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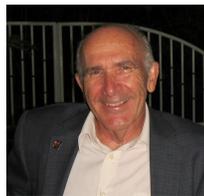
**The Canadian Institute**  
**of Marketing**  
excellence in professional development

## Marketing Canada

February 2016

### From me to you...

#### **Professional marketers are always learning technology ...tactics ...strategy**



In Canada and many parts of the USA, it is the late fall, winter and early spring that could be considered the learning season for industry sectors that are influenced by the harsh winter or seasonal market forces.

It is not surprising that there seems to be endless opportunities for attending conventions, annual meetings, conferences, and summits throughout this period. The Canadian Institute of Marketing has partnered with several education delivery organizations to add value to membership and promote the Institute and its members to industry.

This Issue of Marketing Canada is weighted toward our partners in providing continuing education. Members receive discounts and the variety of partnerships may be of interest to members residing in the Greater Toronto Area. If members residing outside of Ontario are visiting the province, perhaps there is opportunity to enhance their marketing knowledge.

Grant Lee, FCInst.M., RPM, Executive Director  
Canadian Institute of Marketing

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### Quick Links

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# Actionable Market Insights Are Critical in Making Changes in the Home Service Industry

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Guided by the theory which I learnt from my previous employer TBWA, an International Advertising Agency, actionable insights rest in the disconnections between companies (service providers) and consumers. To identify insights, I collected and analyzed crucial data and found 58% of urban 4-2-1 structure families in the province were craving for nannies. The 4-2-1 family structure is a result of China's one-child policy since 1979, where almost every couple reaching their 30s or 40s has to take care of one child and four older parents. This is a huge burden with a lot of unsolved problems, but actually creates a big growing market for home service companies.

With support from companies, schools, associations and coordinators the survey ranked top three among 31 industry surveys in the country. In 2013, the program got the equivalent of CAD \$3.75 million funding and was praised by the industry and service providers. In 2014, 40 companies and training schools were supported by the program training over 5,000 home service workers and laid-off factory workers as certificated nannies and infant babysitters. Two industry seminars were held every year.

The program is now in its fifth year. A further 150 companies registered with the program, over 10,000 workers were trained by this program and 92% of them got well-paying home service work. It was the market insights that helped the industry to take a new look at the low-profit conventional market. Currently, they consider the home service industry as a valuable high-demand thriving market.

Read the complete article - [CLICK HERE](#)

YouTube

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[Membership](#)



[Study Guide Certificate of Registration](#)

## C of R Study Guide updated

The Study Guide for challenging the oral and written exams for the Certificate of Registration and privilege to use the post nominal RPM (Registered Professional Marketer) has been updated.

The exam dates are November 14, 2015 for the written exam and November 21, 2015 for the oral. The text book used to draft the exam questions is: Lamb, C., Hair, Jr., J., McDaniel, C., Kapoor, H., & Appleby, R. (2011). MKTG (2nd ed.). Toronto, Ontario: Nelson.

[Read more](#)

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## Maximize ROI with a Customer-Centric Business Blueprint April 5 - 6

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Deliver on your brand promises. Why attend a generic event?

Take away critical insights to help you thrive in the

EXPERIENCE ECONOMY!

Canadian Institute of Marketing **members** receive a 20% discount: VIP Code IMAC20

Canadian Association of Marketing Professionals has developed a strategic partnership for delivering exciting and informative continuing education events and networking opportunities for Toronto area members. Check out their calendar for May and June!

[CAMP Events](#)

## Canadian Consulting Marketers



There are many Professional Consulting Marketers within the ranks of the Canadian Institute of Marketing. Many are in business with companies that might be best described as micro enterprises with less than 10 associates, or corporations that form part of a strategic alliance of like-minded entrepreneurs and micro businesses.

This space is for consulting marketers to highlight an initiative or tactic. The Institute has a Committee for consulting marketers and a Bureau on its Web site.

## Bureaus - for online networking

Canadian Institute of Marketing "Bureaus" are knowledge exchange places where members can build their networks, hone skills and



influence change. They are pages on the Institute's website where members can create virtual special interest spaces to enhance and protect their professional marketer credentials by getting involved in the affairs of the Canadian Institute of Marketing. Bureaus may include regional alignments, market sector interests, cultural sectors and so on, but all are accessible for any member no matter where located on the planet.

View the [AGENDA](#)

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Each bureau is managed by a Principal Member (PM) who is appointed by Council. The members of each bureau establish guidelines outlining the interests of the group so that the choice to join lies with every member. Members should join bureaus related to their particular interests. All members of the Institute may join any bureau. The Executive Director is a member of all bureaus.

Check out our bureaus and become a bureaucrat!

<http://professionalmarketer.org/Bureaus.aspx>



## eTail Canada May 16 - 19

### Transforming Retail - Together

eTail was launched in 1999 and is the premiere multi-channel retail conference dedicated to supporting the growth of the retail industry through high-level networking and extensive thought leadership. eTail Canada was launched as part of the eTail Conference series to speak to the unique challenges facing Canadian retailers and US retailers looking to expand into this market.

Canadian Institute of Marketing members who are in retail are eligible for a 25% discount.

See more at: <http://etailcanada.wbresearch.com/about-us#sthash.2kfe2Zzp.dpuf>



## DIGIMARCON CANADA May 19 -20

DIGIMARCON CANADA 2016 Conference showcases the most audacious and thought provoking speakers in the digital marketing industry, providing attendees with emerging strategies, the latest innovative technologies, best practices, and insights from successful digital marketing campaigns. Whether it's building customer loyalty, increasing sales,

improving lead generation, or driving greater consumer engagement, the DIGIMARCON CANADA 2016 program has been specifically designed to help attendees develop their audience. Attendees will learn how to build traffic, create brand awareness, improve customer service and develop better use of digital tools internally to drive more productive business outcomes. Immerse yourself in topics such as Content Strategy, Web Experience Management, Usability/Design, Mobile Marketing, Customer Engagement, Social Media, Targeting & Optimization, Branded Search, Marketing Automation, Analytics & Data and much, much more!

For more details visit <http://digimarconcanada.ca>.

[VIDEO](#)



  
Sheraton Centre,  
Toronto, ON  
Thursday June 2<sup>nd</sup> &  
Friday June 3<sup>rd</sup> 2016

## **Create a digital marketing blueprint for maximum ROI June 2 - 3**

Differentiate by personalizing your customer's path-to-purchase. Enhance strategic integration and bolster acquisition.

Decipher crucial intelligence at this collaborative forum gathering North America's leading financial marketers. Access exclusive B2C & B2B case studies and implementation tactics. Gain expert advice on social, mobile, search, content, big data, display, automation, millennial engagement, and gamification.

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See the website: <http://www.financialdigitalmarketing.com/>

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**Membership subscriptions for 2016 are due  
February 29**

Receipts will be issued immediately upon payment.

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**A network of career-oriented professional marketers in  
Canada and abroad**

The Institute was launched in 1982 to promote and develop the practice of marketing in Canada by encouraging the adoption of professional Standards and qualifications by people pursuing marketing careers, and to become the recognized body for professional marketers in Canada. Membership is for individuals who have studied marketing and have many years of experience. All applications for membership are peer-reviewed.