

# Evaluation

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Evaluation Introduction Marketing is a world-wide field fully developed and harnessed and it is only fair to say that the largest marketing activities and product consumption is in the United States. The Canadian independence holds a lot of proof that the country is in a position to redeem itself and reinstate its previous prestigious economic state. In turn, this brings forth the question of the most effective marketing strategies that the country needs to employ to make a statement of independence or whether it will revert to the American approaches. A recent outlook into the businesses in Canada revealed that the characteristics most observable include a high number of immigrants, tensions and differences between provinces, minimal levels of investment and productivity and susceptible dealings with the United States. These differences form the basic foundation for the drafting of an efficient, detailed and potential marketing plan for Canada (Heather & Weber, 2012, p. 12).

Research also concludes that many of the chief marketing strategies applied in Canada are similar to those implemented in the U. S. they collectively include technology, patriotism and gender. The roles of women in the society have made a turn for the best and it is evident that they are better performers in the market in comparison to the men and this is a stronghold for the straining country. In addition, women have a more informed decision as they purchase products and this means that concentrating on their opinions ensures increased sales and customer satisfaction. Patriotism is a form of observing consumer behavior and their preference for a particular product locally manufactured and processed and encouraging the population to focus on these products ensures a thriving market. Technology is another

throttle hold for Canadian business people where they employ social media in advertising efforts and this ultimately boosts the industry.

#### References

Heather, K. and Weber, M. (2012). A Look at Gender Differences and Marketing Implications. *International Journal of Business and Social Science* 3(21).