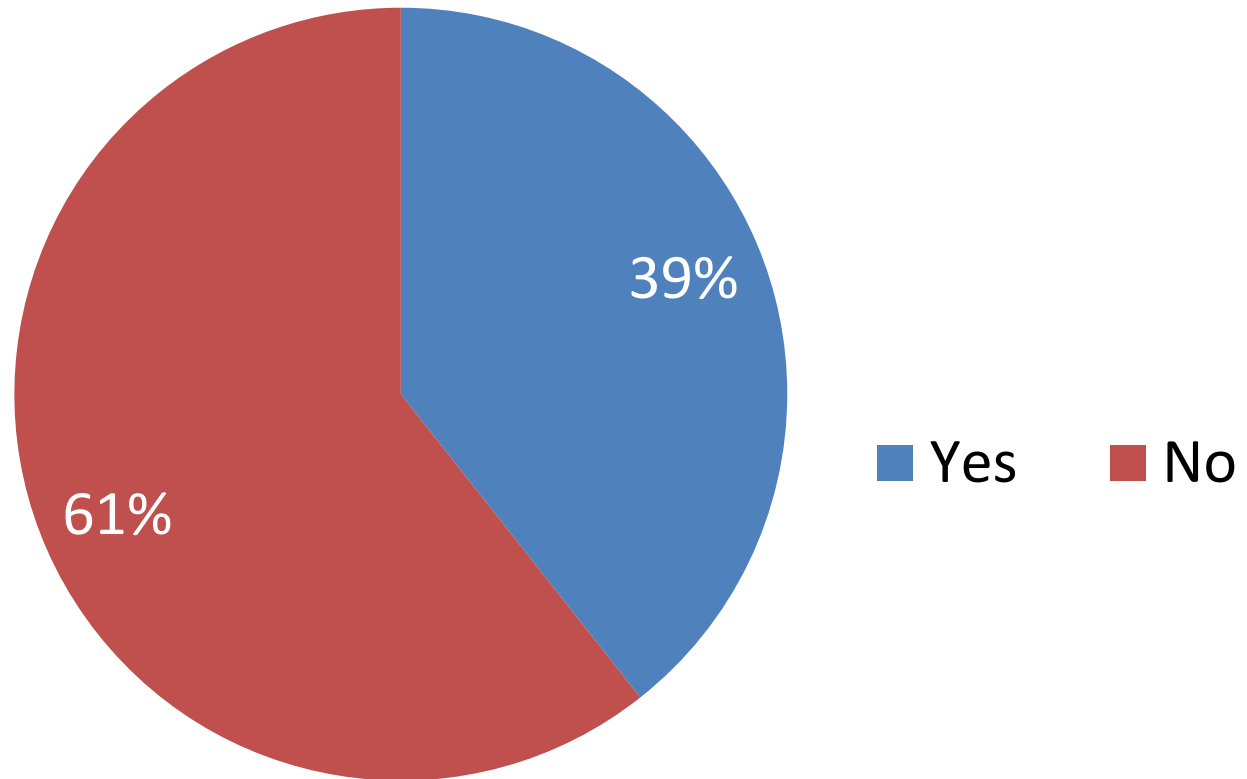
Online Marketing Communications Used by Nunavut Inuit Owned Entities

- During the 2018 spring semester, the Franklin Pierce University Small Business Advisory Group (SBA) – a team of six business students - investigated all 343 registered NU Inuit firms and documented online marketing presence such as the visibility in Google searches, the use of websites, social media, and marketing messages. ⁽⁹⁾
- The results of this study became part of my larger research project that included a literature review and professional interviews with NU business leaders.

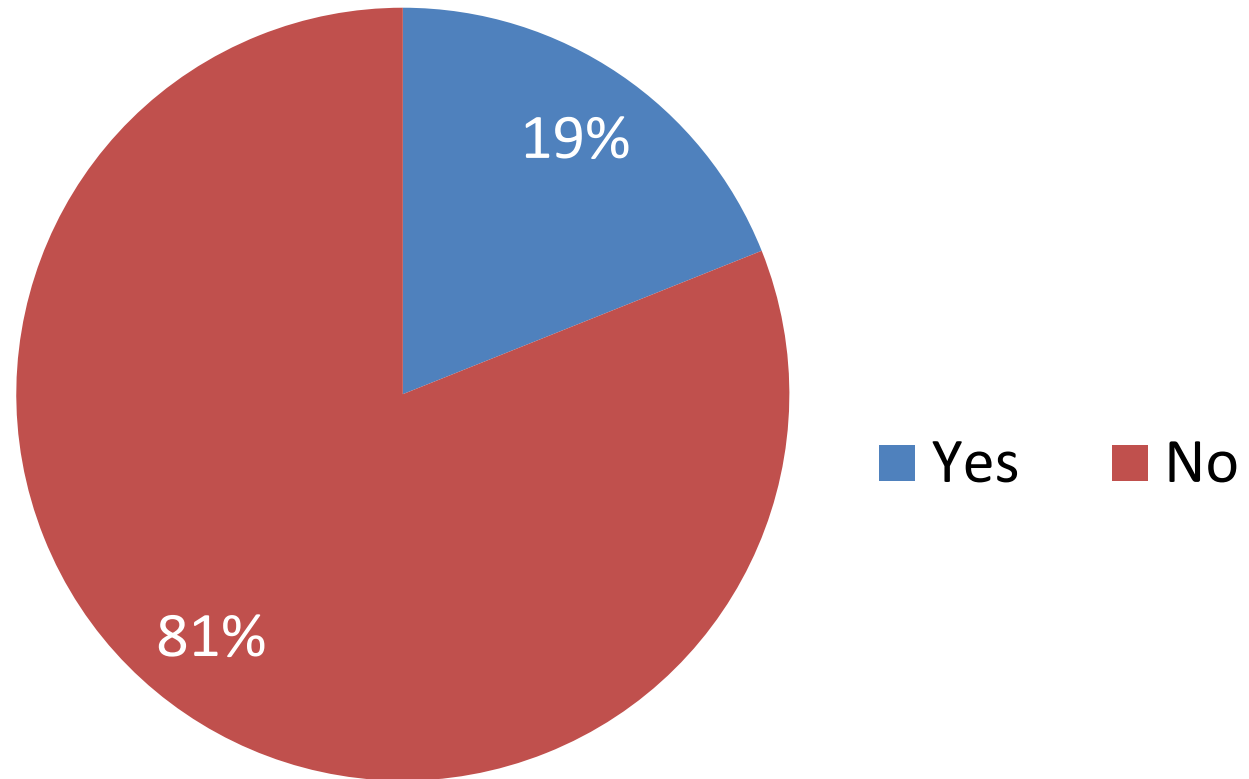
Results of SBA Study – Nunavut Inuit Firm Name Visible in Google Search



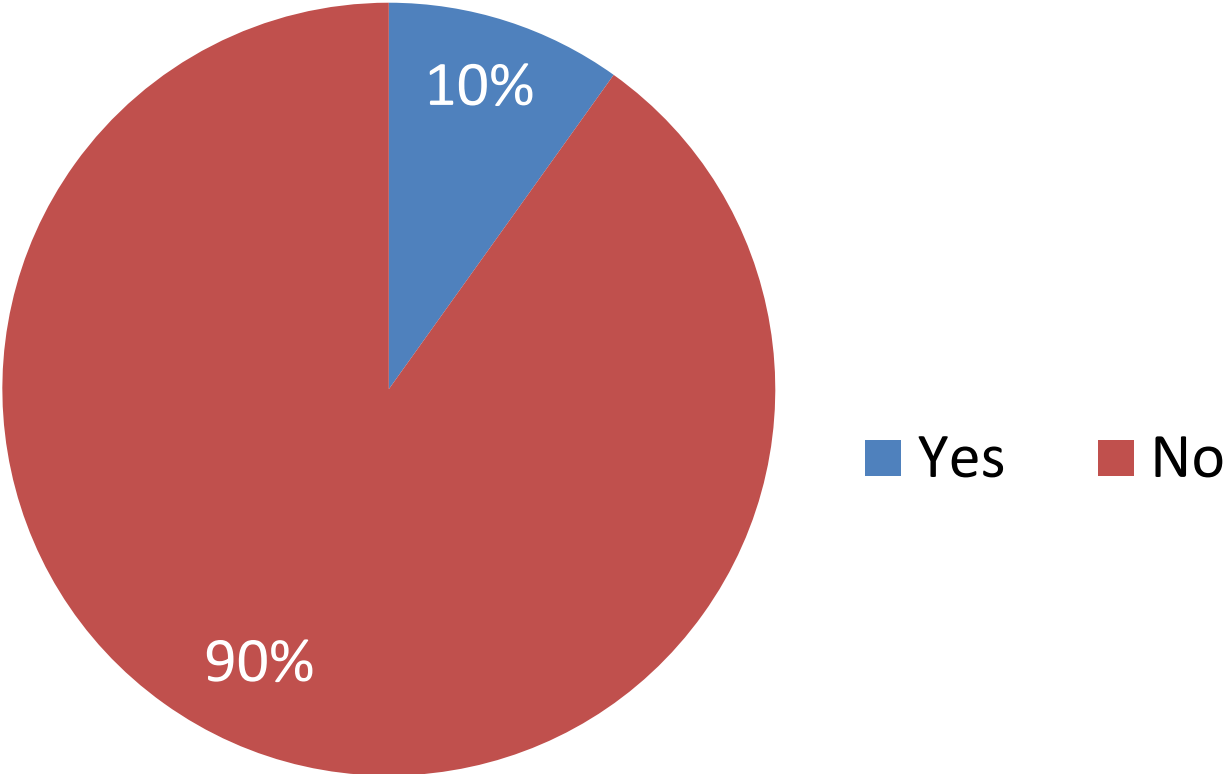
Nunavut Inuit Firms That Have a Homepage and/or Website



Nunavut Inuit Firms That Have at Least One Facebook Page



Nunavut Inuit Firms That Use LinkedIn

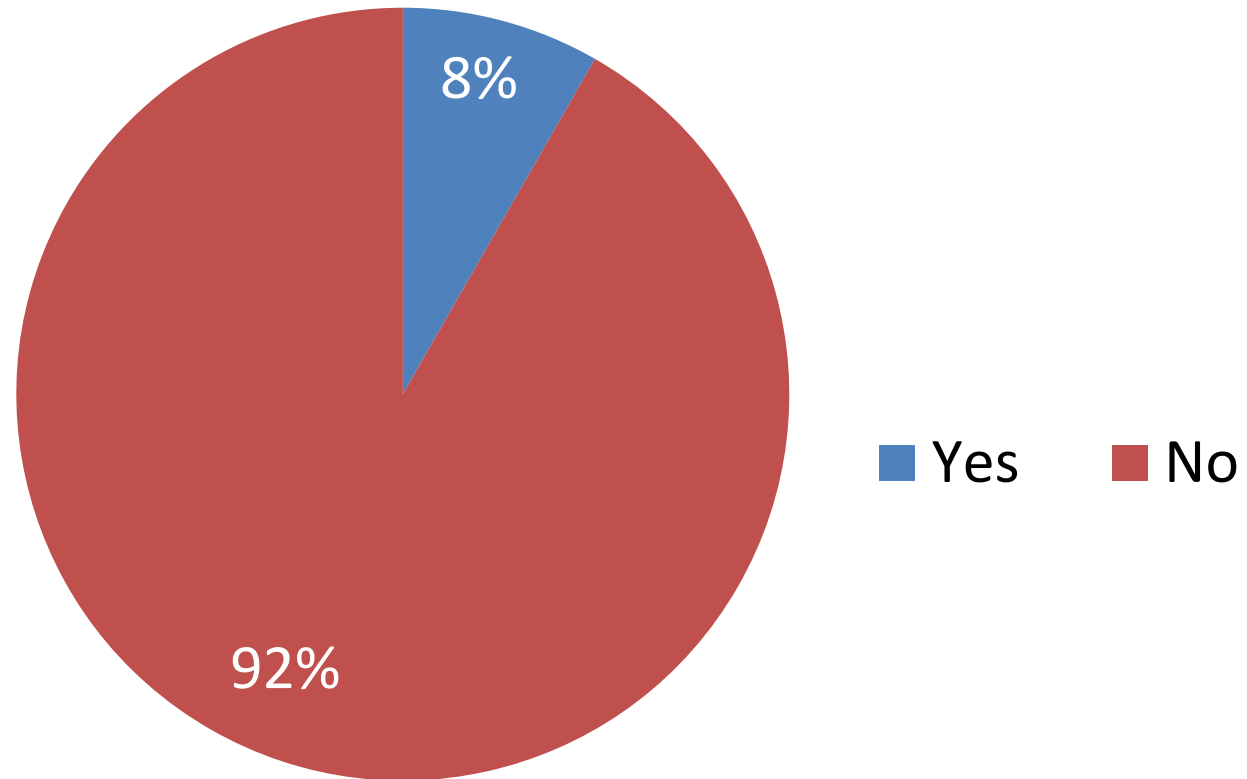


Other Social Media Usage

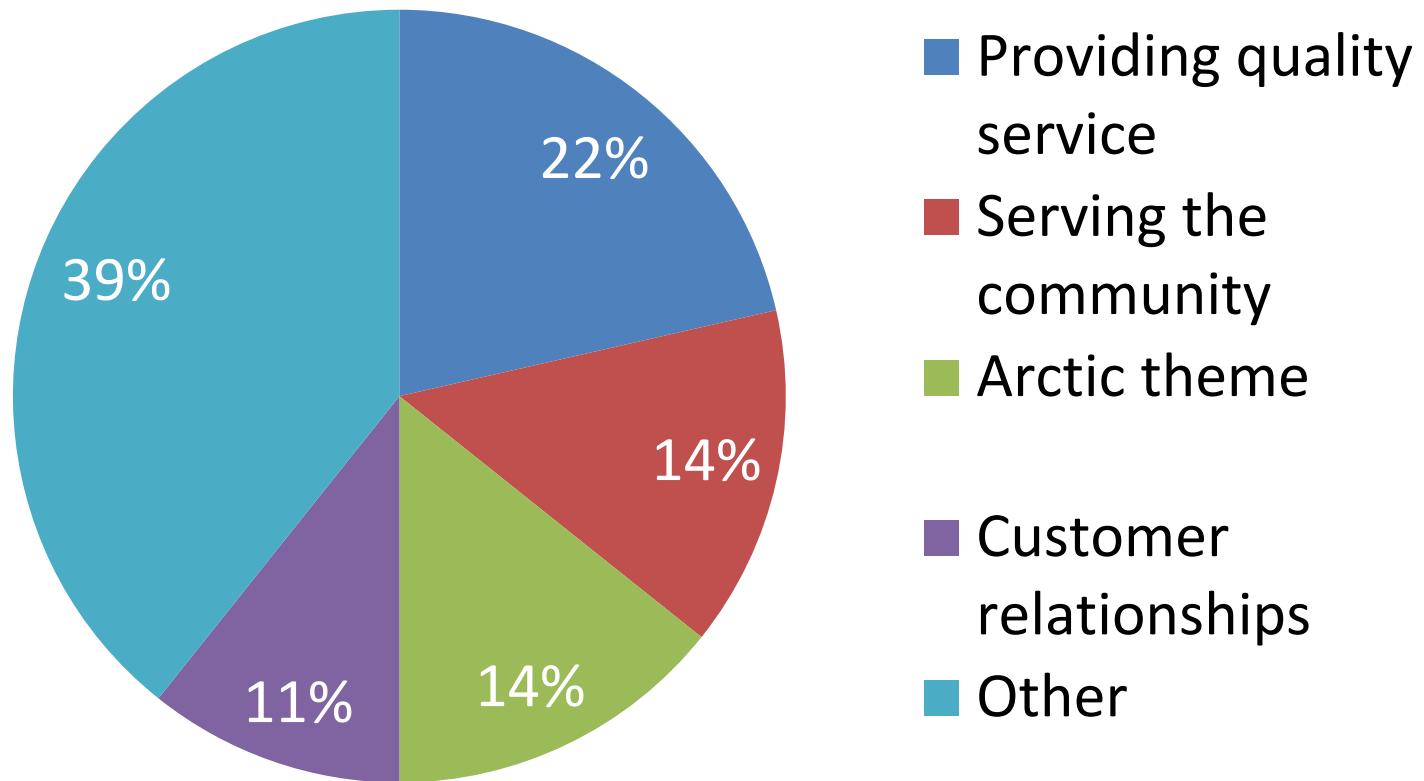
- Twitter – 5%
- Instagram – 2%
- Youtube – 2%
- Pinterest - .3%
- Snapchat – 0%



Taglines/Slogans Observed on Nunavut Inuit Firms' Websites



Tagline/Slogan Themes Used by Nunavut Inuit Firms



Qualitative Research - Professional Interviews

Participant Selection - Economic/business development officers, general managers, managing directors, and executive directors representing a broad spectrum of business planning, finance, marketing, management, and government. Eleven professionals, who work in either Iqaluit or Pond Inlet, Nunavut agreed to meet with me.

Data Collection and Timeframe

- In-depth face-to-face interviews
- Held at interviewees' office location site
- On average, 1 hour in length
- Took place from July 10th – July 23rd, 2018



Summary Results and Discussion – What Kinds of Marketing Communication Messages are Often Communicated by NU Businesses?

Key Marketing Communication Message	Number of Respondents Who Answered
Inuit culture and heritage theme	5
Inuit owned	4
Benefits of business to the community	4
Trustworthiness	3
Descriptions of products/services	3
Quality of products/services	3
Business provides Inuit employment opportunities	2
Multi-faceted business theme – the business provides more than one product/service	1
Sponsorships	1

How Might Marketing Communication Messages be Improved by NU Businesses?

How to Improve Marketing Communication Messages?	Number of Respondents Who Answered
Description of products/services needs to be clear	3
Communicate how the product relates to locale	2
Emphasize uniqueness of product/service	2
Emphasize customer focus	2
Personalization of communication including pictures of workers, community members, customers/clients	2
The business hires Inuit	2
Multi-faceted businesses need to do a better job delineating products/services offered on website	1

Successful Media for <u>Current</u> Customers	Number of Respondents Who Answered
Facebook (including sell/swap)	7
Radio	5
Posters	3
Local cable	2
Word-of-mouth	2
Website	2
Fliers	1
Newspaper (free versions)	1
Successful Media for <u>New</u> Customers	Number of Respondents Who Answered
Website	7
Facebook	7
Radio	3
Direct mail	2
Newspaper	1
Word-of-mouth	1

How to Communicate More Effectively to <u>Current</u> Customers?	Number of Respondents Who Answered
Utilize incentives such as discounts, rewards, a chance to win something, loyalty programs	4
Use more local radio	2
Do a better job with translations	2
Communicate high quality products/services	1
Follow ups such as email, customer surveys, reminders	1
Fliers of new offerings via post office boxes	1
Social media	1
Posters	1
Focus on honesty	1
Keep up with communication such as updating postings	1

How to Communicate More Effectively to <u>New</u> Customers?	Number of Respondents Who Answered
Develop a professional website	7
Utilize or further develop Facebook	4
Participate in an event	3
Update social media posts	2
Word-of-mouth	2
Referral programs	2
Incentives such as discounts and loyalty programs	2
Appear highly ranked with Google search	2
Maintain an online business directory for each hamlet	2
Become a member of a membership organization	2
Advertise outside of Nunavut	2
Focus on “Inuit Owned”	1
Utilize short videos	1
Local radio	1
Mail drop	1

Selected Conclusions and Recommendations

- Effective marketing communication should relay a simple, short, memorable, and easily translatable message.
- Marketing communication can be improved by providing more clarity as to products and services offered.
- Pictures, videos, and testimonials featuring customers and employees are recommended to help deliver messages related especially to the community and Inuit.

- Successful media for reaching current customers includes Facebook, radio, posters, direct mail.
- Successful media for reaching new customers includes a professional website, Facebook, radio, and direct mail.
- For businesses wanting to do business across the territory, Canada, or globally, a professional website is critical. Facebook is also important, but is secondary to a professional website.

- Business organizations are not required by law to deliver communication in French across the territory. Additionally, while all hamlets are required to use Inuktitut, Inuinnaqtun is only required for Kugluktuk and Cambridge Bay.



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