

The York Region Marketing Guide

SIX MUST-KNOW RESOURCES TO GET YOUR
YORK REGION BUSINESS FOUND BY CUSTOMERS
AND RANKED ON GOOGLE



napkinmarketing
on-demand advertising and design



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Introduction

Whether you've been running your York Region business for decades, or you're just getting started, this booklet contains essential resources to attract customers and advertise online, and through traditional means.

At napkin marketing, we've been helping York Region businesses develop effective marketing programs, with web design, email marketing, Google AdWords and Search Engine Optimization. The one thing we've noted after meeting hundreds of business owners, is that everyone seems to create their own "playbook" of marketing tactics from scratch discovering resources by trial and error, scrounging bits and pieces of info online and at seminars, all while trying to run their business.

This guide aims to "level the playing field", by giving you access to our know-how on local marketing so you can spend less time on online research and more time executing the marketing plans that will bring you more business.

Our Guide Is Split Into 4 Key Areas:

Real Life Networking

- Strategy 1: Network Local Business/ Ethnic/ Professional Associations
- Strategy 2: Attend Local Business Events

Traditional (Non Digital) Marketing

- Strategy 3: Explore Local Advertising Options: TV, Radio, Newspapers and Out of Home

Social Media

- Strategy 4: Follow York Region's Top Twitter Accounts
- Strategy 5: Join Facebook Business Groups for York Region

Local Search Engine Optimization

- Strategy 6: Register your business with these FREE Citation listings

Not sure where to begin? [Contact napkin marketing](#) for a free consultation on how to develop a successful marketing strategy for your York Region business.

Did we miss an important networking group or reference that should be included in our guide? Or do you have an update for our next edition? Contact us with the details and we'll add it next time we update this guide.

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<http://www.napkinmarketing.com/york-region-marketing/>

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Strategy 1: Network through a Local Business Association



Chambers of Commerce and Networking Groups

Local networking is the bedrock of your online marketing strategy. We've put together this comprehensive list of local and ethnic business associations for you to explore in your networking travels.

Association Name	Website
<i>American Chamber of Commerce in Canada</i>	www.amchamcanada.ca
<i>Aurora Chamber of Commerce</i>	www.aurorachamber.on.ca
<i>Black Business and Professional Association</i>	www.bbpa.org
<i>British Canadian Chamber of Commerce</i>	www.bcctc.ca
<i>Business Women's Networking Association</i>	www.bwna.ca
<i>Canada Chinese Business Council</i>	www.ccbc.com
<i>Canada Israel Chamber of Commerce</i>	www.canadaisraelchamber.com
<i>Canadian Association of Importers and Exporters</i>	www.iecanada.com/index.php
<i>Canadian Christian Business Federation</i>	www.ccbf.org/cpages/home
<i>Chinese Business Council of Vaughan</i>	www.cbcvaughan.ca
<i>Confederation of Greater Toronto Chinese Business Association (CGTCBA):</i>	www.cgtcba.com
<i>East Gwillimbury Chamber of Commerce</i>	www.egcoc.org
<i>Georgina Chamber of Commerce</i>	www.georginachamber.com
<i>Indian Canadian Business Associations and Directories</i>	www.indianbusinesscanada.com www.tieinstitute.com www.sicc.ca www.canada-indiabusiness.ca



<i>Iranian Canadian Business Associations and Directories</i>	www.icnetwork.ca www.kikoja.ca www.iranbusiness.ca
<i>Italian Chamber of Commerce of Ontario (ICCO)</i>	www.italchambers.ca
<i>King Chamber of Commerce</i>	www.kingnc.com
<i>Korean Canadian Chamber of Commerce</i>	www.kocham.ca/en/contacts/
<i>Markham Board of Trade I</i>	www.markhamboard.com
<i>Newmarket Chamber of Commerce</i>	www.newmarketchamber.ca
<i>Philippine Chamber of Commerce Toronto</i>	www.pccttoronto.com
<i>Richmond Hill & Markham Chinese Business Association</i>	www.rhmcba.ca
<i>Richmond Hill Chamber of Commerce</i>	www.rhcoc.com
<i>Russian Business Directories and Associations</i>	www.masterpages.ca www.cerbanet.org
<i>Tamil Business Association</i>	www.biztha.com
<i>Toronto Board of Trade</i>	www.bot.com
<i>Vaughan Chamber of Commerce</i>	www.vaughanchamber.ca
<i>Vaughan Mompreneurs</i>	www.york.themompreneur.com
<i>Whitchurch Stouffville Chamber of Commerce</i>	www.whitchurchstouffville.ca (Offline)
<i>Women in Business in Vaughan</i>	www.womeninbusinessinvaughan.com



Strategy 2: Participate in Local Business Events



Meet-Up and Networking Referral Groups

napkinmarketing.com t: 289-842-7180 e: info@napkinmarketing.com

Another great way to get your business noticed is by attending networking events in your area. There, you can familiarize yourself and build relationships with other business owners, as well as potentially expand your client demographic.

Here is a list of York Region meet-up groups to get you started:

Meetup Group Name	URL
<i>Toronto Entrepreneurs</i>	www.meetup.com/Toronto-Entrepreneurs/
<i>Tech In Motion Toronto</i>	www.meetup.com/techinmotiontoronto/
<i>Business Connection Exchange</i>	www.meetup.com/Business-Connection-Exchange-Toronto/
<i>LeTip Richmond Hill</i>	www.meetup.com/LeTip-Richmond-Hill/
<i>BNI Greater GTA</i>	www.bnigtaplus.ca/index.php

Local Tradeshows and Business Events Listings

Once you're ready to start mingling with other entrepreneurs (and potential clients) in the area, it's a good idea to check out other business events like tradeshows. These events will give you an opportunity to market company and mark your presence in the York-Region business community.

Check out the following event listing websites for upcoming events in your area:

Event Name	URL
<i>EventBrite Toronto Business Event Listings</i>	https://www.eventbrite.ca/d/canada--toronto/business--events/?crt=regular&sort=best
<i>Eventbrite Vaughan Business Event Listings</i>	https://www.eventbrite.ca/d/vaughan/business--events/?crt=regular&sort=best
<i>Business Connection Exchange Meetups</i>	http://www.businessconnectionexchange.ca/
<i>CanadaOne Business Event Listings</i>	http://www.canadaone.com/canadian_business_events/



<i>Summer Networking Bash</i>	http://www.summernetworkingbash.com/
<i>Invest Toronto</i>	http://www.investtoronto.ca/Invest-Toronto/Events.aspx
<i>Better Business Expo</i>	http://www.betterbusinessexpo.ca/
<i>Venture Labs Events</i>	http://www.venturelab.ca/events



Strategy 3: Learn About Your Local Media Options



There are various ways to advertise your business, both online and in print. Consider taking out classified ads in your local publications, or being featured on local blogs to increase your business' visibility in the community.

Local Newspapers

There are many newspapers for the Greater Toronto Area (GTA) and York Region. These newspapers report on local, national and international news.

In the Greater Toronto Area (GTA), the four main newspapers are:

Publication	Advertising Contact Page URL
<i>Toronto Star</i>	www.mediakit.thestar.ca/print.html
<i>The Toronto Sun</i>	www.torontosun.com/advertise
<i>The Globe and Mail</i>	www.theglobeandmail.com/report-on-business/small-business/sb-marketing/advertising/
<i>The National Post</i>	www.mediakit.nationalpost.com/advertise-now/

There are also other local community newspapers. These newspapers report on news and events in each local municipality:

Publication	Website URL
<i>The Auroran</i>	www.newspapers-online.com/auroran/
<i>King Weekly Sentinel</i>	www.kingsentinel.com

York Region Media Group is the main newspaper provider for York Region's nine local municipalities. Its community newspapers get delivered to your home for free and include:

Publication	Website URL
<i>The Newmarket Banner</i>	www.yorkregion.com/newmarket-on
<i>Aurora Banner</i>	www.yorkregion.com/aurora-on
<i>Georgina Advocate</i>	www.yorkregion.com/georgina-on
<i>Vaughan Citizen</i>	www.yorkregion.com/vaughan-on

<i>The Thornhill Liberal</i>	www.yorkregion.com/thornhill-on
<i>The Richmond Hill Liberal</i>	www.yorkregion.com/richmondhill-on
<i>Markham Economist & Sun</i>	www.yorkregion.com/markham-on
<i>Stouffville Sun-Tribune</i>	www.yorkregion.com/whitchurchstouffville-on
<i>Snapd Newspaper Group</i>	www.snapnewspapers.com/locations

Local Television and Radio Stations

There are several local television and radio news stations:

Radio Stations	Description	Website URL
<i>CHIN Radio 100.7 FM or 1540 AM</i>	Broadcasts in 32 different languages	www.chinradio.com/radio/schedules/fm-100-7-toronto
<i>CIRV-FM 88.9 FM or 1430 AM</i>	Broadcasts in Chinese	www.cirvfm.com
<i>CHHA 1610 AM</i>	Spanish Community Radio	www.sanlorenzo.ca/english/voces_latinas_1610_am.html
<i>CHTO 1690 AM</i>	Greek Radio Station	www.am1690.ca
<i>CMR 101.3 FM</i>	Canadian Multi-Cultural Radio	www.cmr.fm
<i>CIAO 530 AM</i>	Multi-Cultural Radio	www.am530.ca
<i>CJMR 1320 AM</i>	Multi-Cultural Radio	www.cjmr1320.ca

Stations	Description	Website URL
Canadian Broadcasting Corporation (CBC)	Provides local, national and international news on television, radio and online	www.cbc.ca
CityTV Toronto	Provides local, national and international news on television and online	www.citytv.com/toronto
CTV	Provides local, national and international news on television and online	www.680news.com
Global	Provides local, national and international news on television and online	www.globaltv.com
680 All News Radio	A local radio station that provides news and weather reports	www.680news.com
Cable 10 & 63	Provide local news on television	http://www.rogerstv.com/page.aspx?lid=12&rid=17&sid=1649&ref=daytimeYR

Blogs



Blog Name	Website Link
York Scene	www.yorkscene.com/
Vaughan Moms	www.vaughanmoms.ca/
Markham Today	www.markhamtoday.ca/

Out of Home Advertising



(Ad space on a Vaughan overpass)

Types of Ad Media	Website URL
Bus Shelters/Transit & Bus Ads/ Waste Receptacles	YRT/ VIVA www.yorkregiontransit.com/en/aboutus/business.asp
Outdoor Ads	Bench ads/ Outdoor Ads www.creativeoutdoor.com/ad-browse-ad-sites
Outdoor signage	Outdoor signage www.rccmedia.com/locations



Strategy 4: Follow Top York Region Twitter Accounts



Twitter is a great way to connect with other entrepreneurs, businesses, associations, and groups in your community because you're able to engage them directly, and keep them in the loop about what's happening with your business. Here are some local twitter accounts to begin following if you're just getting started on Twitter.

Twitter Account	Twitter URL
York Region Municipal Government	www.twitter.com/YorkRegionGovt
Vaughan Chamber of Commerce	www.twitter.com/VaughanChamber
Vaughan Today	www.twitter.com/VaughanToday
Vaughan Business	www.twitter.com/vaughanbiz
Hillcrest Mall	www.twitter.com/HillcrestMall
York Region Media Group	www.twitter.com/YorkRegion
Markham Board of Trade	www.twitter.com/MarkhamBoard



Strategy 5: Join These Local Facebook Business Groups



Keep up with your local business community by joining Facebook Groups. These are a great resource for sharing business ideas, receiving local updates, as well as connecting with other entrepreneurs and exposing your business to a likeminded group of people.

Facebook Business Groups	URL
Business Connection Exchange	www.facebook.com/groups/114395988598571/?ref=browser
Small Business and Entrepreneurs York Region	www.facebook.com/groups/537405959619719/
Aurora Small Business	www.facebook.com/groups/1468263330060441/
Newmarket Small Business	www.facebook.com/groups/554863694616747/
North York Region Entrepreneurs	www.facebook.com/groups/519218781468268/
Facebook Community Groups	
Pink and Blue	www.facebook.com/groups/pinkandbluelove/
Entertain Kids on a Dime	www.facebook.com/groups/entertainkidsonadime/
Richmond Hill/Vaughan Mommies Buy & Sell	www.facebook.com/groups/210528439050665/



Strategy 6: Improve Your Local Search Rankings



A citation listing is a mention of your business online and can do wonders in increasing your its web visibility, and improving its search engine optimization (SEO) rankings. Your business may be cited with or without a link, but the directory it is coming from will also add to its credibility in either case, and will help your business to be listed and potentially rank higher on search engine.

We've compiled a list of the 25 best directories with which you should register your business!

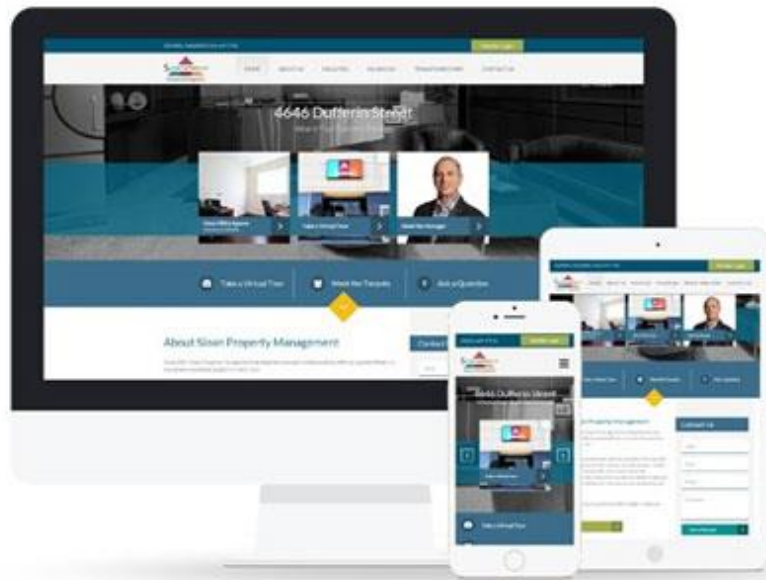
Directory	Website URL
1. Google Canada – Google +/ Maps	https://www.google.ca/business
2. Yellow Pages	www.yellowpages.ca
3. Manta	www.manta.com
4. Industry Canada Business listing	www.ic.gc.ca/app/scr/imbs/ccc/rgstrtn/lgn.pub?lang=eng
5. Better Business Bureau	www.bbb.org
6. CanPages	www.canpages.ca
7. Bing Places for Business	www.bingplaces.com/
8. 2FL	www.2findlocal.com
9. Yelp!	www.yelp.ca
10. Canada 411	www.411.ca
11. Goldbook	www.goldbook.ca
12. Profile Canada	www.profilecanada.com/

13. Trip Advisor Must -have citation for any travel, tourism, dining or entertainment related business	www.tripadvisor.ca
14. iBegin	www.ibegin.com
15. Slideshare	www.slideshare.net
16. NR9	www.n49.com
17. MyStore411	www.mystore411.com
18. ZipLocal	www.ziplocal.com
19. GoldBook	www.goldbook.ca
20. CanadaOne	www.canadaone.com
21. CTI Directory	www.ctidirectory.com
22. Canadian Business Directory	www.canadianbusinessdirectory.ca
23. WebLocal	www.weblocal.ca
24. HomeStars A great citation source for renovations and home services businesses.	www.homestars.com/on/concord
25. Angie's List The original US inspiration for HomeStars above- an	www.angieslist.com



<p>excellent site for a renovations or contractor type business.</p>	
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Let's Take Your Local Marketing to the Next Level



napkin marketing is a Toronto-based digital marketing agency specializing in web design, email marketing, Google AdWords management, and Search Engine Optimization for growing businesses. We help entrepreneurs from all over the GTA grow their businesses with specialized marketing programs that help them find new customers.

Our services include:

Web Design

- Website design
- Banner ad design
- Email design and marketing
- Landing page design

Print Design

- Ad design
- Brochure design
- Direct mail/postcard/flyer design
- POS (Point of Sale) design

Copywriting

- Newsletter writing

- Direct mail writing
- Email writing
- Print ad writing
- Web copywriting
- Blog writing
- Press release writing
- Social media writing

Social Media Management

- Facebook Profiles
- Twitter profiles
- Twitter contests
- LinkedIn groups

Search Marketing

- Pay-per-click management
- Google AdWords
- Facebook ads
- LinkedIn ads

And More!

- Logo design
- Video production
- Marketing consulting

Visit our website www.napkinmarketing.com for more information about us and our services, or contact us at info@napkinmarketing.com for a free consultation.