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Feature article



Smarter marketing essentials: How to cut through the clutter

Successful marketing involves hard work. It means improving on your products and services, building a memorable brand, and always getting the message out. This month's article shows you how to improve your marketing efforts with some simple strategies.

[Read the full article]

Ask an Expert



What's the best way for small business owners to use the new Get Growing for business website?

This month's question is answered by David Wilton, Director of Small Business Banking, Scotiabank.

[Find out how]

The Pulse



The Pulse: Financing and credit needed to support growth targets

Our inaugural issue of The Pulse found that entrepreneurs were focused on growing their businesses, and that many had specific sales targets in place. Financial issues were also identified as necessary to support business growth objectives.

This issue of The Pulse looks closer at the financial issues cited by small business owners.

[Read the full article] and find out what Aron Gampel, Vice-President & Deputy Chief Economist with Scotia Economics, has to say about the big-picture background for borrowing and where interest rates are headed.

Skillset



Sales & Marketing Tool

Your business has been up and running for a while now. You know your customers well, and you also have a better understanding of your product/service. You're now looking for help on where and how to concentrate your future marketing efforts.

That's where the Scotia Get Growing™ Sales & Marketing Tool can help. It provides practical steps you can take to boost your sales and marketing efforts. [Check it out today] and then join the Get Growing for business Community. You'll get access to a wealth of great business-building tools and features.

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