

# 4 Opening the Door: **Entering Your Target Market**

## **Developing your marketing strategy**

With your export plan in place, it's time to think about the marketing strategy you'll use in your target market. One good resource is Chapter 4 of TCI's *Step-by-Step Guide to Exporting*. Another is *Successful International Trade Show Marketing*, which you'll find at [exportsource.ca/tradeshows](http://exportsource.ca/tradeshows).

Part of your strategy may involve visiting the target market and potential customers there. The guides *Planning a Business Trip Abroad* (see [exportsource.ca/trip](http://exportsource.ca/trip)) and *Speaking Globally: A Guide to Effective International Presentations* (see [exportsource.ca/presentations](http://exportsource.ca/presentations)) will help with your planning.

## **Obtaining market and sector intelligence and advice**

You can get this kind of help from:

- *Step-by-Step Guide to Exporting*, Chapter 3;
- Trade commissioners in each province (see page 6); and
- Trade commissioners working abroad (see page 14).

## **Participating in trade missions**

A trade mission is a visit to a target market by a group of business delegates, including representatives from SMEs, large corporations, educational institutions and associations, and is generally led by government officials. Such missions highlight Canadian commercial, educational and cultural links to the destination countries while allowing participants to extend their business networks. They help Canadian businesses gain greater access to new markets, develop long-term trade and investment opportunities, build international networks and promote Canadian values.