



Chukuni

Communities Development Corporation

August 2024 SMALL BUSINESS NEWSLETTER



2024 CHUKUNI
BUSINESS
AWARDS

*save the
date*

SEPTEMBER 21, 2024



**NOMINATIONS
ARE OPEN FOR**

**2024
CHUKUNI
BUSINESS AWARDS**

*Celebrating the
achievements of
local small businesses!*

NOMINATE NOW

Nomination forms
may be found at

www.chukuni.com/nominations-2024

**NOMINATIONS
OPEN UNTIL
AUGUST 25TH**

Nominations for the 2024 Chukuni Business Awards

Celebrating local success is a cornerstone of our region's spirit and growth. By nominating a standout individual, organization, or business, you're not only acknowledging their hard work and achievements but also inspiring others to strive for excellence. Your participation in the nomination process is a valuable contribution to recognizing and encouraging the dedication that makes our region thrive. Let's shine a light on those who make a difference and uplift them with the recognition they deserve.

There are seven categories for the Chukuni Business Awards.

Business Supporting Youth This award is presented to a business which demonstrates a commitment to the youth of the area. Their activities may include but are not limited to providing a youth orientated product or service and/or creating employment opportunities and on-the-job skills training for youth.

Business Customer Service Excellence This award is presented to a business that delivers exceptional service in their dealings with customers and educates and encourages their staff to improve and excel in matters of customer relations. This business goes up and beyond expectations of a high level of customer service.

Business of the Year This award is presented to a business which exhibits true business excellence. They excel in quality customer service, leadership, seek to continuously improve employee relations and are prominently involved in community activities and contributes to the overall economy of the district.

Group of the Year Presented to a group who has volunteered their time, efforts, knowledge, or resources to the quality of life in the Red Lake or Ear Falls area. This award will recognize extraordinary leadership, innovation and creativity. The nominee must have made lasting and meaningful contributions or provided significant support to the activities of the community either currently or in the past.

Home Based Business This award is presented to a home operated business that consistently shows excellence and quality. They will have established strong relationships with their customers and conduct their business as a business not as a hobby and operate the business as a primary or secondary source of income. They must have been in business for at least one year and show potential for future growth.

Employee of the Year This award will be presented to an employee who shows outstanding merit in the performance of their duties and who exhibits a positive and supportive attitude both within their workplace and outside the workplace while representing their company. Employees can be from business, not-for-profit corporations, various Ministries, OPP, or the public sector (Hospital, Township of Ear Falls, Municipality of Red Lake, etc.).

Citizen of the Year Presented to an individual who has volunteered their time, efforts, knowledge, or resources to the quality of life in the Red Lake or Ear Falls area. This award will recognize extraordinary leadership, innovation and creativity. The nominee must have made lasting and meaningful contributions or provided significant support to the activities of the community either currently or in the past.

To nominate a deserving individual, organization, or business for the Chukuni Business Awards, please visit www.chukuni.com/nominations-2024 to submit your nomination(s). Remember, the deadline for nominations is August 25th, so make sure to get your entries in on time!



How to Advertise Your Business

This article is based on information found at <https://www.forbes.com/advisor/business/how-advertise-business/>

I think everyone can agree that advertising has changed. Customers are constantly bombarded with one promotion after another. If you don't have customers, you can't make money. Small businesses usually don't have the large advertising budgets. So how do attract customers? "Taking the time to advertise your business both thoughtfully and strategically can help you stand out from the competition."¹

An article on Forbes.com, "How to advertise business"², lists 15 ways to advertise your business.

Create a Website

Even a simple website will help promote your business to potential customers.

Claim Your Google Business Profile

After you have a website you can claim your [Google Business Profile](#). Small businesses can use this free tool to control how they look in search results. A business increases their credibility when they verify their profile and listing and show up on Google maps.

Create Local Listings

Take the time to list your business on various websites that have directories for business listings including the Chukuni Business Directory.

Prioritize Social Media

Social Media is a significant contributor to the success of advertising for businesses today. Social media allows you to share content, answer questions, and attract new customers. You can connect with your target audience through Facebook, Instagram, TikTok, or X (Twitter).

Utilize Influencers

Partnering with local influencers with large followings for promotions is another way to advertise your business.

Search Engine Optimization (SEO)

You can improve your website's ranking in search engine results at no cost by using relevant keywords, headings, images and links. This will help increase how fast Google and other search

¹ <https://www.forbes.com/advisor/business/how-advertise-business/>

² <https://www.forbes.com/advisor/business/how-advertise-business/>

engines can find your website, pushing it higher on the results pages.

Start a Blog

A great form of passive advertising by sharing first-rate content with your readers by creating posts that provide information, entertainment, testimonials and resources.

Run Paid Ads

Online paid advertising is everywhere. Go to the CKDR website and you will see paid ads on each side of your screen. Facebook bombards you with innumerable ads and reels advertising countless products and services. Paid advertising offers a high rate of return on investment. “Businesses earn around \$8 for every \$1 spent on Google Ads.”³ The leading digital platforms used by advertisers are Google, Spotify, Microsoft, LinkedIn, Meta, X (formerly Twitter) and Pinterest.

Share Interactive Content

Providing interactive content (ex. e-books, quizzes or infographics) can be a great way to engage your customers and help them remember your brand.

Host a Webinar or Workshop

Sharing knowledge by personally holding a live webinar or workshop, online or in-person, is an excellent way to advertise your business or service.

Gather Reviews

Customer reviews count. Many potential consumers take time to read the reviews from various sources prior to making a purchase.

Get Back to Basics

Know your target audience. Some consumers are still reached by traditional methods including business cards, magazine or newspaper ads and paper mailings.

Launch an Email Campaign

Emails provide an economical platform to reach new and existing customer by strategically sending emails that provide value (ex. business or product updates, special events and seasonal discounts).

Reward Loyalty

Providing rewards for brand loyalty such as discount codes or freebies to your customers can be a great way to advertise.

Support Local

Community involvement is a wonderful way to advertise your business. Opportunities to get involved can include activities like attending events, offering a sponsorship, giving in-kind donations or volunteering with an organization or on a board.

Advertising can be free or low-cost. But in 2024, it is essential to advertise your business whether you are small or large to stand out from the competition. Start with one or two approaches and gradually incorporate more approaches into your advertising.

³ <https://economicimpact.google/methodology/>

Upcoming Workshops



How to Market Your Business

This session features guest speaker, Hope Murdick. With years of experience in marketing and collaborations with industry giants, Hope will share valuable insights and strategies for your business!

Email: reception@pace-cf.on.ca to register and ask for your link to attend the event online.

The Importance of Paid Advertising in a Digital Space

Tuesday, August 27th, 2024
10:00 am - 11:30 am
Webinar - Online

Advertising in the digital space can be complicated, especially with different ad formats, multiple platforms, budgeting, and running your own business! If you are not sure where to begin or are confused on what kind of ad to run, this session is for you!

In this webinar, the Digital Service Squad from Toronto will share key insights into Google Ads, Facebook Ads, and Instagram Ads.

You will learn about: Google Ads, Facebook ads, Facebook pixel, Instagram ads, Targeting audiences, Which ads to run for your business, and Key terminology in ad platforms.

Learn why you should consider paid advertising for your business and how you can easily get started.

Register in advance on Zoom for this meeting:

https://us02web.zoom.us/meeting/register/tZMud-2upzooGNbuZG5fAsg_puRnqK56r2cV



Upcoming Events

CALL FOR VENDORS

Ear Falls Fall Festival PRESENTS

**Outdoor
SMALL BUSINESS
Market**

14 | 10:30 AM TIL 4 PM
SEPTEMBER | EAR FALLS PLAZA
SETUP AT 9:45 AM

All vendors are welcome, home-based and storefront. If you have something you would like to sell, register now! Space is limited. The Township of Ear Falls will provide one 4' x 6' table and chair for each vendor.

REGISTER NOW

Call or email
Chukuni Communities Development Corporation
807-727-3275
info@chukuni.com

 CHUKUNI
Communities Development Corporation

 The Township of
ear falls

Save the Date

**HOME-BASED
BUSINESS**

Trade Show

SATURDAY **OCTOBER 5**

Details to follow

 CHUKUNI
Communities Development Corporation

SAVE THE DATE

**2024
JOB FAIR**

Thursday, October 17th
Details to follow

 CHUKUNI
Communities Development Corporation

 RED LAKE CAREER AND
EMPLOYMENT SERVICES

 Canada  ONTARIO



You can't go back

AND CHANGE THE BEGINNING

BUT YOU CAN

START WHERE YOU ARE

and change the ending.



~C.S. LEWIS

SMALL BUSINESS NEWSLETTER

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Federal Economic Development
Agency for Northern Ontario

Agence fédérale de développement
économique pour le Nord de l'Ontario

Canada