



Malton Women Council

LEVERAGING MEDIA TO GROW YOUR BUSINESS

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Traditional and digital media, such as TV, radio, newspapers, Facebook, Twitter, and TikTok, play an important role in raising awareness of your products and services. For those pursuing a business in the media industry, these tools are your products and services.

Keep reading to learn more about how to leverage these tools to improve your business, regardless of whether you are pursuing a media-related or a non-media-related small business.



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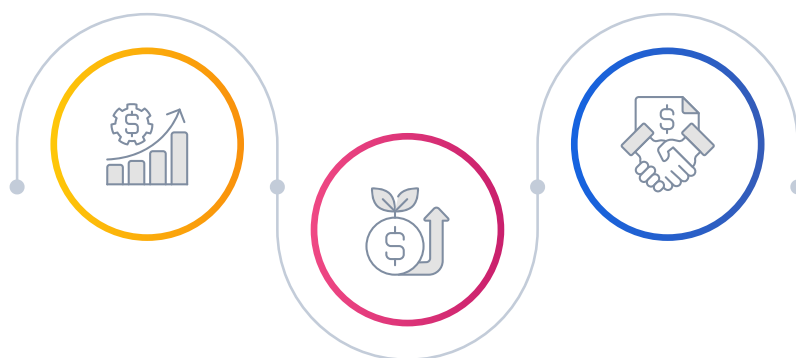
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Types of Businesses in the Media Industry

As an aspiring business owner, you can pursue a business in various fields: film production, YouTube content creation, website development, content writing, proofreading, photography, video editing, and graphic design.

Similarly, opportunities in the entertainment industry are endless: singer, performer, author, DJ, and more!



Even if your business is far away from the media and entertainment industry, to promote your brand, you will still need to set up a website, produce content, and publish appealing photographs of your products and services.

This document will offer you general strategies to leverage media in any business.



Strategic Planning from a Media Perspective

A strategic plan outlines a company's goals and objectives, along with strategies to achieve these goals over three to five years. You can learn more about strategic planning by browsing through other documents on our website. The relevant media components of a strategic plan are outlined below:

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Define Your Objectives

- **Create SMART goals.** Your goals must be Specific, Measurable, Achievable, Relevant, and Time-bound (SMART).
- **Start small.** Focus on your goals for the next 3 months. You can build on your success.
- For example, you may start off with a series of journals, which turn into a book, which eventually turns into a film. This film can help you build a brand and an audience. Start small and go from there.



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Understand Your Target Audience

- Develop a detailed audience profile. Understand their demographics (age, gender, location, education), psychographics (values, interests, lifestyles), and behavioral characteristics (buying habits, media consumption, and social media usage).
- Make connections. Your audience is right in front of you. It's the woman you meet on the bus or the man you meet at the grocery store. By building genuine connections and learning about others, you will develop mutually beneficial relationships. When you think of the next person you want to hire for your film, you may think back to the makeup artist you met on the train. Similarly, the other person will think of you.



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Conduct Market & Media Research

- Analyze the landscape. Know more about competitors than your friends. Learn from them and do something different. Your competitors are not necessarily big companies, it may not be a business in the USA or Kitchener, but within your radius. Your competitors will also depend on the type of your business.



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Choose Your Media Channels

- Decide on the right mix of owned, earned, and paid media.
- Choose the right media channels to communicate your message.
- Conduct research to identify the most effective and cost-effective distribution channels.
- Regardless of the type of business. You need to have a website and a YouTube channel. Have your business card with you. On one side, have your product and a QR code people can use to reach your website.



Create the Media Strategy

- Map out how you'll deliver the message. Determine your media goals and target audience. Choose your media platforms. Determine what content you will create and the messages you seek to convey.



Develop the Media Schedule

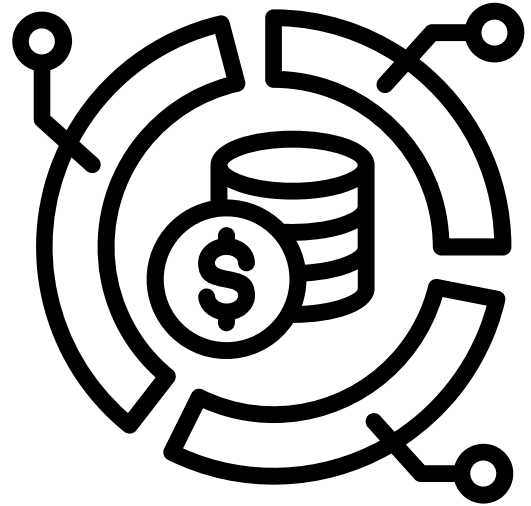
- Create a calendar of your media activities. You can use tools such as Hootsuite to schedule your social media posts.





Allocate the Budget

- Break down your budget across categories, such as media buying, and content creation.



Create and Distribute Content

- Produce compelling, tailored content. This can include, videos, podcasts, blog posts, and reels.



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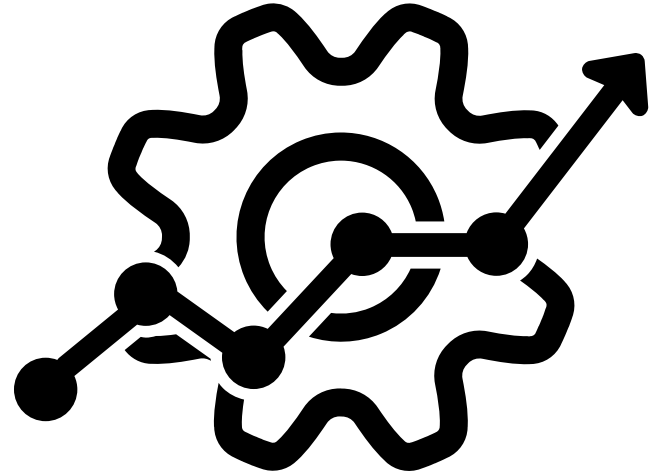


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Monitor and Optimize

- Use analytics to evaluate your performance regularly. This includes tracking social media metrics like engagement, reach, impressions, and click-through rates.



Report and Evaluate

- After the campaign, evaluate what went well and what could be improved. Record yourself. Review your strengths and weaknesses.



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EXAMPLE

Time for an example! Let's say you want to produce a documentary. Below are some questions you may want to consider:

- What is the goal of your documentary?
- Who are you making this for?
- What is the main message of your film?
- What platforms will you use?
- What is your total promotional budget?
- What teaser content will you create (Ex, posters, trailers)?
- What is your release calendar?
- How will you promote your documentary?
- What tools will you use to monitor your performance?
- How will you reflect on the success of your campaign?



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Career Advice for Aspiring Media Professionals

As a media professional, your goal is not to simply sell products or services. You need to reach a wide audience. You need to create awareness. You need to build your brand. Follow the steps below, to establish yourself in the media industry:

- **Gain Experience.** Offer to help someone with a project, provide feedback on a piece of work, or lend an ear. Research relevant jobs to gain experience in your field. Try freelancing. The more experience you have, the more value you will add to your projects and those of others.



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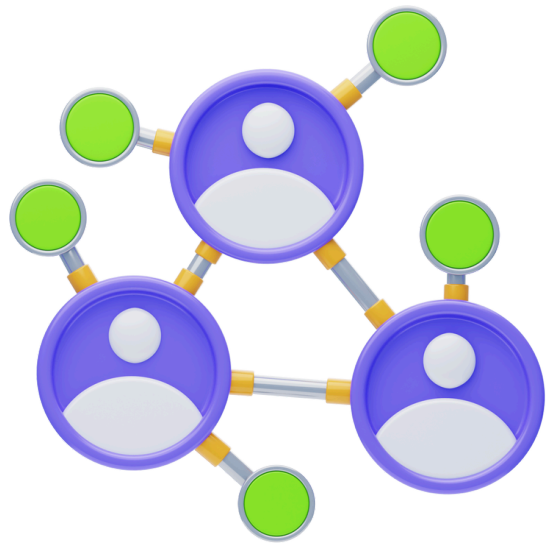
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- **Build Connections.** Attend industry events related to your field, such as film festivals, conferences, and workshops. Join professional organizations such as the International Documentary Association. Connect with people online through social media, Facebook Groups, and online forums. The more people you know, the better, especially in the media and entertainment industry.
- **Master Relevant Skills.** If you're interested in journalism, understand the basics of news writing, interviewing, and research. If you want to become a blogger, understand how to write content, edit, and produce videos. People will only follow you if you create something worth their time.



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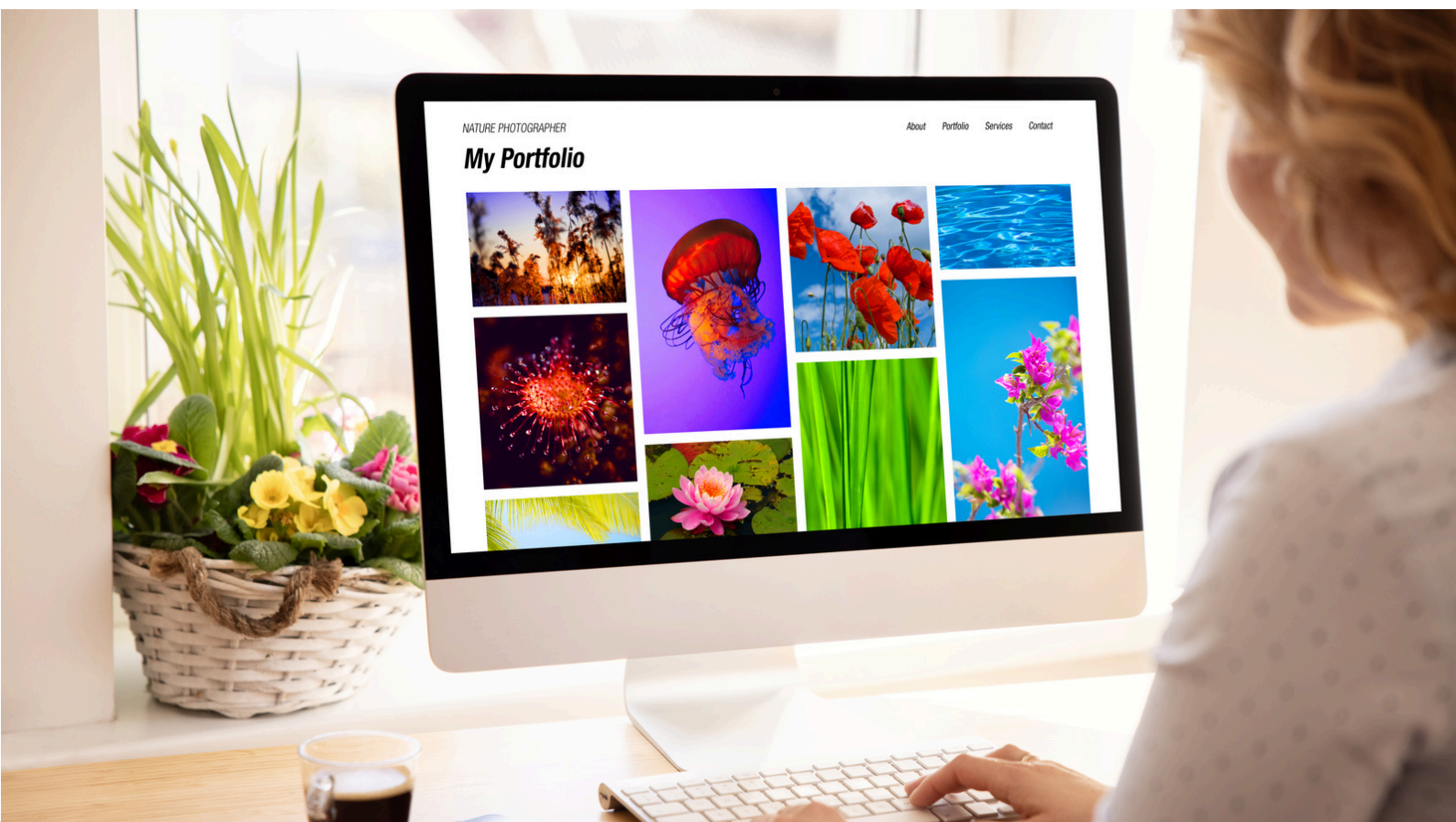
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Build a Portfolio. Develop a portfolio of your work (audio, video, articles, etc.). Build your personal brand by sharing content and engaging with your audience through your website and social media. Include writing samples, design projects, photographs, awards, certifications, volunteer work, and extracurricular activities. Your portfolio will help you land opportunities.



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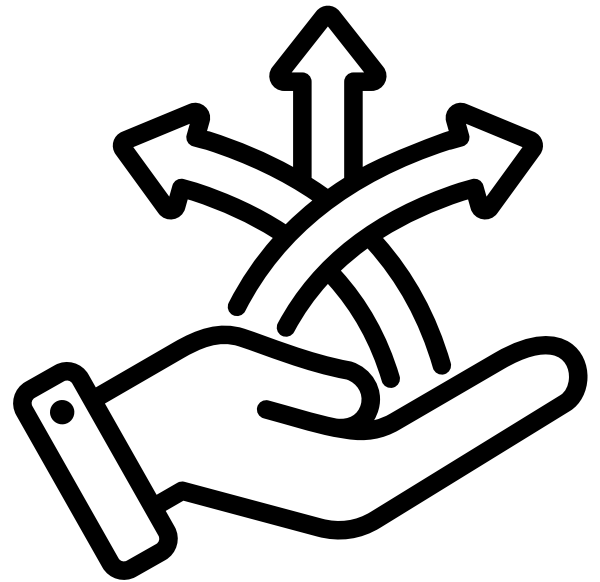
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- **Be Adaptable.** The media landscape is ever-changing. Be prepared to adapt to changes in the media industry and keep up to date with industry trends, technologies, and emerging platforms. Social media platforms like TikTok didn't exist years ago.



- **Showcase Measurable Results.** Quantify your contributions. Track social media metrics and use platforms such as Google Analytics. Measure your performance.



- **Transitioning into the media industry from other fields.** You may be transitioning from a completely different industry or from traditional media to digital media. Develop digital literacy by familiarizing yourself with digital platforms. Adapt your content creation. Leverage multimedia such as videos, podcasts, and infographics. Embrace SEO and SEM. Identify your transferable skills. Skills such as content writing, marketing, graphic design, customer service, and event planning can all be valuable in a media career.





Resources

You can use the resources below to develop your communication skills, learn about the media industry, gain experience, and explore freelance opportunities.

- **Toastmasters International:** <https://www.toastmasters.org/>
Join Toastmasters to build your public speaking skills.





Internships for Film Students

- **TIFF (Toronto International Film Festival) Internship Programme:** <https://tiff.net/careers?tab=internships>
- **Moonlight 4-in-1 Film Studio Internship:**
<https://www.moonlightrentals.ca/intern>
- **Toronto Star Radio Room Internship:**
<https://www.thestar.com/site/static-pages/star-internships.html>
- **Independent Film Production and Digital Media Internships (Various)**



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South Asian Newspapers in Ontario

- **South Asian Daily (Y Media Group).** Based in Brampton, Y Media Group is Canada's largest South Asian media house, operating across TV, radio, newspaper, and digital platforms. Their flagship publication, Midweek, is published weekly in English.
- **Weekly Voice.** Established in 1997, The Weekly Voice is a prominent South Asian community newspaper in Canada, offering English-language news with editions in Hindi and Punjabi.
- **The South Asian Post.** An award-winning Indo-Canadian newspaper providing weekly coverage from cities like Toronto, Ottawa, and Hamilton. It also has print editions in Vancouver, Calgary, and Edmonton.
- **Urdu Post.** A widely read Urdu-language weekly newspaper serving the Pakistani community in the GTA for over 16 years.
- **The South Asian News Canada.** An English-language newspaper published from Toronto and Calgary, focusing on South Asian news and community stories.



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South Asian Radio Stations in Ontario

- **CJSA-FM** (CMR Diversity FM 101.3). A multicultural radio station in Toronto broadcasting in over 24 languages, including Tamil, Hindi, Urdu, Punjabi, and Bengali.
- **CIRV-FM** (RED FM 88.9). Based in Brampton, RED FM offers programming primarily in Punjabi, Hindi, and Urdu, with additional content in Tamil and Portuguese.
- **CINA 1650 AM**. Located in Mississauga, CINA focuses on Indian and Pakistani audiences, airing talk shows and music in Hindi, Punjabi, Urdu, Bengali, and Gujarati.
- **CIRF 1350 AM** (Radio Humsafar). Serving the GTA from Brampton, CIRF broadcasts multilingual ethnic content, primarily in Punjabi.

South Asian TV Channels in Ontario

- **OMNI TV**. Canada's only multilingual multicultural television broadcaster with programming in more than 20 languages and nightly national newscasts in 6 languages, including Punjabi.
- **Hamdard Media Group**. Punjabi News and Entertainment group with TV, news, and online content.



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References

- Mallika Sothinathan's Mentorship Session. Mallika is the Director of New Horizon Media Arts. She holds a Master's in Mass Communication from Mass Communication Research Center Delhi. She prepared a film on the domestic workers of India called Crossing the River of Life. She also wrote a book on this topic called Lokhi and I.
- Media Industry Business Ideas:
<https://www.starterstory.com/media-industry-business-ideas>
- Monbiot Career Advice for Media Professionals:
<https://www.monbiot.com/career-advice/>
- Media Bistro Fast Track Career in Media
<https://www.mediabistro.com/climb-the-ladder/skills-expertise/5-proven-strategies-to-fast-track-your-career-in-a-media-corporation/>





- Digital Link Navigating the transition from Traditional to Digital Communications <https://digitallink.ca/tech-tips/navigating-the-transition-from-traditional-to-digital-communications/>
- Hollywood Resumes Transitioning to entertainment as a second career <https://www.hollywood-resumes.com/blog/five-tips-for-transitioning-to-entertainment-as-a-second-career>
- Coursera changing your career to social media <https://www.coursera.org/resources/guide-to-changing-your-career-to-social-media>



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