

5 EASY STEPS TO WIN OVER NEWCOMER CUSTOMERS FOR YOUR BUSINESS!



1

PRESENCE IN RELEVANT SOCIAL MEDIA

Newcomers actively use a variety of social media platforms - Facebook, WeChat, Instagram, Viber and Telegram.

2

LEVERAGE SPOKESPERSON FROM DIVERSE COMMUNITIES

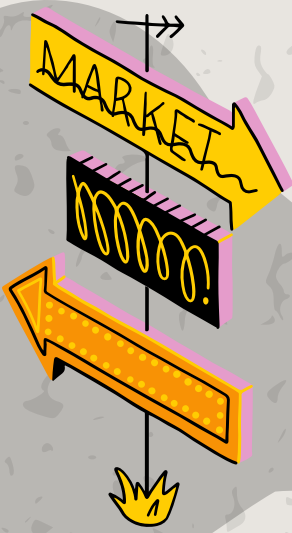
Newcomers trust the communication of spokespersons from their own communities



3

PRESENCE IN STRATEGIC CLUSTERS

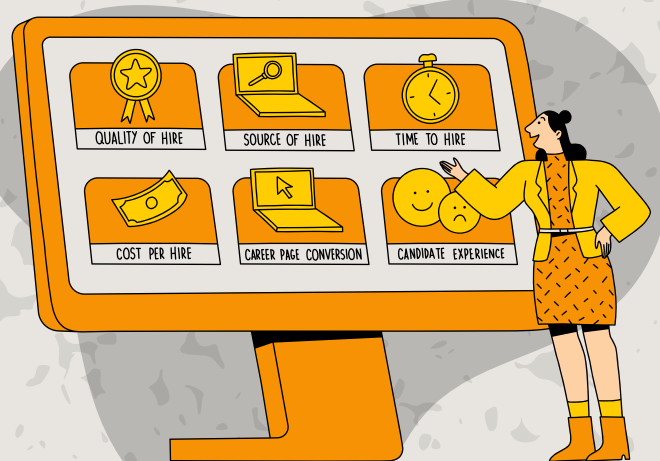
Newcomers often live in areas with a higher concentration of people from their own countries. Some clusters include: Scarborough, Mississauga, Brampton and Danforth.



4

REFERRAL PROGRAMS

Referral programs are highly effective in reaching newcomers, as they value advice from friends and family, leading to strong word-of-mouth marketing.



5

REVAMP HIRING PRACTICES

Hiring diverse newcomers can expand the skillset of the workforce and enable your business to access newcomer customers.

