



Marketing insights for a very Manitoba weekend

The Louis Riel Day long weekend is upon us, bringing with it another Manitoba mainstay: *Le Festival du Voyageur (He Ho)*. We're also celebrating *Manitoba's 150th* anniversary in 2020, so when you're ready to come in, warm up, and take a break, the following marketing practices and observations make for a great read. They're also great tools to help move your Manitoba business forward.



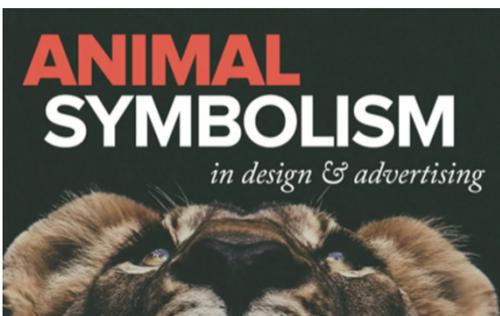
Business hours may be Monday to Friday, but your B2B marketing shouldn't take weekends off. Thanks to automation and some careful strategy, you can reach your audiences seven days a week.

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Your company just turned 10 — yay! You don't have to restrict celebrations to just you and your employees. Here are 10 ways to turn your corporate anniversary into a marketing opportunity.

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When you think of Manitoba, what imagery comes to mind? For a lot of people, especially outside of the province, it's probably a bison — and there's good reason for that. Here's a bit about the connections created through the use of animal symbolism.

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Seasonal marketing campaigns can be wildly effective — when executed properly. Everyone already knows it's cold, knows there's snow on the ground, and has seen a snowflake a million times. Here's how to class up your winter campaign.

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