

ASSESSMENT OF METRO VANCOUVER CANADA IMMIGRATION
CONSULTING FIRM'S EXISTING STRATEGIES:
BASIS FOR BUSINESS RESILIENCY STRATEGIC PLAN DURING
CANADIAN BORDER CLOSURES

by

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Dedication

I dedicate this dissertation to my late grandparents, *Jose* and *Isidra* and to my parents, late *Manuel* and *Merly*, whose love I will cherish forever. They instilled in me a passion for learning and inspired me to keep striving and yearning.

To my wife *Rowena*, who have always been my inspiration, thank you for encouraging me all the time. Your sacrifices and unwavering support have given me the strength to persist and excel.

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To all my staffs at *Metro Vancouver Canada Immigration Consulting*, to my loyal clients, to the participants in my surveys and to everyone who has played a part in this journey, thank you for being a source of inspiration and energy. I dedicate this dissertation to all of you...

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ABSTRACT

ASSESSMENT OF METRO VANCOUVER CANADA IMMIGRATION CONSULTING FIRM'S EXISTING STRATEGIES: BASIS FOR BUSINESS RESILIENCY STRATEGIC PLAN DURING CANADIAN BORDER CLOSURES.

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2023

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Co-Chair: <If applicable. Co-Chair's Name>

The proposed research aims to determine the effectiveness of different Marketing Strategies being used by Metro Vancouver Canada Immigration Consulting regarding business resiliency during Canadian border closures which influence the company's intention in aiming to develop strategic policies in order to have a precise business resiliency and strategies during Canadian border closures while continuing business operations.

Specifically, to assess the effectiveness of the research approach, Data analysis, survey research, management and staff interviews were among the research approaches employed in the study. The findings demonstrated that the company's present strategy was primarily focused on providing clients with excellent immigration services, fostering lifelong relationships with stakeholders to enhance its operations.

This study's findings stress the importance of assessing current strategies to identify any potential weaknesses and opportunities for business resilience in the face of unforeseen challenges like border closures. The firm can adjust to the shifting business environment

and keep offering its clients high-quality services by putting the suggested tactics into practice.

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CHAPTER I

INTRODUCTION

1.1 Introduction

In today's world, the role of marketing in every business is too vital to be ignored. Its role encompasses several factors that allow the institution to grow business-wise. Marketing allows the business to identify the proper market that it targets and build rapport and provide the correct plan and execution to reach them. It is therefore apt to accept that marketing creates the institution's persona to make it within the target market's reach. The scene varies depending on the nature of the institution.

Regarding the geographical strategy, Canada is one of the most sought destination Countries for immigrants worldwide. Canadian immigration policy seeks to attract “the best from the world to help build a nation” (Citizenship and Immigration Canada 2012).

According to a survey in June 2020 (WHO 2020), Canada was ranked number one in terms of the healthcare systems and quality of education globally.

Canadian citizens and its residents are enjoying the best quality of life that embrace its cultural diversity, and the three million of Filipino descent populations contributed to Canada's diverse multicultural communities.

The Philippines is one of the top three source countries of immigrants in Canada, behind India and China (<https://www.immigration.ca/2021>). In the span of a few decades, Canada's Filipino Community has grown from less than ten thousand in the 1950's and is now one of Canada's top sources of immigrants from Coast to Coast [cicnews.ca 2020_06].

Relative to this, the Metro Vancouver Immigration Consulting Firm has identified new challenges, issues, and difficulties as an immigration consultancy business. Historically, MVCIC has been practicing traditional marketing mechanisms and strategies. Indeed, it is hoped that this study could find remedies for the issues and difficulties in marketing mechanism strategies to be used in the immigration consulting operations of Metro Vancouver Immigration Consulting Firm for the coming years.

Therefore, an excellent marketing strategy can enhance internal and external awareness of the ethical work that the consultancy is accomplishing. It will provide a strategic intervention technique of communicating to the employees, staff, and community that the firm is dedicated to achieving excellence as well as meeting the needs of its clientele.

1.2 Motivation for the study

With the complexities of ever-changing Canadian immigration laws, policies, procedures due to the recent challenges posed by COVID-19 - resulted to the Canadian and International border closures. These closures creates increasingly competitive market in the immigration industry and the role of effective marketing strategies has become paramount for the business. The aim of this research are as follows:

First, to determine the existing marketing strategies of Metro Vancouver Canada Immigration Consulting as to inbound and outbound marketing mechanism strategies.

Second, to explore how Metro Vancouver Canada Immigration Consulting firm adapts its marketing strategy during unforeseen circumstance such as closures of local and international border.

Lastly, to explore how the Metro Vancouver Canada Immigration Consulting firm identifies and segments its client based on demographics, immigration needs, and preferences. The ultimate motivation of the study is to support Metro Vancouver Canada Immigration Consulting firm to become business resilient.

1.3 The importance of the study for the immigration consulting industry

The study will be useful for the immigration consulting industry particularly for the operation of MVCIC as it will provide specific and alternative plans for its operations. In addition, to provide guidance to other businesses that provide similar services in enhancing their marketing strategies in acquiring and retaining clients.

By formulating in-depth marketing strategies, immigration consulting firms can quickly adapt their approaches to reflect new regulations and maintain relevance in the industry.

Lastly, by having a solid alternative marketing strategies during border closures, immigration consulting firms can sustain the needs of the local and international clients and can continue the operation, as it builds business resilience strategy that supports long-term business growth.

1.4 Operationalization of Theoretical Constructs

1.4.1. The 6 Hierarchy of Effects Model

The study is anchored in the theory of Hierarchy of Effects Model by Robert J. Lavidge and Gary A. Steiner. This theory served as a marketing communication model,

suggests that there are six steps from viewing a product/service advertisement (advert) to product/service purchase.

The job of the marketing personnel is to encourage the customer to go through the six steps and purchase the product/service. The six stages stated by Lavidge and Steiner in 1961 basically describe the customer buying behavior. According to this theory, the initial two steps is Awareness and knowledge are cognitive, the following two; liking and preference are affective and the last two; conviction and purchase are behavioural.

Figure 1 – The 6 Hierarchy of Effects Model by Lavidge & Steiner; 1961

Consumer Behaviour	Hierarchy of Effect Model	Marketing Objectives
Cognitive (To think, to understand and remember)	1- Awareness	Make the customer aware
	2- Knowledge	Make information about the product easy to find
Affective (To feel, to experience)	3- Liking	Ensure that the customer likes your product, if not, understand why and fix the problem.
	4- Preference	Make consumers focus on the product.
Conative (Behave/ Action)	5- Conviction	Create the desire to purchase.
	6- Purchase / Prescribe	Make the customer purchase.

Source: <https://www.essaycorp.com/blog/theories-of-marketing-communication>

1.4.1.a The Awareness Stage

The **awareness stage** is the most crucial step of the effect of hierarchy model. It stated that the brands should ensure that the customers are aware of their particular brand in the segment of a particular product and services. The complete stress in the stage of the model is to make the customers aware of the brand. Since, it is the most basic and initial step, it is considered very important.

1.4.1.b The Knowledge Stage

While the **Knowledge stage** of the effects of hierarchy theory, your product and services will be evaluated by the customers against the other brands of the same particular product. In other words, your product and service will be basically competing with the same products and services of another brand. Hence, you should ensure that enough knowledge is available to the customers about your product and services through the means of internet, retail stores or the product/service package.

1.4.1.c The Liking Stage

The **Liking stage** focuses mainly on the liking of the products and services for the customers. This is the most important step as; this step alone builds up an emotional connect with the customers. Once, the customers are satisfied with the quality as well as working of the product, he commits to the product for the rest of his life, and this is where the product sale increases for a lifetime.

1.4.1.d The Preference Stage

The **Preference stage arises**; the customer might get convinced by the quality as well as the working of your product and service, but the customer might still wish to try out other brands. At this point, you should ensure that your product and service have some unique qualities which make your brand a preference for the customer.

1.4.1.e The Conviction Stage

The **Conviction**. At this stage, all the doubts of the customer regarding your brand should convert into action. This step can be aided by adopting certain marketing strategies by the marketers. In this step the marketers convince the customers to buy or purchase the product or service of their brand.

1.4.1.f The Purchase stage

The **Purchase stage** is the very last step of the theory, in this step; the customers finally purchase or buy the product or services. Here it should make sure that the buying cycle doesn't come to a halt but continues functioning. It can encourage the purchase of your product service by keeping simple as well as multiple payment options.

From the article of Thomas E. Barry entitled "In Defense of the Hierarchy of Effects: A Rejoinder to Weilbacher", Journal of Advertising Research says: "Thomas E. Barry feels that rather than discard the hierarchy of effects model, we should develop rigorous, collaborative efforts to validate its continued value to guide us in advertising and marketing communications planning for another 100 years." (Barry, 2002).

The tools, tactics and channels will all work together to meet the overarching marketing and business goals while meeting each of the sub-goals in each stage of the hierarchy. When it's truly functioning as it should, the hierarchy of effects is a beautiful thing!" (Heuvel, 2009)

According to Angela Hausman's article in hausmanmarketresearch.org (Hausman, 2011), we can take advantage of the Hierarchy of Effects model in three main ways: monitoring, maximizing directions and generating sales. Monitoring: Monitoring the impacts of the actions taken for the campaign helps us make informed decisions during its launch.

For example, if many customers get stuck at a stage or flow out of the pyramid after a stage, the model tells us that there is a problem, and at which phase it arises and this makes identifying the problem easier. Maximizing Directions: Observing how actions taken change the level of awareness, knowledge, liking, preference, and conviction also helps us in decision-making.

We can increase the campaign's success by using more frequently the marketing actions that create large changes in the level of the end of the actions that create little or no change in the level of the stages. Generating Sales: We know that sales are not a direct measure of the campaign's success.

The Hierarchy of Effects model, at this point, provides us an indirect measure of its success. We should monitor how earlier the steps in the model translate into an increase in sales of that product/service since although customers move through most of the stages,

they can always fail to move to the purchase stage. We should examine the importance of each stage, take specific actions and evaluate the success of the model accordingly.

The aim of this theory is to make the customers go through all the six steps and then end up on the purchase at the end. Even if the customers do not follow other steps but should land up to the purchase of the product or avail services.

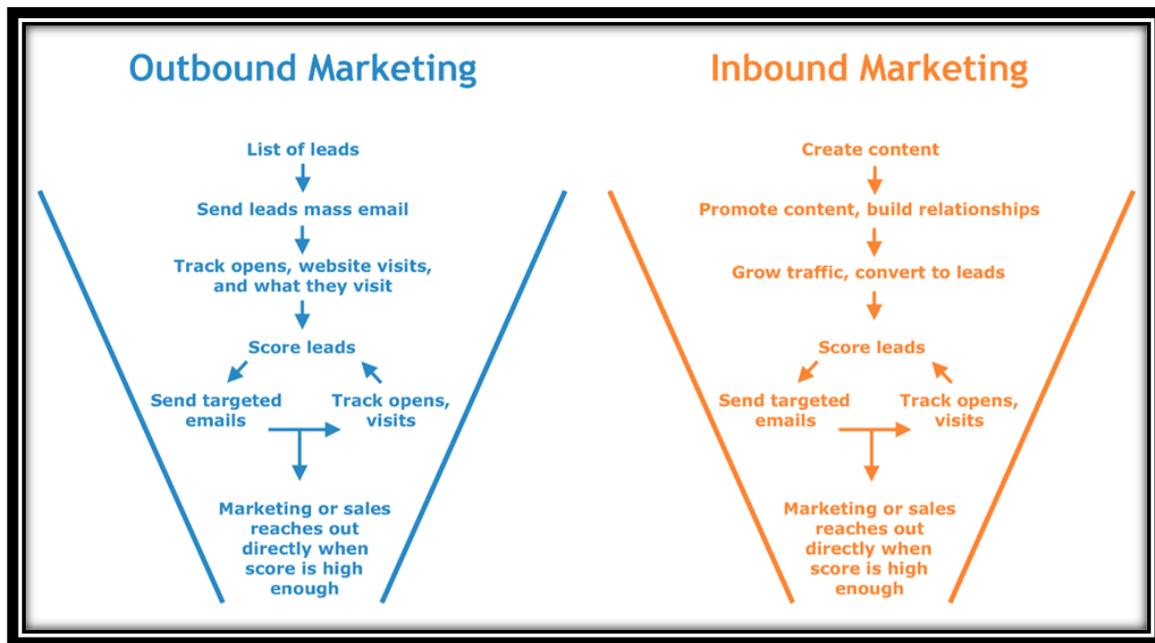
1.4.2. The theory of Outbound and Inbound Marketing

Another theory that explained and measured the effectiveness of marketing communication strategy of an institution is the theory of Outbound and Inbound Marketing Funnel coined by Hubspot co-founder and CEO Brian Halligan, Inbound and Outbound Marketing has grown along with Hubspot since its founding in 2006. The difference between Inbound and Outbound Marketing is like the difference between two different life philosophies.

Outbound Marketing asks how people can benefit your company or organization. It treats everyone in the audience as a potential customer who needs to be persuaded into using your product or services by using the right message.

Inbound Marketing, on the other hand, asks how your company or organization can benefit your customers. It assumes that your prospects are intelligent, independent people who know what they are looking for. Inbound marketing seeks to naturally and organically create connections between you and your audience by giving them the content that they are looking for. Most people, naturally, prefer the inbound approach.

Figure 2: The Outbound and Inbound Marketing Funnel; Halligan, 2006.



Source: <https://www.softwareadvice.com/resources/inbound-vs-outbound-marketing/>

In the most basic forms, outbound marketing uses push tactics while inbound marketing uses pull tactics. A big part of inbound marketing relies on creating valuable content and attracting visitors with it. It relies on the development of modern communications technology like the Internet, mobile phones and social media to attract customers. Instead of pushing a message out unto a large population, inbound marketing attracts specific audiences that are out there looking for information.

The goal is to pull interested people toward the marketing materials and attract them to the business with valuable information. This is done by setting up a wide variety of online marketing assets are ready and waiting for interested consumers to find.

These assets include blog posts, websites and paid advertising optimized for specific Internet searches, a dynamic social media presence, mobile apps and much more.

When people are attracted to your marketing content, they readily give their permission to receive more information and promotional material from you.

The key difference between Inbound and Outbound Marketing is communication. Outbound Marketing relies on mass media where communication is only one-way. The business shouts out a message about its brand, and that's it. People cannot interact with the message or the brand even if they want to. They might even find ways to avoid it.

1.5 Research Purpose and Questions

The study determined the level of effectiveness of the marketing strategies used by the Metro Vancouver Canada Immigration Consulting. Specifically, the study intended to find answers to the following research questions:

1. What is the socio-demographic profile of the grouped respondents in terms of:

- 1.1 Age

- 1.2 Gender

- 1.3 Monthly Income

- 1.4 Highest Educational Attainment

- 1.5 Marital Status

2. What is the level of effectiveness of the existing marketing strategies of Metro

- Vancouver Canada Immigration Consulting in terms of:

- 2.1. Outbound Marketing Mechanism Strategies

- 2.1.a Paid Social Media Ads

- 2.1.b. Community Neighborhood Events

2.1.c. Transit Flyers

2.1.d. Catalogs

2.1.e. Billboards

Figure 3: Outbound Marketing Strategy Components.



Source: <https://www.cience.com/blog/21-best-outbound-marketing-infographics>

2.2. Inbound Marketing Mechanism Strategies

2.2.a. Website

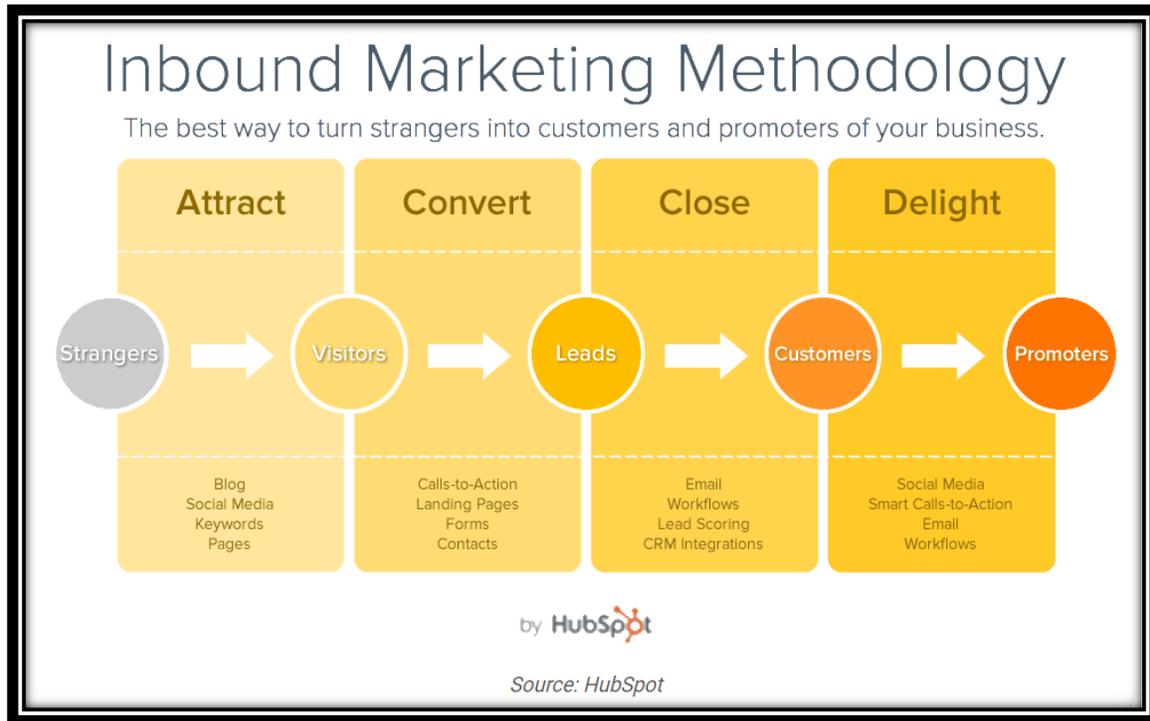
2.2.b. FB Page

2.2.c. Instagram

2.2.d. Webinar

2.2.e. Group Chat

Figure 4: Inbound Marketing Methodology Infographics.



Source: <https://www.poweredbysearch.com/blog/understanding-the-inbound-marketing-methodology/>

CHAPTER II

REVIEW OF LITERATURE

2.1 Problem Statement

The COVID-19 pandemic and the closure of Canadian borders have significantly impacted the operations of Metro Vancouver Canada Immigration Consulting. The Canadian federal government-imposed border closures and travel restrictions, reducing the number of new clients and disrupting service delivery. MVCIC have been forced to adapt to these changes. Still, there needs to be more research on the assessment of existing strategies and identification of potential business resiliency strategies during Canadian border closures.

Research has shown that organizations must continually assess their strategies to identify improvement areas and remain competitive (Dauda, 2019; Dinevski & Goršek, 2018). Additionally, studies have shown how crucial it is to put in place powerful company resilience strategies in order to adjust to shifting conditions and maintain continuity of operation (Sáez-Martinez, López-Paredes, & Rodriguez-Sedano, 2020).

As a result of shifting immigration policies, major world events, and improvements in digital technology, the marketing environment for immigration consulting firms is changing rapidly. Despite the crucial role these companies play in promoting global mobility and assisting clients with challenging immigration procedures, little is known about the effectiveness of their marketing methods.

Smith and Johnson (2023) claim that immigration consultancy firms in Metro Vancouver have faced considerable difficulties as a result of the continued closures of the

Canadian border. These closures have hindered client travel and hampered immigration procedures, forcing a review of the firm's current business resilience policies.

In the article from 2021, Statics Canada also mentioned how the COVID-19 pandemic had a substantial influence on international travel, resulting in border closures and travel restrictions. Most immigration consultancy firms in Metro Vancouver and in Canada, which mostly rely on foreign clientele, have been significantly impacted by these actions. The unprecedented challenges posed by border closures necessitate a comprehensive assessment of these firms' existing strategies to determine their resilience and develop an effective business resiliency strategies plan (Statistics Canada. 2021).

2.1.1 Review of Related Literature

The researcher finds that all foreign and local studies of literature related to the present studies dealt all with the fundamentals of promotional techniques with emphasis on the 7 P's of Marketing and Company's Marketing Strategy. The company's Marketing Strategy is an important and crucial constituent for the global market. Strategies in marketing vary from country to country, brand to brand and organization to organization.

The literature reviews in marketing strategies for the consulting firms were the same as those for any other business. The results in the literature reviews emphasizes that having a strategic marketing plan is crucial. That the capacity to satisfy human needs is through marketing. According to the American Marketing Association, marketing is the organizational function and a collection of procedures used to develop, communicate, and deliver value to customers as well as to manage their relationships with the company and

its stakeholders. The art and science of selecting target markets and retaining, acquiring, and expanding customer bases through the creation, provision, and dissemination of greater customer value are known as marketing management. Consumer markets, commercial markets, and international markets are just a few examples of the various customer markets.

All of these are impacted by information, money, and communication as per the reviews of related literatures. The brand must be strengthened, so that marketing efficacy can be measured. New goods must be developed based on the needs of the consumers and the customer feedback must be gathered, and new marketing technology must be used in order for the consulting business to dominate the market. The client's decision-making process should be taken into consideration while creating a marketing plan.

2.1.2 Immigration Consulting Firm as a Business Sector

Tadajewski (2013) stipulates that in consulting sector setting, in recent years, marketing has attracted the attention of Presidents, consulting firm owners, trustees, and development officers. Many are interested in how marketing ideas might be relevant to the issue they face – issues such as attracting more and better clients, increasing client satisfaction with the firms, designing excellent programs which conduct the firm's mission and enlisting the financial support and enthusiasm of clients.

Marco (2013), promotional techniques have certain specific features determined by the fact that consulting services are characterized by increased intangibility customization ability, abstract character, high cost and heavy impact on the consumer. The factors that

influence the business are numerous some can be controlled by them, others are part of the external factors (changes in age structure, labor market trends, consulting market globalization, the emergence of more attractive business alternatives, etc).

Woodman (2015) delivers the creation and delivery process of the consulting services are based on tangible elements (buildings, equipment, staff) that consumers can partly directly contact before consumption and also intangible elements that can be evaluated only at the end of the consumption (intensity and effectiveness of marketing, the quality of internal communication etc.).

Marketing is defined as a function of an organization with distinct process that creates, communicate and also ensure that they deliver value for the customers and to manage the customer relationship in a way which is vital for the organization as well as the stakeholders (Walker, 2010).

According to Kasper,2012 the concept of marketing is not on finding customers that are willing to buy the products or services but rather to provide products and services to customers based on their needs and wants.

According to Dave Chaffey (2006) internet marketing can be simply defined as achieving marketing objectives through applying digital technologies. It is the application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives. It is often called online marketing or e-marketing which essentially, any marketing activity that is conducted online through the

use of internet technologies. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking.

As stated by Palmer, 2011, Lovelock, 2011, the concept of marketing today is associated with a number of developments in history of marketing. The initial concepts are the production concept where managers in production placed more focus on increased efficiency in production, the low costs and also mass distribution. Then came the product concept, which states that the consumers often favor the product offering that is highly innovative.

In an article written by Wallace (2017), he traced the history, evolution, and gave his insights about the future of Influencer Marketing. According to him, the pioneer influencers started in early advertisements and lent their names and faces to reinforce brand values. Josiah Wedgwood and Sons, makers of pottery and chinaware, the first product that showcased celebrity endorsements in the 1970s, used royal endorsements to promote and add value to their products and company. In addition to celebrities and the pioneers in endorsements, fictional characters were created by brands to influence their image and help consumers remember qualities about the company.

E-marketing, which is also known as online marketing can be defined as marketing of goods and services done through electronic tool. It is developing the tools for online transactions of business in buying and selling. It is the modern way of marketing in which technology is used drastically. It has now become a huge tool between marketers and customers. (Meng, 2009).

2.1.3 Marketing Mix (7 P's)

Marketing is the art of demand creation and the process of pursuing existing as well as potential customers. It has become a fashion for every organization to gain competitive advantages. Competition is everywhere; the consulting firm sector is not an exceptional case. Population explosion fueled by various consulting policies of government for inclusive growth intensified competition in this sector. To survive in the stiff and turbulent competitive market, consulting firms are not gagging behind. They have also adopted practicing marketing their products and services. Sometimes they are not practicing customized marketing approaches for surviving in the competitive a market (Johnston and Clark, 2013).

Cooper (2003) argues marketing as the process of analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets to achieve objectives. Marketing, therefore, involves designing the firms' offerings to meet the target markets' needs and desires and using effective pricing, communications, and distribution to inform, motivate, and service the markets. Indeed, marketing is of growing interest to business and consulting firms that face declining clients, rising costs, and an uncertain future. They realize their dependence on the marketplace and wonder how they can be more successful in attracting and serving their publics, McKinley, Florence and Design (2016) viewed the marketing mix as a series of separate initiatives, each tallying to a conceptual whole – the sale of products or services being offered. While there is no linear structure to the mix, there is, as

in a game of chess, a clear and well-planned goal toward which all the different influences move in their own, unique fashion.

Marketing should be viewed as an integral component to all private higher consulting firms. Levitt (2014) recommends that many skills, activities, knowledge, performances, efforts, deeds, systems and processes are required when implementing processes which focus on people. Developing and implementing assets and capabilities, including motivating employees to serve the client well through the delivery of excellent service quality is a challenge to any services organization. Businesses and consulting firms are providing new open and customized programs for senior leaders to address these needs.

However, it is the job of the marketing group to develop promotional strategies and implementation plans to ensure the broadest message reaches to—and responsiveness by—new and existing clients. As a result, the marketing approach has become even more dynamic and reactive in an effort to meet the needs of a broadened client base in an unprecedented economy. Recognizing these changes and the effects they are having on both business and clients, UNICON commissioned a research study on marketing executive business.

Shaik (2015), as cited in Gopala Krishnan, S. (2013), found that quality consulting has to be supplemented by quality supporting services by staff with a marketing attitude to maintain long term relationship with the clients.

2.1.4 Relational Marketing

Johnston (2014) has proposed building the relational marketing as network competition, including all marketing activities by which is established, developed and maintained the success on the marketplace by integrating all the value chain links (buyer, supplier, employees). Modern relational marketing should not be restricted only to the final customer, the external customer. Berry believes that is useful also the consolidation of the relationships with the internal customers (service providers), respectively the marketing approach of this category of customers because only by attracting, retaining and motivating a quality staff, it has improved the organization ability to provide quality services, an important condition in building a solid relationship with the clients. Strong relationships with employees of the organization lead to a sustainable relationship with customers.

Attracting, maintaining and strengthening the relationship with the customers represents relational marketing (Berry, 2014). It is very important to strengthen the relationships with the existing customers for a long-term success. Relational marketing is more useful in the field of business services as it offers alternatives for the client in choosing a service provider. It should be understood as a philosophy, as an integrated way of thinking based on the placing on the market of a service that creates value for both client and organization. The service provided must be accompanied by an adequate promotion and a flexible organizational structure. Transforming indifferent customers into loyal customers means real marketing activity.

Berry (2012), in the outlining of the relational marketing strategies, Berry suggests considering five aspects: basic service, customizing the relationship with the client, service

development, incentive price, internal marketing. Berry also believes that the most important aspect in implementing relational marketing is the service provider that meets the needs identified in terms of quality and giving confidence to the customer.

Gummerson (2012) extends this concept considering relational marketing as total marketing based on relations, networking, the interaction between customers, organization, Marketing Approach in the Management of Higher Business Firms market and society, the obtained value being created jointly by all concerned parties. Gummerson added three important theories to the classic marketing fundamentals that contribute to the shaping of relational marketing concept: total quality management, corporate network, considering the human capital as an asset creator of value. TQM is considered not only a revolutionary of quality management, but also a consolidation of marketing orientation to the client, to the quality perceived by the client and by his satisfaction. The fundamental principles of quality management: orientation to the client, leadership, staff involvement, process approach, the correlation of the processes that consider the relationship with the clients and with other actors from the organization arena, mutually beneficial relationships with customers are related to the marketing approach of the customer relationship. The business system is often cited as one of the contributors to the economic rise and development of any country (UNESCO, 2013).

Business is a pure service sector, which is characterized by intangibility, inseparability, heterogeneity, and perishability. Here, the offers are intangible and the service maybe is based on the reputation of an individual. It is difficult to compare the

quality of similar services and the buyers cannot return the service once it is availed. As a developing country, the business sector of Ethiopia is not developed well. Considering this fact, huge investment is flowing to the business sector, especially higher business, by both the government and private investors, regardless of this huge investment in the sector, people do not really see business as a market-driven endeavor, and there is no question that consulting services are an important part of the Ethiopian economy.

2.1.5 E-Commerce

The adaptation of technology initially caused a rise in digital advertising as marketers attempted to reach a new generation of consumers online (Hitz, 2015). With social media growing and influencing and advertising agencies allocating more of their budgets to social media, the advertising industry is in search of effective strategies to get the most return on investment in social media (Woods, 2016). Marketing functions are also fitted to reach online attention and gain a market share of online consumers.

According to Mavrck (2014) defined influencers as people who have the power to affect the purchasing decision others due to their real or perceived authority, knowledge, position, or relationship.

Lisichkova and Othman, 2017 added that influencers do not necessarily have to be some sort of celebrity, journalist, or blogger, they are a form of social micro-celebrity. Moreover, ordinary people who communicate with their friends or social circle can also be identified as influencers, but so can be journalists, experts, public figures with several types

of visibility—highly visible as in celebrities and politicians, or low visible as every-day bloggers. As stated by Hitz, 2015, before digital became the life of the party, social influence is limited to word-of mouth, and it only existed within social circles populated by friends, family members, and acquaintances. It was extremely limited to people within close proximity or blood relation. The social circle of today’s millennials expanded as well as the influence and its scope.

One of the strategies that emerged through social media in recent years has been influencer marketing, which is a form of marketing where the focus is placed on specific individuals rather than the market as a whole. It identifies the wave influence over potential buyers, and orients marketing activities around these influencers attested by Woods, 2016

Guo, X., Ling, K. C., & Liu, M. (2012) stated that the purchase behavior on online shopping under convenience which is high. It implies that consumers have the control over their actions upon buying what they wish to acquire through the convenience that online shops provide to them, and security is the ability of the website to protect personal information of the customer from any unauthorized use of information disclosure during the electronic transaction.

In which according to Bashir (2013) it analyzed that E-commerce has made life simple and innovative of individuals and groups; consumer behavior in online shopping is different from the physical market where he has access to see the product.

According to Cantor, 2014 a social media influencer is a person who drives engagement, awareness and purchase decisions. Their reviews, posts, and testimonials affect the buying behavior of their audience, whether it raises awareness or induces purchase decisions. The type of influencer varies depending on the number of their audience and how they reach and influence their audience. Social Media Influencers' capacity to impact behavior, both inside and outside of their fan bases, depends on the four R's: Relevance, Reach, Resonance and Relationship.

2.1.6 Marketing Strategies

Escareal (2013) avers that people perceive something as expensive when they do not see or feel (or taste in the case of food), the value of what they are paying for. It is possible that there are inconsistencies in the branding or communications or simply, a reality check might show a poor value proposition, where the product is not good enough for the price being paid. Otherwise stated, not having a clear understanding or knowledge of who one's target market is will lead to an imperfect value proposition and accordingly, inconsistent or confusing marketing communication and implementation of marketing endeavors.

Marketing strategy research has primarily been focused in either one of two areas: marketing strategy formulation or marketing strategy implementation. Marketing strategy formulation research examines the impact of certain variables on the development of marketing strategies themselves. In addition, this stream of research tends to focus on what should be done in practice or the role of marketing strategy in practice (Sapuras, 2014). On

the other hand, marketing strategy implementation research treats the strategy as a given and examines the outcomes associated with the successful implementation of the strategy. The focus of this research falls within the marketing strategy formation domain and concentrates on the ability of teams to effectively formulate marketing strategies for modern technologies.

One of the many key insights learned by clients is that marketers should always look for an opportunity to compete and be innovative. This will enable them to challenge themselves, grow, and bring out the best in themselves. Even the dynamic speaker, Sir Josiah shared illustrations and examples from actual companies and inspired future marketers to never take for granted the key processes involved in what he called Moments of Truth (MOTs) in Marketing: pre-purchase, purchase, and post-purchase (fbas.cksc.edu.ph).

2.1.7 Consumer Behaviour

Sinaca (2013) underscored the value and importance of promotion for the service organization in the benefits achieved from buying their services. In many cases, promotional methods are similar for services and products. In the position of the economic corporation, consumer cooperatives have the function to distribute products among members and other consumers and it is necessary that they move toward promotional activities to increase their sales. On the other hand, Yumo (2013) disclosed in her study the importance of physical assets as a strategy to entice people. There is a need to let people feel about the quality of physical evidence that the consulting firm offers.

Zamora (2012) revealed in her study that consulting marketing shapes a content factor as one of the most crucial elements in the success of every consulting firm. Considering the 7 Ps of the Marketing Mix could be the best tool in realizing this endeavor.

Zaragosa (2011) in his study showed that Product is a necessary component and s to do services which generate value for clients. The product is an element of marketing mix which respecting it in organizations leads to the satisfaction of employees and customers. For instance, updating the facilities of the consulting firm could help ameliorate the quality of the consulting firm is offering.

In her study, Kim (2011) promotion has played a big part in increasing the profitability of their firms. It plays a significant role in this framework. Business demonstrates the characteristics of a promotional technique experiences. This could be attributed to the massive efforts extended by every consulting firm in maintaining the sustainability of the firms.

Trinidad (2015), findings showed that marketing strategy researchers have generally agreed that business performance assessment is complex, problematic and Company's performance should be assessed multidimensionality in a broader perspective of business performance conceptualization in order to recognize different aspects of a company's marketing strategy. This has been supported by an extensive amount of marketing strategy research. Consequently, building on the performance literature review, it has been argued that there is a need to use a combination of both financial and non-

financial criteria for company performance assessment in order to maximize the advantages for both.

2.1.8 Global Business Environment

According to Walker, 2010 marketing is a function of organization in managing customers relationship in a way that it is the vital for the organization, which supported by Kasper, 2012 whereas Palmer, 2011, Lovelock 2011 stated that it is associated to the number of developments in history of marketing with the initial product concept.

In consumer buying decision according to Mavreck 2014, Lisichkova and Othaman, 2017 and Woods 2016 that using social media influencer have the power to affect the buying behavior of a consumer.

Subsequently more positive reviews, posts and testimonials affect the buying behavior of consumers according to Cantor 2014. Social Media is a fairly fresh marketing scheme which evolved from Word of-Mouth marketing wherein the brand has no control or bias on the spread of information regarding its products. This leads consumers to believe that the information is authentic and genuine.

In terms of advertising the social media have become giant marketing with three billion user and over two billion actives in social account and it is a cheap and effective mean to enhance the brand image and popularity by Emily Copp, 2016 and Jenny Q. Ta,2014 same as the stated by Ludwig et al in 2012. This was supported also by Tamayo, Dela Cruz, Lacson and Pasadilla, 2014 in which that today's generation is considered as

the social media phenomenal where online marketing become huge, and the innovation of technology grow faster.

Shilke, Reiman, Thomas, 2009, Solberg, Durrieu, 2008 said that in order to achieve a satisfactory and adequate marketing strategy which has a positive outcome on global and overall firm success, the Marketing Department within a company should bear in mind all the different Marketing Mechanism Strategies can influence the comprehensive result and the cumulative firm success. When launching a product or services into foreign markets companies can use a conventional marketing mix or adapt the existing marketing mix, to satisfy the country they are carrying out their business activities in the link between standardization/adaptation and company performance is complicated and possibly influenced by other factors.

Griffith, Cavusgil, Xu, 2008 stated that it should be emphasized that the influence of standardization/adaptation decisions of international marketing strategy on company performance is named also as one of the most topical research objects of international business.

The researcher finds all the foreign and local studies and literature related to the present study because they all dealt with the fundamentals of promotional techniques with emphasis on the 7 P's of Marketing and Company's Marketing Strategy. The company's Marketing Strategy is an important and crucial constituent for the global market. Marketing strategies can vary from country to country, brand to brand and organization to organization.

The marketing strategies for a consulting firm are the same as those for any other business. That is why having a strategic marketing plan is crucial. The capacity to recognize and satisfy human needs is marketing. According to the American Marketing Association, marketing is the organizational function and a collection of procedures used to develop, communicate, and deliver value to customers as well as to manage their relationships with the company and its stakeholders. The art and science of selecting target markets and retaining, acquiring, and expanding customer bases through the creation, provision, and dissemination of greater customer value are known as marketing management. Consumer markets, commercial markets, and international markets are just a few examples of the various customer markets.

All of these are impacted by information, money, and communication. Your brand must be strengthened, your marketing efficacy must be measured, new goods must be developed based on the needs of your consumers, customer feedback must be gathered, and new marketing technology must be used if you want your consulting business to dominate the market. The client's decision-making process should be taken into consideration while creating a marketing plan. Unless you are really specialized, you can be up against rival consultants.

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Having said that, the objective of this study is to create and develop formalized assessment of Metro Vancouver Canada Immigration Consulting Firm's existing Strategies as the basis for business resiliency strategies during Canadian border closures. and addressed the sub objective issues below:

- 1. To assess the existing strategies of Metro Vancouver, Canada's Immigration Consulting firm, during Canadian border closures.*
- 2. To identify potential gaps and opportunities for improvement in the existing strategies of Metro Vancouver Canada Immigration Consulting.*
- 3. To develop recommendations for business resiliency strategies that Metro Vancouver Canada Immigration Consulting firm, can implement to ensure its continued operation during border closures.*

To achieve these objectives, Metro Vancouver Canada Immigration Consulting will conduct interviews with its clients who are already in Canada, ages 18 to 54 that arrived from January 2018 to March 2023. This will start from 1st of June and will conclude at the end of July of 2023.

2.2 Preliminary Literature Review Objectives

After the thorough and in-depth search done by the researcher that provided them with an outline of reference for the present study. Foreign and local studies were reviewed; it gave the researcher information and relevant data that helped to formulate the research

design and queries to be researched on. This will also present the synthesis of the art to fully understand the research to be done.

2.2.1 Immigration consulting services

Immigration consulting services are defined as services to help people manage the intricate immigration system of various nations. These services are employed in various applications, including those related to education, business, travel, and others. These services assist students in obtaining visas, work permits, and study permits so they can travel to study abroad, which falls under the area of educational demand. Companies utilize these services to establish operations abroad or to engage foreign labor in response to business demand. Applications for travel demand assist people in obtaining travel visas, work permits, and residency permits. Applications for citizenship and family reunion are among the other forms (<https://www.digitaljournal.com/pr/news/prime-pr-wire>).

Due to rising international mobility and stricter immigration laws, the global market for immigration consulting services is anticipated to expand significantly during the forecast period. The market research study offers a thorough analysis of the industry's current trends, drivers, opportunities, and challenges. The research shows the rise in consulting firms offering immigration services due to the rising demand for visa and citizenship services. In 2020, the market for immigration consulting services was estimated to be worth USD 1.26 billion. By 2030, it is anticipated to have grown to USD 2.09 billion, with a CAGR of 7.2%. The research advises business leaders to spend money on technology to boost productivity and provide clients with specialized services (<https://www.digitaljournal.com/pr/news/prime-pr-wire>).

Due to the increasing demand for applications for both temporary and permanent residence, the market for immigration consultancy services is expanding quickly. Aside from family reunification, adoption, and investments, the three main application areas in this industry are educational demand, economic demand, and tourism demand. Government immigration policies, the state of the labor market, and legal frameworks for application processing are some of the regulatory and legal elements unique to this market. Market conditions, such as political risk, economic variables, and demographic changes may also impact the development of this industry.

Metro Vancouver Canada Immigration Consulting must establish good connections with important stakeholders, keep abreast of regulatory and legal developments, and respond rapidly to shifting market conditions to thrive in this cutthroat industry. The market for immigration consulting services is anticipated to increase more in the coming years as the demand for skilled immigration keeps rising (<https://www.digitaljournal.com/pr/news/prime-pr-wire>).

2.2.2 Marketing Communication

According to Varadarajan (2010) the creation, communication, or delivery of products that provide value to customers in exchange with the organization—and thus enable the organization to achieve specific goals—requires an integrated pattern of decisions known as a marketing strategy. This strategy specifies the organization's crucial choices regarding products, markets, marketing activities, and marketing resources.

The marketing literature broadly suggests that a firm's marketing initiatives impact its marketplace and economic performance through the formulation and implementation of specific patterns of resource deployments designed to achieve marketing objectives in a target market (e.g., Katsikeas et al. 2016; Morgan 2012).

This formulation-implementation dichotomy perspective contends that goal-setting and marketing strategy development systems are used as future-oriented decision-making frameworks to define desired goals and identify and select marketing strategy options that may enable these goals to be achieved, followed by a period of enactment in which businesses seek to operationalize the intended marketing strategy decisions to achieve the desired goals (e.g., Morgan et al. 2012; Noble & Mokwa, 1999; Piercy, 1998).

2.2.3 Marketing Strategy in Immigration Consultancy

Various techniques are used by immigration consulting services to draw in clients and those looking for help with their immigration concerns. These strategies aim to improve the company's reputation, credibility, and visibility to attract more clients. Immigration consulting companies frequently employ the following methods to attract clients:

2.2.3.a Digital Marketing and Online Presence:

Building a good online presence is essential for attracting new customers. Immigration consultancy firms invest in user-friendly, educational websites, consistent content updates, and search engine optimization (SEO). To reach a larger audience, they

might also participate in digital marketing activities like pay-per-click marketing, social media marketing, and email campaigns (for example, immigration consultancy website of Goldwood immigration consultancy <https://www.goldwoodimmigration.com/>).

According to Patrutiu-Baltes (2016) regardless of industry, size, or place of origin, digital marketing plays a significant role in any company's marketing strategy. Companies are therefore more than ever required to take advantage of this type of marketing, which fundamentally can deliver enormous benefits at minimal costs, to stay competitive.

The most common type of digital marketing is **inbound marketing**, which is an organic form of advertising based on a close relationship between a business and its prospects or customers who have voluntarily expressed an interest in the company's products (through subscriptions to newsletters, blogs, social networks, etc.) and who have been drawn to and engaged by excellent content marketing.

2.2.3.b Education and content marketing:

Immigration consultancy companies frequently post excellent and educational content about immigration on their websites, blogs, and social media channels. Content marketing and thought leadership. They establish themselves as thought leaders in the immigration industry by offering useful information and insights, which helps them win over the trust and credibility of potential customers (for example, <https://velosaimmigration.com/en/aboutus/>).

Tan (2012) emphasized that there are many good reasons for one or more members of company leadership to blog. These include humanizing the company; enhancing

visibility; building credibility and trust; establishing industry expertise; promoting products and policies; addressing important issues; generating leads and business; and defending the company against its critics. In a survey conducted by HubSpot.com, a marketing software company, businesses are now in the minority if they do not blog. From 2009 to 2011, the percentage of businesses with a blog rose from 48% to 65%. Increasingly, companies recognize the value of their blogs. Consequently, eighty-five percent of businesses rated their company blogs as “useful,” “important” or “critical.” A very significant 27% rated their company blog as “critical” to their business.

2.2.3.c Client Testimonials and Success Stories:

These two types of customer endorsements are effective marketing tools. Immigration consultancy companies highlight the successes and experiences of pleased clients to illustrate their knowledge and the successful solutions they have produced. This authentic narrative stories about how the customer are satisfied with the service provided will help to overcome the business challenges. Gupta (2021) narrates that Customer success stories are not necessarily about the money saved or revenue earned but rather a narrative describing how your offering has positively impacted customers.

2.2.3.d External Collaboration:

Building solid connections with other companies and organizations through networking and partnerships might result in client recommendations. To increase their clientele through referrals, immigration consulting firms may work with relocation services, language schools, employment agencies, and other pertinent partners.

In the networked and knowledge-based economy, the locus of innovation does not reside inside the firm but rather in the connections between the firm and its external partners, external collaboration is an important way to supplement the organization's internal value creation activities and improve its competitive advantages (Powell, 1990; Powell et al., 1996).

Collaboration can be defined as a set of secure, functionally interdependent connections that encourage creativity and experimentation and are aimed at producing positive results for all parties involved (Jap, 2001). The advantages of cooperation are numerous.

2.2.3.f Targeted advertising:

Using tailored advertising, immigration consultancy companies can speak to audiences depending on their demographics, geographic area, and immigration requirements. Businesses can increase their chances of attracting relevant inquiries by customizing their advertising to the needs of potential clients.

2.2.3.g Hosting or participating in immigration-related:

Presence in immigration events, seminars, and webinars enable businesses to interact directly with those looking for immigration services. These occasions offer a chance to present the company's skills and offerings to a receptive audience.

2.2.3.h Referral programs:

Referrals might encourage current clients to recommend the firm's services to friends, family, or coworkers who might also want immigration assistance by providing referral incentives.

2.2.3.i Localized Marketing:

Localized marketing strategies, such as placing ads in regional newspapers or carrying out outreach in certain neighborhoods, can be successful for immigration consulting firms that are aiming to reach out to geographic areas or immigrant populations.

2.2.3.j Free Evaluations or Consultations:

Offering free preliminary evaluations or consultations may persuade potential customers to work with the organization. This enables the business to assess the client's immigration choices and show how valuable their services are.

2.2.3.k Online Reviews and Ratings: A company's reputation can be considerably impacted by favorable online reviews and high ratings on review platforms. Encourage happy customers to submit reviews to help draw in new customers.

Immigration consultancy companies can successfully attract clients and develop a devoted clientele by combining these techniques, which will ultimately help their business expand and succeed. For businesses to keep their clients' confidence and credibility, they must be honest, open, and educated in their marketing strategies.

2.2.3.1 Marketing Performance

Marketing research suggests a variety of marketing performance typologies. The primary performances attributable to marketing are the marketing efficiency performances, related to intra-functional processes, such as the results in terms of costs and turnover immediately caused by promotional, selling, pricing, and distributional activities (Morgan et al., 2002). This is because historically, marketing department activities have been primarily considered a discretionary cost (Lau, 1999).

The spread of marketing paradigms emphasizing the need to involve customers in the company's marketing processes (such as co-creation) and monitor the relationship between the firm and its customers led to the affirmation of an expansion in the scope of marketing activities, with a gradual enclosure of customer integration performances, or the ability to attract and retain profitable customers (Srivastava et al., 1998), measured through customer lifetime value, custom, and repeat business.

Another significant body of research has examined the connection between marketing and supply-chain management (Gentile et al., 2006; Webster, 1992; Lambert and Cooper, 2000), confirming that marketing can also be held accountable for Supply-chain integration performances, i.e. the capacity to efficiently and effectively interface with suppliers and marketing channel: co-design in NPD "creating value", strategic alignment in supply-chain competition "communicating value" and in retail management "delivering value."

This type of marketing performance and the associated metrics (such as lead time, service level, percentage of turnover generated by products co-created with supply-chain

partners, etc.) have been examined in both marketing and supply-chain literature, for example, Srivastava et al. (1999; Webster, 1992). The importance of maintaining consistency between marketing and non-marketing activities within the company has been emphasized by the market orientation theory (Narver and Slater, 1990), but also by customer-centricity (Sheth et al., 2002), SDL (Vargo and Lusch, 2004), and Balanced Centricity (Gummesson, 2008). Internal consistency performances, or the capacity of marketing to interface with non-marketing functions efficiently and effectively (such as behavioral controls for favoring cross-functional team working, responsiveness and precision in information provision, etc.), have gained popularity in the marketing literature (Kohli and Jaworski, 1990; Srivastava et al., 1998).

Finally, the development of marketing's cultural function (Kumar, 2004; Deshpande and Webster, 1989) prompted the introduction of intellectual capital and knowledge-based asset performances as potentially relevant performances in examining marketing outcomes. In fact, many scholars (such as Sheth et al. (2002) and Kohli and Jaworski (1990) believe that the marketing departments are responsible for fostering a market culture throughout the entire firm. In this sense, literature outlines the potential utility for businesses to measure this kind of performance to get a thorough understanding of the evolution of marketing strategy (Andriessen, 2004). This is because organizational culture and knowledge sharing are positively correlated to corporate spirits de corps, job satisfaction, and organizational commitment of the employees (Rust et al., 2004).

Social media was found as an effective marketing platform for promoting social events. It increases by several thousand new followers per day for a brand of average size,

the effect is also monetarily important. Social media also helps identifies promotion qualities that have the most influence and which campaigns are most effective for certain brands while recommending specific tactical approaches. For instance, to maximize their returns, firms and marketers should broadcast marketing messages on social networks at the peak usage period, despite the competition for consumers' attention (Adamopoulos & Todri, 2015).

In the study by Leung, Bai, and Stahura (2013) on the marketing efficacy of Twitter and Facebook among other social media platforms in the hotel sector. The study provided a theoretical model of hotel social media marketing efficacy by fusing the attitude-toward-the-ad (Aad) model with the ideas of attitude-toward-social-media-page. The goodness of fit of the model suggested, based on the information gathered from an online survey, that the Aad model offers a suitable theoretical framework to explain the marketing efficacy of social media in the hotel sector. The findings showed that social media experiences of hotel customers influenced their attitudes toward social media sites, which in turn influenced their attitudes toward hotel brands.

Hotel customers' attitudes toward hotel brands also affected their intentions to book hotels, which in turn affected their intentions to spread word of mouth online. The study also found that diverse social media platforms exhibit the same marketing efficacy, indicating that hotel management should employ the same marketing strategies for Twitter and Facebook marketing.

2.2.3.m Service Marketing

Business as a service with the multiplicity of client interactions is ideally positioned to take advantage of relationship marketing to provide consistent and personal services to the clients over time and across multiple points while Bonger (2014) stated that clients are a primary market for all firms and thus a focus for their “marketing”. For most consulting firms, the term, “marketing” equates basically to only part of true marketing – Promotion.

Similarly, Cooper (2013) describes a market has become competitive, business must increasingly consider the problem to build a successful image both among prospective clients and among employers to maintain an advantageous position on the market. The image must be accompanied by the correct information, good promotional communication, performant consulting firm management based on marketing principles.

The examination of marketing strategy literature has indicated that the 4Ps are not enough to formulate a marketing strategy in service businesses. A major argument in this research is that the new elements of the expanded SMM framework namely; people, process, and physical evidence should be separate, distinct, and strategic variables in the services marketing mix framework as well as in the service marketing strategy variables (Alkhateeb, 2012).

Kotler (2009) introduced the 4Cs as regards to which corresponds to the 7Ps of the services marketing mix (Mudie and Pirrie, 2006). Moreover, it has built its primary plan in the identification of an existed market share, and market growth opportunities, which mostly derived from the changes introduced by the economic, political and legal environment in the whole region.

Ravindra (2013) describes the product as part of the 7 Ps of marketing Mix as a central point of any business or any marketing activity so vary products are there and competition is increasing. In case of consulting services, the product means the clients and the services means the intangible offers (like the course itself, the services rendered by the faculty etc.) made by the consulting firms. Here, services make the product of a business. Through the products and services, the consulting firms promote their organization and develop the brand value in the competitive market.

On the other hand, Trevor (2015), defines price as the amount a client pays for the services availed by him or her. Several factors including competition, service quality, placement, the reputation of the Firms, private or public ownership, infrastructure, facilities provided, the location of the Business, mode of business, brand name of the consulting firms etc, determine it. Price reflects the quality of services provided to the clients. Hence, it can be used as a marketing tool by the firms.

Parker (2014) illuminates place as a very important for consulting firms and the people must in attract it. Place represents the location where a consulting business is established. It is often referred to as the service center. If the business is located at a Metro City, it will provide a much more competitive edge, than if it is located in rural place. Further, Dole (2009) argues promotion which represents all of the communications that a service provider uses in the marketplace. The promotion has a few distinct elements such as advertising, public relations, word of mouth, the point of sale, publicity, direct & web marketing, etc. Consulting business emphasizes mainly on two components of promotion

viz. advertising and web-based marketing, rather than all. As far as a promotion tool is concerned, positive word-of-mouth communication has been found the best tool for them. Peter & Angela (2014) highlight people as the central point in today's business and business is around customer and customer-centric.

Here, the people mean consulting fraternity and non-consulting community directly and indirectly associated with the services rendered to the clients. Satisfaction and retention of the clients solely depend on the way the consultant is in a position to deliver their best services to them. Consultants are not treated as 'guru', rather they are known as facilitators/ services providers. Growth and existence of a consulting business, particularly the professional consulting organization depend on the competency, effectiveness, efficiency, sincerity, dedication, and devotion of the consulting community of the business. People proved as the most vibrant component of consulting services marketing mix.

Souder & Steven (2014) describes a process which refers to the procedures, mechanisms, and flow of activities, which lead to an exchange of value, are called the process. The way service providers render services to the clients, plays a pivotal role in gaining competitive advantages. If the service process is hassle free, simple, understandable, client-friendly and technology based, it will definitely make the firms with a difference. Examples might include the way a client is treated by a staff member and rendered service by a consultant, or the length of time a client must wait to get services from them.

Kapoor (2013) defines physical evidence as the direct sensory experience of a

service that allows a client to measure whether he or she has received adequate facilities by the consulting firms. Examples include the physical environment in which service is delivered, the physical facilities provided, and the infrastructure created by the organization for them. It might include state-of-art technology, building, total ambiance, parking facility, playground, gymnasium, swimming pool, indoor stadium, transportation facility, hostel, Air-conditioned classroom facility, computer laboratory, canteen, library, number of books and journals, different modern consulting aid etc. All of the mentioned 7 P's play a crucial role in the marketing of consulting business.

Solberg (2008) stated that every consulting firm must be a center of excellence in consulting, research, extension and consultancy services contributing to sustainable development and improved livelihood of society. The marketing mix is often referred to as the "7Ps" in case of consulting services and these 7Ps are often used as a marketing tool by the consulting firms. Product in case of consulting services, the product means the clients and the services means the intangible offers (like the course itself, the services rendered by the faculty etc.) made by the consulting intuitions.

Here, services make the product of a business. Through the products and services, the consulting firms promote their organization and develop the brand value in the competitive market. These services are highly wanted by different organizations like business firms, manufacturer, financial firms etc. because most services are depending on the availability and quality of the service provider.

Zoltan (2013) postulates that it is important to build a brand image because the

intangible component of the product offered by the consulting firm has a considerable weight and reduces the risks posed to the future client placed in a position to choose a consulting firm. For business, the value is given by the favorable image that will benefit on the consulting market. The image of the consulting firm is a strategic component as the firms marketing operates especially with intangible aspects whose mental representation is essential. Consulting firm's mission, the pursued purposes, organizational structure functionality represent aspects that contribute to shaping the concept of the desired image, an image that the consulting firm would like to have among the stakeholders. Building a positive image is useful to start with an accurate communication, complete about the capabilities, resources and strengths of the consulting firm, which in terms of image, it means the image most often transmitted or broadcast through stakeholders.

A strong brand is one of the most valuable intangible goods for any company Berry (2010) introduces the term "brand equity service" which is determined by the brand's company, external communication, and the service consumption experience. Vargo and Lusch (2004) refer to the brand as part of the intangible asset of the enterprise services with the value given to the customers who are considered by the two authors and also by Prahalad (2004), co-producers of value to the enterprise services. Organization (Pras and Dev, 2000). Martensen and Gronholdt, (2003, 2004) developed a brand equity model for the customer based on the relationship client-brand approach in the Management of Higher Business Firms shown to help to shape the perception of service quality by the consumers with impact on customer loyalty. The task of providing customers service experience in accordance with their expectations and create the desired brand image rests primarily with

the employees. Johnson (2014) shows how to build a brand of a successful human resource, it is necessary the organizations create a favorable image of the organization in the employee's minds before they interact with customers, meaning to build a strong relationship between employer and employee. Human resources branding process can be considered as a source of competitive advantage.

Gummerson (2009) stresses that when applying the concept of marketing in the activities of the secondary business determines the need to define the customers and identify the needs and desires to satisfy them properly.

Generally, the client is the individual or legal entity that acquires a product or service from a supplier. For many private businesses, the client can be an individual or an organization that makes a payment directly or indirectly for a consulting service (direct clients of business, economic agents that benefit of qualified human resource, the society that benefits from knowledge, technological innovation for business development). From this statement, in the specialized literature, it is used the concept of stakeholders, or the parties interested in the services provided by business, which are represented by clients, their families, local communities, society, staff from firms, authorities and public administrations, employer's organizations.

2.3 Significance of the Study

This study will be beneficial to the following:

2.3.1 **Administrators/Stakeholders.** This study allows them to re-evaluate the marketing team's strategy and to determine if such strategies are worthy to be pursued or otherwise.

2.3.2 **Marketing Team.** This study will serve as a bench line information to strategized new innovations in program articulation.

2.3.3 **Employees/Staff.** This study will help them identify and evaluate their role as indirect marketers for the institution. It will also serve as a point of reference for them to pursue or to devise strategies that may help the marketing department in their goals.

2.3.4 **Researchers.** This study will motivate and enlighten them to recognize the significance of applying promotional techniques even in small organizations. It will also open the door for further study related to this matter.

2.4 Conceptual Framework

The Input-Process-Output Model (IPO) was used by the researcher as a guide in the study. The Input-Process-Output Model is a functional graph that recognizes the inputs, outputs, and processing tasks required to transform inputs into outputs.

The model is sometimes configured to include any storage that might happen in the process as well. The inputs represent the flow of data and materials into the process from the outside. The processing step includes all tasks required to effect a transformation of the inputs. The outputs are the data and materials flowing out of the transformation process.

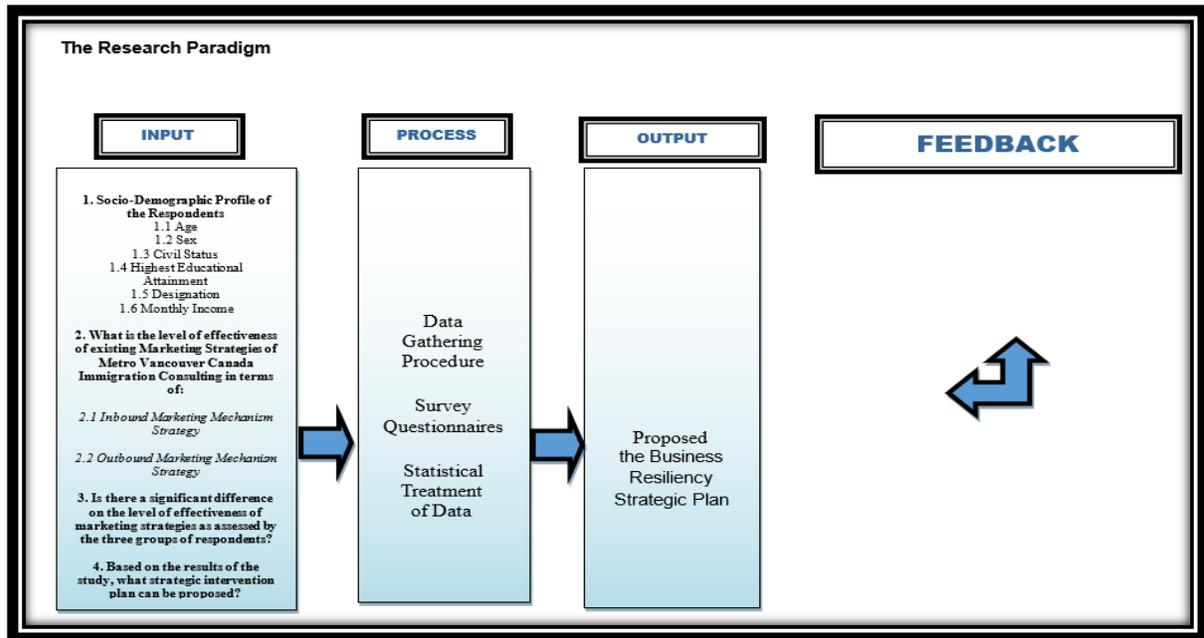
For the Input Component, the independent variables include the Socio-Demographic Profile of the respondents who are the Internal and External Marketing Forces who is directly connected to the Marketing Department of Metro Vancouver Canada Immigration Consulting as well as the Assessment of Marketing Mechanism Strategies with the guidelines of Six (6) Key Performance Indicators on Marketing Communication anchored to the Theory of Hierarchy of Effects Model that will be measured in terms of; Awareness, Knowledge, Liking, Preference, Conviction, and Purchase that will analyze the external and internal environment from the market's perspective and will identify the goals and objectives set forth by the external and internal environment, evaluation of goal and development of plans. Input is something from the external environment that is fed into the system.

For the Process Component, the researcher had the analysis and interpretations of the set of actions consisting of the following activities: (1) Data Gathering Procedure, (2) Research Instrument, and (3) Statistical Analysis and Interpretation.

Finally, for the Output Component, it contains the Business Resiliency Strategic Plan.

2.5 The Research Paradigm

Figure 5: Research Paradigm Showing the I-P-O Framework



Summary

The researcher finds all the foreign and local studies and literature related to the present study because they all dealt with the fundamentals of promotional techniques with emphasis on the 7 P's of Marketing and Company's Marketing Strategy. The company's Marketing Strategy is an important and crucial constituent for the global market. Marketing strategies can vary from country to country, brand to brand and organization to organization.

The marketing strategies for a consulting firm are the same as those for any other business. That is why having a strategic marketing plan is crucial. The capacity to recognize and satisfy human needs is marketing. According to the American Marketing Association, marketing is the organizational function and a collection of procedures used

to develop, communicate, and deliver value to customers as well as to manage their relationships with the company and its stakeholders. The art and science of selecting target markets and retaining, acquiring, and expanding customer bases through the creation, provision, and dissemination of greater customer value are known as marketing management. Consumer markets, commercial markets, and international markets are just a few examples of the various customer markets.

All of these are impacted by information, money, and communication. Your brand must be strengthened, your marketing efficacy must be measured, new goods must be developed based on the needs of your consumers, customer feedback must be gathered, and innovative marketing technology must be used if you want your consulting business to dominate the market.

The client's decision-making process should be taken into consideration while creating a marketing plan. Unless you are really specialized, you can be up against rival consultants.

CHAPTER III

METHODOLOGY

3.1 Objectives

This present study will be based on a qualitative method. Qualitative research emphasizes the holistic perspective of a phenomenon in which reality inheres the perception of individuals. This approach concentrates on the interpretation, comprehension, and analysis of words reported and detailed views of respondents in a natural setting (Cresswell & Poth, 2016; Cresswell et al., 2017). To achieve a thorough exploration of the research study, a small sample size, and guide questions will be used.

This study is consistent with Braun and Clarke's (2006) use of thematic analysis in an open-ended way, to describe the marketing strategies employed by immigration consulting firms and explored the marketing strategies that influence client acquisition, client retention, and overall business. The researcher will employ a purposive sampling strategy whereby employees of the immigration consulting firm are interviewed.

The guide questionnaires will be validated by a subject matter expert (SME) before the interview. All respondents will be provided with written informed consent before the interview schedule. The respondents will be informed that they are free to withdraw at any time, should they wish to do so. Respondents consented to the recording of interviews, which were subsequently anonymized and transcribed. Interviews will be stored on a password-protected (encrypted) computer, which houses all data. Respondents' interviews will occur in their place of work on a prearranged and mutually agreed day, or otherwise

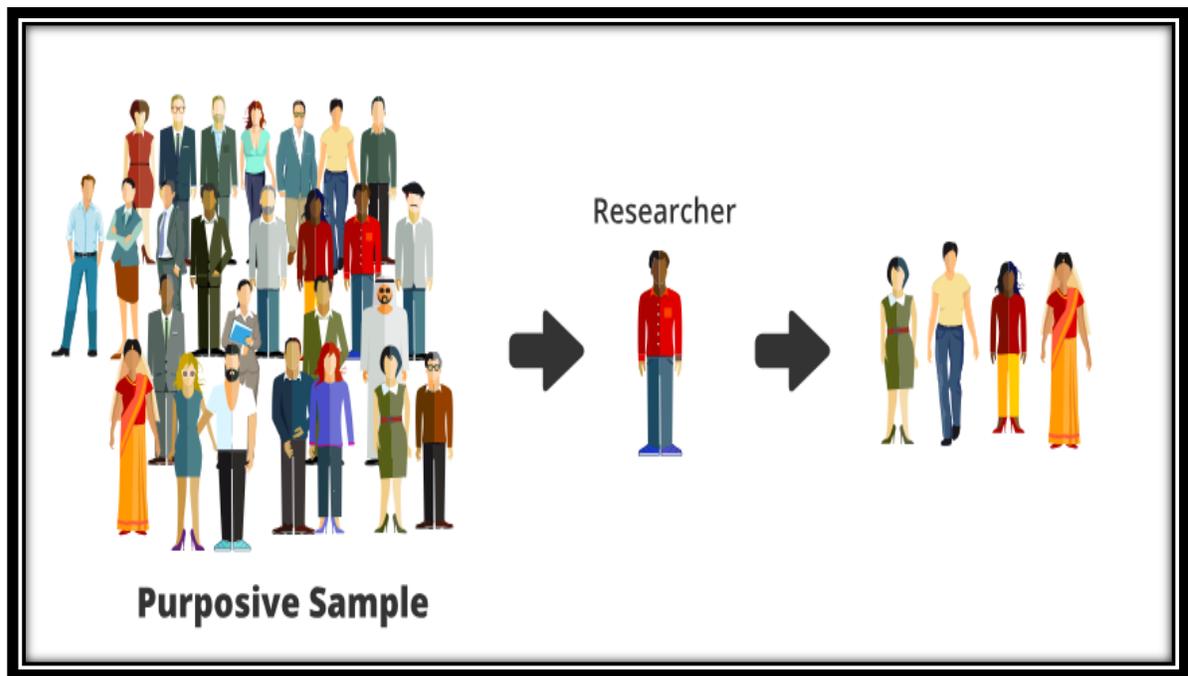
agreed with other means such as virtual or telephone. Interviews are semi-structured; a guide provided a loose structure within which to describe and explore the immigration consultancy marketing strategy. The central question will be *“What are the marketing strategies employed by Metro Vancouver Canada Immigration Consulting firm and how do immigration policies, border restrictions, and global events like the COVID-19 pandemic impact the marketing strategies and resilience of MVCIC?”*

Respondents' interviews will occur in their place of work on a prearranged and mutually agreed day, or otherwise agreed with other means such as virtual or telephone. Interviews are semi-structured; a guide provided a loose structure within which to describe and explore the immigration consultancy marketing strategy. The central question will be *“What are the marketing strategies employed by Metro Vancouver Canada Immigration Consulting firm and how do immigration policies, border restrictions, and global events like the COVID-19 pandemic impact the marketing strategies and resilience of MVCIC?”*

Then, the interviewer prompted participants to expand on relevant and interesting responses.

A common method in qualitative research is *purposeful sampling*, which involves choosing the instances that are most likely to include information on the topic of interest to make the most efficient use of the available resources (Patton, 2002).

Figure 6: Purposeful Sampling Infographics.



Source: <https://publications.ici.umn.edu/>

The researcher will email potential study respondents to participate in interviews about the marketing strategy of the Immigration Consulting firm.

Respondents who participate will not receive any monetary incentives. Upon agreement on the schedule of the interview, the participants will be provided with informed consent.

Thematic analysis will be used in this study (Braun and Clarke, 2006). This followed coding steps and called for the transcription of interview tapes. The researcher will start by reading and rereading transcripts to find prospective themes, which they then send to the main author. The researcher looked over these original codes in the second level

of analysis. They specifically thought about creating overarching motifs and higher-level sub-themes while maintaining the diversity of the original codes.

3.2 Activities and Approaches

The following activities and approaches will be used to achieve the study's objective:

First, the protocol must be approved by the *SSBM Research Committee*. The researcher will obtain permission from Dr. Jonathan H. Westover, Mentor SSBM before distributing the survey form. Participants who give their consent will be given a survey form.

In the survey form, there are information's on the study's purpose before the survey will be administered. These contains information regarding their rights, such as:

- a) they can join or leave the study at any time;
- b) they will not be paid in any way for participating;
- c) there are no right or wrong responses;
- d) all items must be answered, and
- e) they can take their time when completing the instrument.
- f) to maintain anonymity, the participants' identities were not obtained.

3.3 Research Purpose and Questions

The study determined the level of effectiveness of the marketing strategies used by the Metro Vancouver Canada Immigration Consulting. Specifically, the study is intended to find answers to the following research questions:

3. *What is the socio-demographic profile of the grouped respondents in terms of:*

- 3.1 Age
 - 3.2 Gender
 - 3.3 Monthly income
 - 3.4 Highest Educational Attainment
 - 3.5 Marital Status
4. What is the level of effectiveness of the existing marketing strategies of Metro Vancouver Canada Immigration Consulting in terms of:
- 4.1. Outbound Marketing Mechanism Strategies
 - 4.1.a Paid Social Media Ads
 - 4.1.b. Community Neighborhood Events
 - 4.1.c. Transit Flyers
 - 4.1.d. Catalogs
 - 2.1.e. Billboards

Figure 3 : Outbound Marketing Strategy Components.



Source: <https://www.cience.com/blog/21-best-outbound-marketing-infographics>

4.2. Inbound Marketing Mechanism Strategies

4.2.a Website

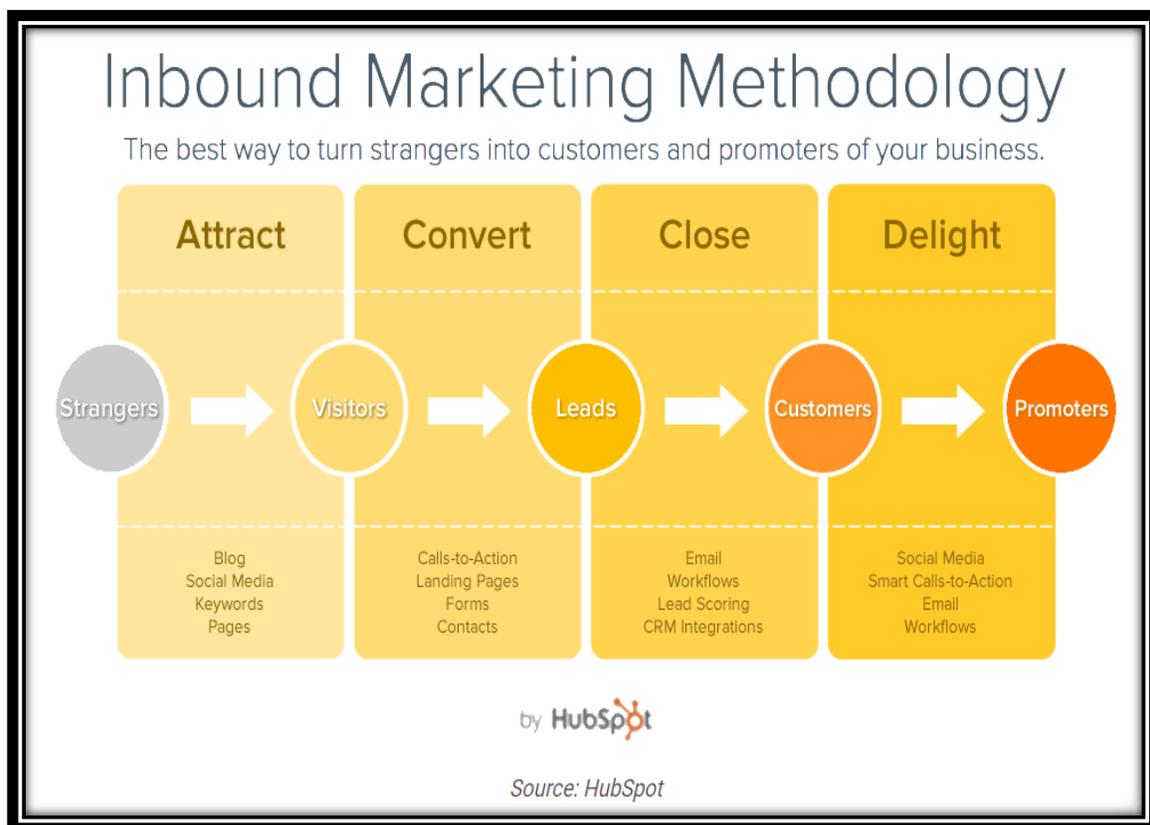
4.2.b Facebook Book Page

4.2.c Instagram

4.2.d Webinar

4.2.e Group Chat

Figure 4: Inbound Marketing Methodology Infographics.



Source: <https://www.poweredbysearch.com/blog/understanding-the-inbound-marketing-methodology/>

3.4 Research Design

The researcher will use the descriptive-correlation design in this study due to its relevance to the problem. Correlations among the Level of Effectiveness of the Outbound Marketing Mechanism Campaign and Inbound Marketing Mechanism Campaign as assessed and perceived by the Tier of Marketing section of Metro Vancouver Canada Immigration Consulting was identified. It involved collection and analysis of data to be gathered to identify the Level of effectiveness of the Marketing Mechanism Strategies used by the MVCIC guided by the six (6) Key Performance Indicators (KPI's). This section focuses only on the individual-level of effectiveness assessment.

It is intended to serve as a resource for those who wish to assess the marketing mechanism strategies and its level of effectiveness in a research study data and market analysis cultivate the organization's awareness and the greater competitive environment, ensuring accurate and focused strategies of the institution or department. The study utilized the survey method. The researcher produced questions for Awareness, Knowledge, Liking, Preference, Conviction, and Purchase which are the Key Performance indicators of the Marketing Mechanism Campaign.

3.5 Population and Sample

The study will be conducted as agreed either in person, virtual, or by phone and the respondents will consist of three (3) tiers, the staffs, previous, and the new clients of the firm.

(1). **First Tier:** The Staffs: Rowena Abrera- Office Manager together with Ms. Joyce Moneses and Ms. Gerlina Cendana- Office Assistants.

(2). **Second Tier:** Consists of selected previous Clients of who are already in Canada (*Name withheld and will identifies as Client A, B, C and so on*) as per the Code of Conduct of the College of Immigration and Citizenship Consultants (CICC) and as per the Retainer Agreement signed.

(3). **Third Tier:** Consists of selected new clients who are still outside Canada that are directly or in-directly communicating to Metro Vancouver Canada Immigration Consulting. (*Name withheld and will identify as Clients 1, 2, 3, 4, 5*) as per the Code of Conduct of the College of Immigration and Citizenship Consultants (CICC) and as per the Retainer Agreement signed.

3.6 Participant Selection

The purposive technique will be employed in this study; samples are limited to the Internal and External Marketing Force of the firm. The three (3) tiers provided information about their demographic profile etc. Respondents will be selected deliberately depending on the intentions of the purposive researcher as well as the objective of the study.

3.7 Instrumentation

The researcher used a survey questionnaire as a data gathering tool for this study which results in fast and more accurate data gathering. The researcher provided questions about Awareness, Knowledge, Liking, Preference, Conviction, and Purchase as the Key

Performance Indicators (KPI's) of the Marketing Mechanism Strategies used by Marketing Department of Metro Vancouver Canada Immigration Consulting. The survey questionnaire is divided into two parts.

3.7.a First, respondents were asked about their socio-demographic characteristics, e.g., age, sex, civil status, highest educational attainment, and monthly income. Age and income are treated as continuous variables measured in years and in Canadian Dollars respectively. Sex is considered a nominal variable while socio-economic status and highest educational attainment are considered as ordinal data.

3.7.b The second part deals with measures of the level of effectiveness of the Inbound and Outbound Marketing Mechanism Campaign as assessed and perceived by the Tier of Marketing Department Metro Vancouver Canada Immigration Consulting. A research instrument operationalizes the research questions and the conceptual framework.

Six (6) categories under the Inbound and Outbound Marketing Mechanism Strategies guided by the Six (6) Key Performance Indicators (KPI's) are measured with each category having two items.

Responses are in the form of 4-point Like scale. The ratings of:

- a) '1' signifies that the respondent "Not Effective" (**NE**) with the statement,
- b) '2' for "Slightly Effective" (**SE**),
- c) '3' for "Moderately Effective" (**ME**), and
- d) '4' for "Highly Effective" (**HE**).

3.8 Data Collection Procedures

The researcher will formally ask permission and send emails that are addressed to the selected respondents to answer each questionnaire honestly. Afterwards, an informal interview will be conducted with respondents to clarify some of their answers to the checklist and rating scales. After the retrieval of the questionnaires, the data was interpreted and analyzed.

3.9 Ethical Considerations

This study will evaluate and advise the respondents on the advantages and potential hazards of their participation. The researcher acknowledged the rights of the respondents to free will, privacy, secrecy, and well-being. The researcher will rigorously observe the confidentiality of the information provided by respondents, including any opinions, convictions, and confidential information gleaned from the survey questionnaire and interview.

3.10 Research Design Limitations

The effectiveness of various inbound and outbound marketing strategies of Metro Vancouver Canada Immigration Consulting faced difficulties and problems. There are many difficulties faced when implementing various marketing mechanism strategies. The study is restricted to evaluating the effectiveness of these strategies.

The age, gender, income, and marketing mechanism strategies used by the respondents are all covered in this study. The implementation of different marketing mechanism strategies and their effects on clients behaviors were included in the study.

This research covers the impact of marketing mechanisms on consumer demographics and behaviors. Moreover, this study analyzed if respondents have significantly varied opinions on the effectiveness of different marketing mechanism strategies based on their profile.

3.11 Recommendations

Based on the study's findings, recommendations will be made to Metro Vancouver Canada Immigration Consulting Firm and other immigration consulting firms in Metro Vancouver on how to improve their business resiliency strategies during Canadian border closures.

3.12 Conclusion

In conclusion, the assessment of Metro Vancouver Canada Immigration Consulting firm's existing strategies underlines the need for the full business resiliency plan to navigate the challenges posed by Canadian and International border closures. By diversifying service offerings, fostering strategic partnerships, embracing technology, staying informed regarding changes in Canadian immigration laws, policies and procedures as well as investing in staff development, and ensuring financial preparedness,

the firm can improve its ability to endure unforeseen challenges and emerge ready in the face of adversity.

A proactive approach, a readiness and solid resilience plans will position Metro Vancouver Canada Immigration Consulting as a trusted and reliable resource for its clients, even amidst challenging times of Canadian International border closures.

CHAPTER IV

RESULTS

This chapter present results of the data gathered focusing on the Assessment of Metro Vancouver Canada Immigration Consulting Firm’s Existing Strategies that was conducted on *September 25, 2023, to October 09, 2023*.

Fifty-five (55) had responded to the research survey composed of three (3) tiers, Office Staffs (3), Previous Clients (42) and New Clients (10). Further, each table displays the analysis and interpretation that effectively answers the specific questions posed in Chapter 1.

4.1 What is the socio-demographic profile of the grouped respondents in terms of:

4.1.1 Age

4.1.2 Gender

4.1.3 Monthly Income

4.1.4 Highest Educational Attainment

4.1.5 Marital Status

4.1.1 Profile respondents results in terms of Age

Table (1)

Profile of the Respondents in terms of

Age

Age	Office Staffs		Previous Clients		New Clients		Total	
	f	Percent	f	Percent	f	Percent	f	Percent
18 years old and below	0	0	5	11.9	0	0	5	9.1
19 – 25 years old	0	0	4	9.5	3	30.0	7	12.7
26 – 35 years old	0	0	7	16.7	3	30.0	10	18.2
36 – 45 years old	3	100	13	31.0	2	20.0	18	32.7
46 – 55 years old	0	0	8	19.0	2	20.0	10	18.2
56 years and above	0	0	5	11.9	0	0	5	9.1
Total	3	100.0	42	100.0	10	100.0	55	100.0

To obtain the percentage: Number of respondents, divided by number of total respondents then multiplied by one hundred. Total percentages were rounded off to the nearest tens.

The table shown above presents the survey result according to the respondents age.

4.1.2 Profile respondents results in terms of Gender.

Table (2)
Profile of the Respondents in terms of
Gender

Gender	Office Staffs		Previous Clients		New Clients		Total	
	f	Percent	f	Percent	f	Percent	f	Percent
Male	0	0	13	30.95	2	20.00	15	27.27
Female	3	100.0	29	69.05	8	80.00	40	72.73
Total	3	100.0	42	100.0	10	100.0	55	100.0

To obtain the percentage: Number of respondents, divided by number of total respondents then multiplied by one hundred. Total percentages were rounded off to the nearest tens.

The table shown above presents the survey result according to the respondents gender.

4.1.3 Profile respondents results in terms of-Highest Educational Attainment

Table (3)
Profile of the Respondents in terms of
Highest Educational Attainment

Highest Educational Attainment	Office Staffs		Previous Clients		New Clients		Total	
	f	Percent	f	Percent	f	Percent	f	Percent
Post-Graduate	0	0	1	2.4	0	0	1	1.8
Graduate Degree	0	0	19	45.2	3	30.0	22	40.0
Under-Graduate	3	100	8	19.0	6	60.0	17	31.0
Vocational /Technical	0	0	6	14.3	1	10.0	7	12.7
High School Graduate	0	0	8	19.0	0	0	8	14.5
Prefer not to say	0	0	0	0	0	0	0	0
Total	3	100.0	42	100.0	10	100.0	55	100.0

To obtain the percentage: Number of respondents, divided by number of total respondents then multiplied by one hundred. Total percentages were rounded off to the nearest tens.

The table shown above presents the survey result according to the respondents Highest Educational Attainment.

4.1.4 Profile respondents results in terms of Monthly Income

Table (4)
Profile of the Respondents in terms of
Monthly Income

Monthly Income in Canadian Dollars	Office Staffs		Previous Clients		New Clients		Total	
	f	Percent	f	Percent	f	Percent	f	Percent
3,000 and below	0	0	1	2.4	2	20.0	3	5.5
\$3,001 to \$4,000	1	33.3	14	33.3	2	20.0	17	30.9
\$4,001 to \$5,000	2	66.7	20	47.6	5	50.0	27	49.1
\$5,001 to \$6,000	0	0	5	11.9	1	10.0	6	10.9
\$6,001 to \$7,000	0	0	1	2.4	0	0	1	1.8
\$7,001 and above	0	0	1	2.4	0	0	1	1.8
Total	3	100.0	42	100.0	10	100.0	55	100.0

To obtain the percentage: Number of respondents, divided by number of total respondents then multiplied by one hundred. Total percentages were rounded off to the nearest tens.

The table shown above presents the survey result according to the respondents Monthly Income.

4.1.5 Profile respondents results in terms of Civil Status

Table (5)
Profile of the Respondents in terms of
Civil Status

Civil Status	Office Staffs		Previous Clients		New Clients		Total	
	f	Percent	f	Percent	f	Percent	f	Percent
Single	0	0	14	33.3	1	10.0	15	27.3
Married	3	100	23	54.8	5	50.0	31	56.4
Divorced	0	0	3	7.1	2	20.0	5	9.1

Annulled	0	0	0	0	0	0	0	0
Separated	0	0	1	2.4	0	0	1	1.8
Common Law	0	0	0	0	2	20.0	2	3.6
Conjugal Relationship	0	0	0	0	0	0	0	0
Other: Widowed	0	0	1	2.4	0	0	1	1.8
Total	3	100.0	42	100.0	10	100.0	55	100.0

To obtain the percentage: Number of respondents, divided by number of total respondents then multiplied by one hundred. Total percentages were rounded off to the nearest tens.

The table shown above presents the survey result according to the respondents Civil Status.

4.2 What is the level of effectiveness of the existing marketing strategies of Metro Vancouver Canada Immigration Consulting in terms of: Outbound Marketing Mechanism Strategies

4.2.1 Paid Social Media Ads

4.2.2 Community Neighborhood Events

4.2.3 Transit Flyers

4.2.4 Catalogs

4.2.5 Billboards

4.2.1 Outbound Marketing Mechanism Strategies-

Table (6)

Outbound Marketing Mechanism Strategy in terms of Paid Social Media Ads

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI

It makes the customer/client aware of the products/services.	3.55	HE	3.51	HE	3.80	HE	3.62	HE
It makes the information about the product or services easy to find & readily available.	3.53	HE	3.22	ME	3.68	HE	3.48	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.27	HE	3.09	ME	3.60	HE	3.32	HE
It makes the customer/client focus on the product.	3.28	HE	2.96	ME	3.52	HE	3.25	HE
It creates the desire to purchase the products/services offered.	3.40	HE	3.20	ME	3.60	HE	3.40	HE
It makes the customer to purchase the products/services offered.	3.23	ME	3.02	ME	3.51	HE	3.25	HE
General Weighted Mean	3.38	HE	3.17	ME	3.62	HE	3.39	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

The table shown above presents the survey result of the respondents in regard to Outbound Marketing Mechanism Strategy in terms of Paid Social Media Ads.

4.2.2 Outbound Marketing Mechanism Strategies-Community Neighborhood

Events

Table (7)
Outbound Marketing Mechanism Strategy in terms of
Community Neighborhood Events

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	x	VI	X	VI	X	VI	X	VI

It makes the customer/client aware of the products/services.	3.78	HE	3.48	HE	3.46	HE	3.57	HE
It makes the information about the product or services easy to find & readily available.	3.70	HE	3.28	HE	3.42	HE	3.47	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.47	HE	2.95	ME	3.20	ME	3.21	ME
It makes the customer/client focus on the product	3.48	HE	3.00	ME	3.19	ME	3.22	ME
It creates the desire to purchase the products/services offered.	3.67	HE	3.08	ME	3.20	ME	3.32	HE
It makes the customer to purchase the products/services offered.	3.58	HE	3.06	ME	3.14	ME	3.26	HE
General Weighted Mean	3.61	HE	3.14	ME	3.27	HE	3.34	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

The table shown above presents the survey result of the respondents in regard to Outbound Marketing Mechanism Strategy in terms of **Community Neighborhood Events**.

4.2.3 Outbound Marketing Mechanism Strategies-Transit Flyers

Table (8)
Outbound Marketing Mechanism Strategy in terms of
Transit Flyers

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services.	3.67	HE	3.37	HE	3.68	HE	3.57	HE
It makes the information about the product or services easy to find & readily available.	3.58	HE	3.21	ME	3.54	HE	3.44	HE

It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.48	HE	3.08	ME	3.52	HE	3.36	HE
It makes the customer/client focus on the product.	3.43	HE	3.00	ME	3.51	HE	3.31	HE
It creates the desire to purchase the products/services offered.	3.58	HE	3.13	ME	3.54	HE	3.42	HE
It makes the customer to purchase the products/services offered.	3.58	HE	3.18	ME	3.57	HE	3.44	HE
General Weighted Mean	3.55	HE	3.16	ME	3.56	HE	3.42	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

The table shown above presents the survey result of the respondents in regard to Outbound Marketing Mechanism Strategy in terms of **Transit Flyers**.

4.2.4 Outbound Marketing Mechanism Strategies- Catalogs

Table (9)
Outbound Marketing Mechanism Strategy in terms of
Catalogs

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services.	3.77	HE	3.64	HE	3.47	HE	3.63	HE
It makes the information about the product or services easy to find & readily available.	3.73	HE	3.44	HE	3.35	HE	3.51	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.50	HE	3.26	ME	3.35	HE	3.37	HE

It makes the customer/client focus on the product.	3.58	HE	3.32	HE	3.35	HE	3.42	HE
It creates the desire to purchase the products/services offered.	3.65	HE	3.37	HE	3.41	HE	3.48	HE
It makes the customer to purchase the products/services offered.	3.60	HE	3.41	HE	3.38	HE	3.46	HE
General Weighted Mean	3.64	HE	3.40	HE	3.39	HE	3.48	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

The table shown above presents the survey result of the respondents in regard to Outbound Marketing Mechanism Strategy in terms of **Catalogs**.

4.2.5 Outbound Marketing Mechanism Strategies-Billboards

Table (10)
Outbound Marketing Mechanism Strategy in terms of
Metro Vancouver Canada Immigration Consulting Firm's
Billboard

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services	3.40	HE	3.12	ME	2.62	ME	3.05	ME
It makes the information about the product or services easy to find & readily available.	3.38	HE	2.89	ME	2.55	ME	2.94	ME
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.28	HE	2.91	ME	2.52	ME	2.90	ME
It makes the customer/client focus on the product.	3.25	HE	2.93	ME	2.52	ME	2.90	ME

It creates the desire to purchase the products/services offered.	3.48	HE	2.88	ME	2.62	ME	2.99	ME
It makes the customer to purchase the products/services offered.	3.45	HE	2.93	ME	2.64	ME	3.01	ME
General Weighted Mean	3.38	HE	2.94	ME	2.58	ME	2.97	ME

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

The table shown above presents the survey result of the respondents in regard to Outbound Marketing Mechanism Strategy in terms of **Billboards**.

4.3 Research Question Three

What is the level of effectiveness of the existing marketing strategies of Metro Vancouver Canada Immigration Consulting in terms of: Inbound Marketing Mechanism Strategies

4.3.1 Website

4.3.2 Facebook Book Page

4.3.3 Instagram

4.3.4 Webinar

4.3.5 Group Chat

4.3.1 Inbound Marketing Mechanism Strategies-Website

Table (11)

**Inbound Marketing Mechanism Strategy in terms of
Website**

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services.	3.82	HE	3.59	HE	3.39	HE	3.60	HE
It makes the information about the product or services easy to find & readily available.	3.77	HE	3.37	HE	3.32	HE	3.49	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.68	HE	3.13	ME	3.29	HE	3.37	HE
It makes the customer/client focus on the product.	3.65	HE	3.22	ME	3.15	ME	3.34	HE
It creates the desire to purchase the products/services offered.	3.72	HE	3.34	HE	3.19	ME	3.42	HE
It makes the customer to purchase the products/services offered.	3.63	HE	3.34	HE	3.18	HE	3.38	HE
General Weighted Mean	3.71	HE	3.33	HE	3.25	HE	3.43	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

The table shown above presents the survey result of the respondents in regard to inbound Marketing Mechanism Strategy in terms of **Website**.

4.3.2 Inbound Marketing Mechanism Strategies Facebook Book Page

Table (12)

Inbound Marketing Mechanism Strategy in terms of Facebook Fan page

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services.	3.78	HE	3.42	HE	3.79	HE	3.66	HE

It makes the information about the product or services easy to find & readily available.	3.80	HE	3.41	HE	3.75	HE	3.65	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.62	HE	3.22	ME	3.66	HE	3.50	HE
It makes the customer/client focus on the product.	3.67	HE	3.18	ME	3.59	HE	3.48	HE
It creates the desire to purchase the products/services offered.	3.65	HE	3.19	ME	3.67	HE	3.50	HE
It makes the customer to purchase the products/services offered.	3.58	HE	3.24	ME	3.59	HE	3.47	HE
General Weighted Mean	3.68	HE	3.28	HE	3.67	HE	3.54	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

The table shown above presents the survey result of the respondents in regard to inbound Marketing Mechanism Strategy in terms of **Facebook Fan page**.

4.3.3 Inbound Marketing Mechanism Strategies Instagram

Table (13)

Inbound Marketing Mechanism Strategy in terms of

Instagram Page Campaign

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/service.	3.73	HE	3.34	HE	3.35	HE	3.47	HE
It makes the information about the product or services easy to find & readily available.	3.67	HE	3.25	HE	3.20	ME	3.37	HE
It ensures that the customer/client likes the	3.62	HE	3.28	HE	3.15	ME	3.35	HE

product, if not, understand why and fix the problem.								
It makes the customer/client focus on the product.	3.68	HE	3.20	ME	3.04	ME	3.31	HE
It creates the desire to purchase the products/services offered.	3.67	HE	3.16	ME	3.13	ME	3.32	HE
It makes the customer to purchase the products/services offered.	3.60	HE	3.12	ME	3.04	ME	3.25	HE
General Weighted Mean	3.66	HE	3.23	ME	3.15	ME	3.35	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

The table shown above presents the survey result of the respondents in regard to inbound Marketing Mechanism Strategy in terms of **Instagram Page Campaign**.

4.3.4 Inbound Marketing Mechanism Strategies Webinar

Table (14)

Inbound Marketing Mechanism Strategy in terms of

Webinar / Seminar / Workshop / Sponsorship Participation

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services.	3.68	HE	3.36	HE	2.86	ME	3.30	HE
It makes the information about the product or services easy to find & readily available.	3.65	HE	3.12	ME	2.86	ME	3.21	ME
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.58	HE	3.11	ME	2.85	ME	3.18	ME
It makes the customer/client focus on the product.	3.62	HE	3.12	ME	2.81	ME	3.18	ME
It creates the desire to purchase the products/services offered.	3.50	HE	3.05	ME	2.80	ME	3.12	ME

It makes the customer to purchase the products/services offered.	3.57	HE	3.07	ME	2.86	ME	3.17	ME
General Weighted Mean	3.60	HE	3.14	ME	2.84	ME	3.19	ME

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

The table shown above presents the survey result of the respondents in regard to inbound Marketing Mechanism Strategy in terms of **Webinar**.

4.3.5 Inbound Marketing Mechanism Strategies Group Chat

Table (15)

Inbound Marketing Mechanism Strategy in terms of Messenger Group Chat

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services.	3.38	HE	3.05	ME	2.36	ME	2.93	ME
It makes the information about the product or services easy to find & readily available.	3.23	ME	2.93	ME	2.38	ME	2.85	ME
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.15	ME	2.91	ME	2.26	ME	2.77	ME
It makes the customer/client focus on the product.	3.20	ME	2.98	ME	2.21	ME	2.80	ME
It creates the desire to purchase the products/services offered.	3.27	HE	2.93	ME	2.36	ME	2.85	ME
It makes the customer to purchase the products/services offered.	3.20	ME	2.88	ME	2.29	ME	2.79	ME
General Weighted Mean	3.24	ME	2.95	ME	2.31	ME	2.83	ME

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

The table shown above presents the survey result of the respondents in regard to inbound Marketing Mechanism Strategy in terms of **Messenger Group Chat**.

4.4 Is there a significant difference in the level of effectiveness of marketing strategies as assessed by the three tiers of the respondent?

The Significant on the level of effectiveness of marketing strategies as assessed by the three tiers of Metro Vancouver Canada Immigration Consulting using Analysis of Variance (ANOVA), leads to rejecting the null hypothesis of no significant difference. In other words, the level of effectiveness of marketing strategies is significant. Based on the principle that no two people are alike; this could be applied to the marketing strategies of the institution as their schemes differ in managing a consulting firm.

4.5 Based on the result of the study, what Strategic Plan can be proposed?

The descriptive-correlation method of research was used in this study, using a validated questionnaire, the researcher-made questionnaire consisted of two parts in which demographic profile such as age, sex, monthly income, highest educational attainment, marital status were included in Part I and Part II was consisted of the six (6) key performance indicators such as: Awareness, Knowledge, Liking, Preference, Conviction, Purchase.

The study involved the fifty-five (55) total populations which were divided into 3 tiers; First, Office Staffs of Metro Vancouver Canada Immigration Consulting Marketing Team etc. Second is the Previous Clients who availed the services of the Consulting firm and lastly, consists of New Client individuals that are directly or non-directly involved to the firm that performs or execute marketing strategies such as New Clients, Leads, and Prospects. Nevertheless, these data were used to come up with a Strategic Marketing Plan for the Metro Vancouver Canada Immigration Consulting in terms of their Outbound and Inbound Marketing Mechanism Strategies for the Next Normal Business Environment Set-up.

4.6 Summary of Findings

4.6.1 According to Socio-Demographic Profile of the three-tiers of respondents of Metro Vancouver Canada Immigration Consulting, the majority of Office Staffs, Previous Clients and New clients in terms of their ages falls under 36 years old to 45 years old or 32.7%. One hundred percent (100%) of the Office Staffs respondents are in the age bracket of 36 years old to 45 years old. Lastly, both eighteen point two percents (18.2%) of the respondents falls under the age brackets of 26 years old to 35 years old and 46 years old to 55 years old respectively. The information on the new clients age indicates that the respondents are new in navigating the Canadian immigration process while the information on previous clients age indicates that most are already settled in Canada.

- 4.6.2 Dominating number from the three-tiers of respondents in terms of genders belongs to females with total average seventy-two point seventy-three percents (72.73%). This data on gender is the based on the information gathered in the survey.
- 4.6.3 According to the Civil Status of the three-tiers of respondent's, majority of them are married with total percent of fifty-six point four (56.4%). The results connote that many of the office staffs who participated in the study are married.
- 4.6.4 Dominating numbers from the three-tiers of respondents in terms of Highest Educational Attainment belongs to the Graduate Degree and undergraduate degree holders. This implies that the majority of the respondents has a higher degree obtained from overseas before they can migrate to Canada as one of the requirements for many pathways to be able to come to Canada.
- 4.6.5 According to the respondents' monthly income. Most of their monthly income is Cad \$4,001 to \$5,000, respectively. These income brackets are in the current median wage in Province of British Columbia. It may be claimed that family income plays a big role in availing the consulting firm's services being offered. Often, this income may not suffice the expenditure of an average household income if bound for big cities like Vancouver. Despite those marketing strategies, income is a primary need to sustain.

4.7 Conclusion

From the foregoing findings above, the following conclusions were drawn:

Table (16)

Level of Effectiveness of Outbound Marketing Mechanism Strategies with their

Over-all Mean

	Outbound Marketing Mechanism Strategies	Level of Effectiveness	Over-all Mean
1.	Catalogs	Highly Effective	3.48
2.	Transit flyers	Highly Effective	3.42
3.	Paid Social media ads	Highly Effective	3.39
4.	Community Neighborhood Events	Highly Effective	3.34
5.	Billboards	Moderately Effective	2.97

The over-all mean findings indicates that in the Outbound Marketing, Catalogs ranked as highly effective with 3.48% weighted means, followed by Transit Flyers ads as also highly effective with average of 3.42% weighted means, as well as Paid Social media Ads with 3.39% weighted means, while Community Neighborhood Events as also highly effective ranked fourth with average weighted means of 3.4%. Meanwhile, Billboards ranked last with 2.97%. In this marketing strategy, Billboard marketing strategies ranks lasts as moderately effective. Hence, in these strategies, allocating large amounts of funding is not needed.

Table (17)

**Level of Effectiveness of Inbound
Marketing Mechanism Strategies with their Over-all Mean**

Inbound Marketing Mechanism Strategies		Level of Effectiveness	Over-all Mean
1.	Facebook Fan Page	Highly Effective	3.54
2.	Website	Highly Effective	3.43
3.	Instagram	Highly Effective	3.35
4.	Webinar	Highly Effective	3.19
5.	Group Chat	Moderately Effective	2.83

On the other hand, for inbound marketing strategies, Facebook fan page ranked first as highly effective marketing strategies with 3.54% weighted means, followed by Website with 3.43%, Instagram page campaign with 3.35%, Webinar with 3.19% weighted means compared to Group Chat with 2.83% weighted means as moderately effective. This indicates that in inbound marketing, allocating huge funding's is also not necessary, however for fast dissemination of information, allocating extra funding is advisable.

The study revealed that there is a significant difference on the level of effectiveness of marketing mechanism strategies by the Metro Vancouver Canada Immigration Consulting as assessed by the three tiers of the respondents.

CHAPTER V

DISCUSSION

5. Discussion of Results

This chapter present discussions of the data gathered focusing on the Assessment of Metro Vancouver Canada Immigration Consulting Firm’s Existing Strategies that was conducted on *September 25, 2023, to October 09, 2023*.

Fifty-five (55) had responded to the research survey composed of three (3) tiers, Office Staffs (3), Previous Clients (42) and New Clients (10). Further, each table displays the analysis and interpretation that effectively answers the specific questions posed in Chapter 1.

5.1 Discussion of Research Question One regarding socio-demographic profile.

This section discusses the result of the demographic profile of the respondents of Metro Vancouver Canada Immigration Consulting.

What is the socio-demographic profile of the grouped respondents in terms of:

- 5.1.1 Age
- 5.1.2 Gender
- 5.1.3 Monthly Income
- 5.1.4 Highest Educational Attainment
- 5.1.5 Marital Status

5.1.1 Age

Table (1)
Profile of the Respondents in terms of
Age

Age	Office Staffs		Previous Clients		New Clients		Total	
	f	Percent	f	Percent	f	Percent	f	Percent
18 years old and below	0	0	5	11.9	0	0	5	9.1
19 – 25 years old	0	0	4	9.5	3	30.0	7	12.7
26 – 35 years old	0	0	7	16.7	3	30.0	10	18.2
36 – 45 years old	3	100	13	31.0	2	20.0	18	32.7
46 – 55 years old	0	0	8	19.0	2	20.0	10	18.2
56 years and above	0	0	5	11.9	0	0	5	9.1
Total	3	100.0	42	100.0	10	100.0	55	100.0

To obtain the percentage: Number of respondents, divided by number of total respondents then multiplied by one hundred. Total percentages were rounded off to the nearest tens.

The table (1) presents the respondents' age. It showed that all of the office staffs, respondents were 36 years old – 45 years olds (f= 3, 100%). While thirteen (13) of previous clients respondents of the same bracket were 36 years old – 45 years old (f=13, 31.0%), whereas two (2) of the new clients respondents were all 36 years old – 45 years old (f= 2, 20.0%). On the other hand, five (5) previous client's respondents who were 18years old and below (f= 5, 11.9%), as well as five (5) were 56 years old and older (f= 5, 11.9%) comprises the data. The information on the office staffs' respondents' age confirmed that the respondents are inside Canada, while the information on the previous clients respondents' age confirmed that most of the forty- two (42) respondents were all inside Canada and in between 36 – 45 years old.

5.1.2 Gender

Table (2)
Profile of the Respondents in terms of
Gender

Gender	Office Staffs		Previous Clients		New Clients		Total	
	f	Percent	f	Percent	f	Percent	f	Percent
Male	0	0	13	30.95	2	20.00	15	27.27
Female	3	100.0	29	69.05	8	80.00	40	72.73
Total	3	100.0	42	100.0	10	100.0	55	100.0

To obtain the percentage: Number of respondents, divided by number of total respondents then multiplied by one hundred. Total percentages were rounded off to the nearest tens.

Table (2) displays the gender of the respondents. It showed that forty (40) of the office staffs, previous clients and new clients respondents were Females with a frequency of 40 or 72.73%, while their male counterparts have a frequency of 15 or 27.27% of the total number of respondents. Meanwhile, the previous clients respondents have a frequency of 29 or 69.05% of the overall respondents compared to the new clients respondents which garnered only a frequency of 8 or 80%. On the other hand, majority of the office staffs respondents were females (f=3, 100.0%), and few of the new clients respondents were males with only 2 (f=2, 20.0%). This data on the gender of the respondents thus confirmed that it was dominated by females.

5.1.3 Highest Educational Attainment

Table (3)
Profile of the Respondents in terms of
Highest Educational Attainment

Highest Educational Attainment	Office Staffs		Previous Clients		New Clients		Total	
	f	Percent	f	Percent	f	Percent	f	Percent
Post-Graduate	0	0	1	2.4	0	0	1	1.8
Graduate Degree	0	0	19	45.2	3	30.0	22	40.0
Under-Graduate	3	100	8	19.0	6	60.0	17	31.0

Vocational /Technical	0	0	6	14.3	1	10.0	7	12.7
High School Graduate	0	0	8	19.0	0	0	8	14.5
Prefer not to say	0	0	0	0	0	0	0	0
Total	3	100.0	42	100.0	10	100.0	55	100.0

To obtain the percentage: Number of respondents, divided by number of total respondents then multiplied by one hundred. Total percentages were rounded off to the nearest tens.

Table (3) presents the respondents' highest educational attainment. It showed that majority of the office staffs respondents attained a Undergraduate Degree (f=3, 100.0%), while nineteen (19) previous clients has taken a Graduate Degree (f=19, 45.2%), only one (1) has a Post Graduate Degree (f=1, 2.4%) and eight (8) of the respondents obtained a High School Diploma (f=8, 19.0%). On the other hand, six (6) of the new clients' respondents attained an Undergraduate Degree (f=6, 60.0%), three (3) got a Graduate Degree (f=3, 30.0%) while only one (1) finished Vocational/Technical Certificate (f=1, 10.0%). Altogether, this data implied that majority of the respondents already obtain their higher degrees overseas before migrating to Canada.

5.1.4 Monthly Income

Table (4)
Profile of the Respondents in terms of
Monthly Income

Monthly Income in Canadian Dollars	Office Staffs		Previous Clients		New Clients		Total	
	f	Percent	f	Percent	f	Percent	f	Percent
3,000 and below	0	0	1	2.4	2	20.0	3	5.5
\$3,001 to \$4,000	1	33.3	14	33.3	2	20.0	17	30.9
\$4,001 to \$5,000	2	66.7	20	47.6	5	50.0	27	49.1
\$5,001 to \$6,000	0	0	5	11.9	1	10.0	6	10.9
\$6,001 to \$7,000	0	0	1	2.4	0	0	1	1.8
\$7,001 and above	0	0	1	2.4	0	0	1	1.8
Total	3	100.0	42	100.0	10	100.0	55	100.0

To obtain the percentage: Number of respondents, divided by number of total respondents then multiplied by one hundred. Total percentages were rounded off to the nearest tens.

Table (4) shows the respondents' monthly income bracket. Most of the Office Staffs respondents (f=2, 66.67%) previous clients respondents' (f=20, 47.6%) and new clients respondents (f=5, 50%) monthly income were \$4,001 to \$5,000 respectively. Based on the given data, the monthly income of some of the respondents were as follows: (f=3, 5.5.%) 3,000 and below, (f=17, 30.9%), \$3,001 to \$4,000, (f=6, 10.9%), \$5,001 to \$6,000, (f=1, 1.8%) \$6,001 to \$7,000; and (f=1, 1.8%) Cad \$7,001 and above. The income which fell on the first and second brackets are within the minimum median wage in British Columbia.

It is a fact that income plays a big factor when migrating to Canada. More often than not, these number of incomes does not suffice the expenditures of an average households specially if the client is bound to the City of Vancouver British Columbia, the second most expensive cities to live in Canada (Vancouver Sun, June 2023). Hence, despite those marketing strategies, monthly income challenge still became a secondary need that is to sustain.

5.1.5 Marital Status

**Table 5)
Profile of the Respondents in terms of
Marital Status**

Civil Status	Office Staffs		Previous Clients		New Clients		Total	
	f	Percent	f	Percent	f	Percent	f	Percent
Single	0	0	14	33.3	1	10.0	15	27.3
Married	3	100	23	54.8	5	50.0	31	56.4
Divorced	0	0	3	7.1	2	20.0	5	9.1
Annulled	0	0	0	0	0	0	0	0
Separated	0	0	1	2.4	0	0	1	1.8
Common Law	0	0	0	0	2	20.0	2	3.6
Conjugal Relationship	0	0	0	0	0	0	0	0
Other: Widowed	0	0	1	2.4	0	0	1	1.8

Total	3	100.0	42	100.0	10	100.0	55	100.0
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To obtain the percentage: Number of respondents, divided by number of total respondents then multiplied by one hundred. Total percentages were rounded off to the nearest tens.

Table 5) illustrates the respondents' civil status. It showed that the majority of the Office Staffs respondents were married (f=3,100.0%). On the other hand, the Previous Clients respondents were accounts of twenty-three (23) were married (f= 23, 54.8 %), while fourteen (14) of respondents were single (f=14, 33.3%) and one (1) responded indicated separated (f= 1, 2.4%) and one (1) responded other, (f= 1, 2.4%). Also, most of the new clients respondents were married (f= 5, 50.0 %), however, a none of the New Clients respondents were separated (f=0, 0.0%). In conclusion, these results proved that many of the office staffs, previous and new clients who participated in the study were married.

5.1 Discussion of Research Question Two

This section discuss the result of the outbound marketing of Metro Vancouver Canada Immigration Consulting based on the respondents answers.

5.2 What is the level of effectiveness of the existing marketing strategies of Metro Vancouver Canada Immigration Consulting in terms of: Outbound Marketing Mechanism Strategies

5.2.1 Paid Social Media Ads

5.2.2 Community Neighborhood Events

4.2.3 Transit Flyers

4.2.4 Catalogs

4.2.5Billboards

5.2.1 Paid Social Media Ads

Table (6)

Outbound Marketing Mechanism Strategy in terms of Paid Social Media Ads

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services.	3.55	HE	3.51	HE	3.80	HE	3.62	HE
It makes the information about the product or services easy to find & readily available.	3.53	HE	3.22	ME	3.68	HE	3.48	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.27	HE	3.09	ME	3.60	HE	3.32	HE
It makes the customer/client focus on the product.	3.28	HE	2.96	ME	3.52	HE	3.25	HE
It creates the desire to purchase the products/services offered.	3.40	HE	3.20	ME	3.60	HE	3.40	HE
It makes the customer to purchase the products/services offered.	3.23	ME	3.02	ME	3.51	HE	3.25	HE
General Weighted Mean	3.38	HE	3.17	ME	3.62	HE	3.39	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

Table (6) displays the outbound mechanism strategy in terms of Paid Social Media Ads. Social Media Advertisements are used by the Office Staffs and Members of Organization to disseminate information regarding the business such as its different service offerings etc. It can be gleaned from the table that Paid Social Media Advertisements was a highly effective strategy with an overall mean of 3.39.

This proved that paying a social media advertisement was one of the most effective ways of promoting the consulting firm.

Majority of the Office Staffs (x=3.55), Previous Clients (x=3.51), and New Clients (x=3.80) respondents agreed that Paid Social Media Advertisement was a highly effective strategy in making the customer/client aware of the products/services and making the information about the product or services easy to find & readily available (x=3.53) (x=3.68) (x=3.22). However, there were some Office Staffs and New Clients respondents who believed that Paid Social Media Advertisement were moderately effective in making the customer purchase the products/services offered (x=3.23) (x=3.51). This data thus showed that the Office Staffs and Previous Clients respondents have the same views in using Paid Social Media Advertisement as one of the outbound mechanism strategies.

Comparatively, some Previous Clients agreed that Paid Social Media Advertisement was moderately effective in making the customer/client focus on the product (x=2.96). Also, it showed that Paid Social Media Advertisement should use tactics on how they can catch the interest of the students in their school. This information was supported by the study of Bonger (2014) who stated that Previous Clients are a primary market for all institutions and thus must be the focus for their “marketing”. Hence, for most consulting firm institutions, the term, “marketing” equates basically to only part of true marketing – Promotion.

5.2.1 Community Neighborhood Events

Table (7)
Outbound Marketing Mechanism Strategy in terms of
Community Neighbor Events

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	x	VI	X	VI	X	VI	X	VI

It makes the customer/client aware of the products/services.	3.78	HE	3.48	HE	3.46	HE	3.57	HE
It makes the information about the product or services easy to find & readily available.	3.70	HE	3.28	HE	3.42	HE	3.47	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.47	HE	2.95	ME	3.20	ME	3.21	ME
It makes the customer/client focus on the product	3.48	HE	3.00	ME	3.19	ME	3.22	ME
It creates the desire to purchase the products/services offered.	3.67	HE	3.08	ME	3.20	ME	3.32	HE
It makes the customer to purchase the products/services offered.	3.58	HE	3.06	ME	3.14	ME	3.26	HE
General Weighted Mean	3.61	HE	3.14	ME	3.27	HE	3.34	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

Table (7) presents the outbound mechanism strategy in terms of Community Neighbor Events. The table showed that Community Neighbor Events was a highly effective strategy with an overall mean of 3.34. This data verified that participating in Community Neighbor Events is a potent way of endorsing the institution.

Most of the Office Staff, Previous Clients and New Clients respondents agreed that Community Neighbor Events was highly effective in making the customer/client aware of the products/services (x=3.78) (x=3.48) (x=3.46) and making the information about the product/services easy to find & readily available (x=3.70) (x= 3.28) (x=3.42).

New Staff respondents believed that Community Neighbor Events was highly effective in ensuring that the customer/client likes the product (x=3.47). However, Previous Clients respondents believed that it is moderately effective (x=2.95). This data then implied that the institution should ensure that the activities of the Community Neighbor Events should attract the clients by including some of the benefits from the services being offered by the consulting firm.

In contrast to the opinion of the Office Staff, Previous Clients and New Clients respondents agreed that Community Neighbor Events was moderately effective in making the customer purchase the products/services offered ($\bar{x}=3.14$). Thus, this data pointed out that Community Neighbor Events should be improved.

5.2.3 Transit Flyers

Table ()
Outbound Marketing Mechanism Strategy in terms of
Transit Flyers

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services.	3.67	HE	3.37	HE	3.68	HE	3.57	HE
It makes the information about the product or services easy to find & readily available.	3.58	HE	3.21	ME	3.54	HE	3.44	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.48	HE	3.08	ME	3.52	HE	3.36	HE
It makes the customer/client focus on the product.	3.43	HE	3.00	ME	3.51	HE	3.31	HE
It creates the desire to purchase the products/services offered.	3.58	HE	3.13	ME	3.54	HE	3.42	HE
It makes the customer to purchase the products/services offered.	3.58	HE	3.18	ME	3.57	HE	3.44	HE
General Weighted Mean	3.55	HE	3.16	ME	3.56	HE	3.42	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

Table (8) presents the outbound mechanism strategy in terms of Transit Flyers. It showed that Transit Flyers was a highly effective scheme with an overall mean of 3.42. This data then validated the fact that Transit Flyers attract the clients to avail the services offered by the consulting firm.

Most of the Office Staff, Previous Clients and New Clients respondents agreed that Transit Flyers was highly effective in making the customer/client aware of the products/services ($x=3.67$) ($x=3.67$) ($x=3.68$).

Likewise, most Office Staff respondents also believed that Transit Flyers was highly effective in making the information about the product or services easy to find & readily available ($x=3.58$), creating the desire to purchase the products/services offered ($x=3.58$), and making the customer to purchase the products/services offered ($x=3.58$). In contrast, they believed that it's moderately effective in making the customer/client focus on the product ($x=3.43$).

Meanwhile, Previous Clients believed that Transit Flyers was highly effective in making the information about the product or services easy to find & readily available ($x=3.21$), but making the customer/client focus on the product ($x=3.00$) was interpreted as moderately effective. On the other hand, New Clients respondents agreed that Transit Flyers was highly effective in making the customer purchase the products/services offered ($x=3.57$), however, making the customer/client focus on the product ($x=3.51$) was moderately effective. Thus, this data showed that programs, contents, and information of the Transit Flyers should be developed and or enhanced. This was similar with the study of Cooper (2003) which argued marketing as the process of analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with the target markets to achieve objectives.

5.2.4 Catalogs

Table (9)
Outbound Marketing Mechanism Strategy in terms of Catalogs

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services.	3.77	HE	3.64	HE	3.47	HE	3.63	HE
It makes the information about the product or services easy to find & readily available.	3.73	HE	3.44	HE	3.35	HE	3.51	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.50	HE	3.26	ME	3.35	HE	3.37	HE
It makes the customer/client focus on the product.	3.58	HE	3.32	HE	3.35	HE	3.42	HE
It creates the desire to purchase the products/services offered.	3.65	HE	3.37	HE	3.41	HE	3.48	HE
It makes the customer to purchase the products/services offered.	3.60	HE	3.41	HE	3.38	HE	3.46	HE
General Weighted Mean	3.64	HE	3.40	HE	3.39	HE	3.48	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

Table (9) displays the outbound mechanism strategy in terms of Catalogs. It showed that Catalogs was highly effective with an overall mean of 3.48. This data then exposed the fact that Catalogs is a persuasive way of recommending the services offered by the consulting firm.

Most of the Office Staff, Previous Clients and New Clients agreed that Catalogs was highly effective in making the customer/client aware of the products/services ($x=3.77$) ($x=3.64$) ($x=3.47$) and making the information about the product or services easy to find & readily available ($x=3.73$) ($x=3.44$) ($x=3.35$).

Office Staff, and New Clients respondents believed that Catalogs was highly effective in ensuring that the customer/client likes the product (x=3.50) (x=3.26). Correspondingly, Previous Clients believed that it's highly effective in making the information about the product or services easy to find & readily available (x=3.35), ensuring that the customer/client likes the product (x=3.35), and making the customer/client focus on the product (x=3.35). This means that Catalogs persuade clients because of the high amount of savings they can get in exchange for a quality service. This information was in line with the study of McKinley, Florence and Design (2016) who viewed the marketing mix as a series of separate initiatives, each tallying to a conceptual whole – the sale of products or services being offered.

5.2.5 Billboards

Table (10)
Outbound Marketing Mechanism Strategy in terms of
Metro Vancouver Canada Immigration Consulting Firm's
Billboard

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services	3.40	HE	3.12	ME	2.62	ME	3.05	ME
It makes the information about the product or services easy to find & readily available.	3.38	HE	2.89	ME	2.55	ME	2.94	ME
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.28	HE	2.91	ME	2.52	ME	2.90	ME
It makes the customer/client focus on the product.	3.25	HE	2.93	ME	2.52	ME	2.90	ME

It creates the desire to purchase the products/services offered.	3.48	HE	2.88	ME	2.62	ME	2.99	ME
It makes the customer to purchase the products/services offered.	3.45	HE	2.93	ME	2.64	ME	3.01	ME
General Weighted Mean	3.38	HE	2.94	ME	2.58	ME	2.97	ME

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

Table (10) displays the outbound mechanism strategy in terms of Metro Vancouver Canada Immigration Consulting Firm’s Billboard. It showed that Metro Vancouver Canada Immigration Consulting Firm’s Billboard was a moderately effective strategy with an overall mean of 2.97. This data thus showed that the billboard is somehow not that effective as a strategy.

Majority of the Office Staffs respondents believed that Metro Vancouver Canada Immigration Consulting Firm’s Billboard creates the desire to purchase the products/services offered ($x=3.48$) and makes the customer to purchase the products/services offered ($x=3.45$). Likewise, they also believed that making the customer/client focus on the product ($x=3.25$) was highly effective.

On the other hand, previous clients respondents believed that Metro Vancouver Canada Immigration Consulting Firm’s Billboard was moderately effective in making the information about the product or services easy to find & readily available ($x=3.12$). It was also moderately effective in making the customer/client focus on the product ($x=2.93$) and making the customer purchase the products/services offered ($x=2.93$). In addition, they also believed that it was moderately effective in creating the desire to purchase the products/services offered ($x=2.88$).

Additionally, new clients respondents believed that Metro Vancouver Canada Immigration Consulting Firm’s Billboard was moderately effective in making the customer purchase the

products/services offered (x=2.64), in making the customer/client aware of the products/services (x=2.62), in creating the desire to purchase the products/services offered (x=2.62), in ensuring that the customer/client likes the product, if not, understand why and fix the problem (x=2.52), and in making the customer/client focus on the product (x=2.52). This data verified that establishing Metro Vancouver Canada Immigration Consulting Firm’s Billboard will help not only the new clients but also those previous clients who want to refer a new client.

5.3 Discussion of Research Question Three

5.4 What is the level of effectiveness of the existing marketing strategies of Metro Vancouver Canada Immigration Consulting in terms of: Inbound Marketing Mechanism Strategies?

5.4.1 Website

5.4.2 FB Page

5.4.3 Instagram

5.4.4 Webinar

5.4.5 Group Chat

5.4.1 Website

Table (11)

**Inbound Marketing Mechanism Strategy in terms of
Website**

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI

It makes the customer/client aware of the products/services.	3.82	HE	3.59	HE	3.39	HE	3.60	HE
It makes the information about the product or services easy to find & readily available.	3.77	HE	3.37	HE	3.32	HE	3.49	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.68	HE	3.13	ME	3.29	HE	3.37	HE
It makes the customer/client focus on the product.	3.65	HE	3.22	ME	3.15	ME	3.34	HE
It creates the desire to purchase the products/services offered.	3.72	HE	3.34	HE	3.19	ME	3.42	HE
It makes the customer to purchase the products/services offered.	3.63	HE	3.34	HE	3.18	HE	3.38	HE
General Weighted Mean	3.71	HE	3.33	HE	3.25	HE	3.43	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

Table (11) presents the inbound mechanism strategy in terms of Website. It showed that having a website campaign access was a highly effective scheme with an overall mean of 3.43. This proved that the Website campaign access was an effective strategy.

Majority of the office staffs, previous clients and new clients respondents agreed that Website campaign access was highly effective in making the customer/client aware of the products/services ($x=3.82$) ($x=3.59$) ($x=3.39$) and making the information about the product or services easy to find & readily available ($x=3.77$) ($x=3.37$) ($x=3.32$). Additionally, office staffs respondents believed that Website campaign access was highly effective in making the customer purchase the products/services offered ($x=3.63$), while the previous clients respondents believed that it was moderately effective in ensuring the customer/client likes the product ($x=3.13$). Also, the new clients respondents believed that Website campaign access was moderately effective

in making the customer/client focus on the product ($x=3.15$). Thus, it proved that the committee involved in the Website campaign access should innovate more ideas on how they can persuade other clients to avail themselves of their services being offered.

5.4.1 Website

5.4.2 Face Book Page

5.4.3 Instagram

5.4.4 Webinar

5.4.5 Group Chat

5.4.2 Face Book Page

Table (12)

Inbound Marketing Mechanism Strategy in terms of

Facebook Fan page

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services.	3.78	HE	3.42	HE	3.79	HE	3.66	HE
It makes the information about the product or services easy to find & readily available.	3.80	HE	3.41	HE	3.75	HE	3.65	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.62	HE	3.22	ME	3.66	HE	3.50	HE
It makes the customer/client focus on the product.	3.67	HE	3.18	ME	3.59	HE	3.48	HE

It creates the desire to purchase the products/services offered.	3.65	HE	3.19	ME	3.67	HE	3.50	HE
It makes the customer to purchase the products/services offered.	3.58	HE	3.24	ME	3.59	HE	3.47	HE
General Weighted Mean	3.68	HE	3.28	HE	3.67	HE	3.54	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

Table (12) presents the inbound mechanism strategy in terms of Facebook Fan page. It showed that social Facebook Fan page was a highly effective strategy with an overall mean of 3.54. This data thus proved that endorsing the consulting firm online via Facebook Fan Page was one of the effective techniques in getting more clients to avail the quality services being offered by the consulting firm.

Majority of the office staffs and new clients respondents believed that Facebook Fan Page campaign was highly effective in making the information about the product or services easy to find & readily available ($x=3.80$) and making the customer/client aware of the products/services ($x=3.78$). Likewise, they also believed that making the customer purchase the products/services offered ($x=3.25$) was highly effective.

Similarly, previous clients and new clients respondents believed that Facebook Fan Page campaign was highly effective in making the customer/client aware of the products/services ($x=3.42$) ($x=3.79$), and making the information about the product or services easy to find & readily available ($x=3.41$) ($x=3.75$). However, they believed that it was moderately effective in making the customer/client focus on the product ($x=3.18$) ($x=3.59$). The new clients respondents also agreed that Facebook Fan Page campaign was highly effective in making the customer purchase the products/services offered ($x=3.59$).

All of this data then verified that Facebook Fan Page posting/campaign should be enhanced because most of the previous clients and new clients are engaged in social media such as Meta or the Facebook Platform.

5.4.3 Instagram

Table (13)
Inbound Marketing Mechanism Strategy in terms of
Instagram Page Campaign

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/service.	3.73	HE	3.34	HE	3.35	HE	3.47	HE
It makes the information about the product or services easy to find & readily available.	3.67	HE	3.25	HE	3.20	ME	3.37	HE
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.62	HE	3.28	HE	3.15	ME	3.35	HE
It makes the customer/client focus on the product.	3.68	HE	3.20	ME	3.04	ME	3.31	HE
It creates the desire to purchase the products/services offered.	3.67	HE	3.16	ME	3.13	ME	3.32	HE
It makes the customer to purchase the products/services offered.	3.60	HE	3.12	ME	3.04	ME	3.25	HE
General Weighted Mean	3.66	HE	3.23	ME	3.15	ME	3.35	HE

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

Table (13) shows the inbound mechanism strategy in terms of Instagram Page Campaign. It showed that Instagram Page Campaign was a highly effective scheme with an overall mean of 3.35. This data proved that Instagram Page Campaign was a persuasive manner of promoting the consulting firm.

The office staffs, previous clients and new clients respondents agreed that Instagram Page Campaign was a highly effective way of making the customer/client aware of the products/services (x=3.73) (x=3.34) (x= 3.35).

Majority of the office staffs respondents believed that Instagram Page Campaign was highly effective in making the information about the product or services easy to find & readily available (x=3.67) and creating the desire to purchase the products/services offered (x=3.67). In the same light, they also believed that making the customer purchase the products/services offered (x=3.60) was highly effective.

Furthermore, previous clients respondents believed that Instagram Page Campaign was highly effective in ensuring the customer/client likes the product (x= 3.28), however, they believed that it is moderately effective in making the customer to purchase the products/services offered (x=3.12). Comparatively, with other consulting firm’s campaign strategy, the committee for Instagram Page Campaign should think of ways on how they can attract more clients.

5.4.4 Webinar

Table (14)

**Inbound Marketing Mechanism Strategy in terms of
Webinar / Seminar / Workshop / Sponsorship Participation**

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
		X	VI	X	VI	X	VI	X

It makes the customer/client aware of the products/services.	3.68	HE	3.36	HE	2.86	ME	3.30	HE
It makes the information about the product or services easy to find & readily available.	3.65	HE	3.12	ME	2.86	ME	3.21	ME
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.58	HE	3.11	ME	2.85	ME	3.18	ME
It makes the customer/client focus on the product.	3.62	HE	3.12	ME	2.81	ME	3.18	ME
It creates the desire to purchase the products/services offered.	3.50	HE	3.05	ME	2.80	ME	3.12	ME
It makes the customer to purchase the products/services offered.	3.57	HE	3.07	ME	2.86	ME	3.17	ME
General Weighted Mean	3.60	HE	3.14	ME	2.84	ME	3.19	ME

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

Table (14) presents the Inbound mechanism strategy in terms of Webinar / Seminar / Workshop / Sponsorship Participation. It showed that yearly Webinar / Seminar / Workshop / Sponsorship Participation was a moderately effective strategy with an overall mean of 3.19. This data proved that Webinar / Seminar / Workshop / Sponsorship Participation is a factor in attracting clients.

Majority of the office staffs respondents believed that Webinar / Seminar / Workshop / Sponsorship Participation was highly effective in making the customer/client aware of the products/services ($x=3.68$) and making the information about the product or services easy to find & readily available ($x=3.65$). Likewise, they also believed that creating the desire to purchase the products/services offered ($x=3.50$) was highly effective.

On the other hand, previous clients respondents believed that yearly Webinar / Seminar / Workshop / Sponsorship Participation was highly effective in making the customer/client aware of the products/services ($x=3.36$), making the information about the product or services easy to find & readily available ($x=3.12$), and making the customer/client focus on the product ($x=3.12$). However, they believed that it was moderately effective in creating the desire to purchase the products/services offered ($x=3.05$).

In addition, the new clients respondents also agreed that yearly Webinar / Seminar / Workshop / Sponsorship Participation was moderately effective in making the customer/client aware of the products/services ($x=2.86$), making the information about the product or services easy to find & readily available ($x=2.86$), and making the customer purchase the products/services offered ($x=2.86$). In the same way, creating the desire to purchase the products/services offered was interpreted as moderately effective ($x=2.80$). This data proved that the consulting firm should build more connection and participation that will not only benefit the clients, but also the consulting firm through Webinar / Seminar / Workshop / Sponsorship Participation.

In addition, the study of Trevor in 2015 defined price as the amount a client pays for the services availed by him or her. A number of factors including competition, service quality, placement, reputation of the Institution, private or public ownership, infrastructure, facilities provided, location of the firm, brand name of the institution etc, determine the price for services being offered. Price reflects the quality of services provided to the clients.

5.4.5 Group Chat

Table (15)

Inbound Marketing Mechanism Strategy in terms of

Messenger Group chat

Indicator	Office Staffs		Previous Clients		New Clients		Overall Mean	
	X	VI	X	VI	X	VI	X	VI
It makes the customer/client aware of the products/services.	3.38	HE	3.05	ME	2.36	ME	2.93	ME
It makes the information about the product or services easy to find & readily available.	3.23	ME	2.93	ME	2.38	ME	2.85	ME
It ensures that the customer/client likes the product, if not, understand why and fix the problem.	3.15	ME	2.91	ME	2.26	ME	2.77	ME
It makes the customer/client focus on the product.	3.20	ME	2.98	ME	2.21	ME	2.80	ME
It creates the desire to purchase the products/services offered.	3.27	HE	2.93	ME	2.36	ME	2.85	ME
It makes the customer to purchase the products/services offered.	3.20	ME	2.88	ME	2.29	ME	2.79	ME
General Weighted Mean	3.24	ME	2.95	ME	2.31	ME	2.83	ME

Legend: 3.25 - 4.00 Highly Effective (HE); 2.50 - 3.24 Moderately Effective (ME); 1.75 - 2.49 Slightly Effective (SE); 1.00 - 1.74 Not Effective (NE)

Table (15) shows the inbound mechanism strategy in terms of Messenger Group chat. It showed that the Messenger Group chat was a moderately effective scheme with an overall mean of 2.83. This was possibly because most of the respondents were mature and were not attracted to engaging in Messenger Group chat anymore.

Most of the office staffs believed that Messenger Group chat was highly effective in making the customer/client aware of the products/services (x=3.38) and creating the desire to purchase the products/services offered (x=3.27). But they also believed that ensuring the customer/client likes the product (x=3.15) was moderately effective.

Meanwhile, respondents believed that the engagement in Messenger Group chat was moderately previous clients effective in making the customer/client aware of the products/services

($x=3.05$) and making the customer/client focus on the product ($x=2.98$). Likewise, they believed that it was moderately effective in making the customer to purchase the products/services offered ($x=2.88$).

On the other hand, the new clients' respondents agreed that the engagement in Messenger Group chat was moderately effective in making the information about the product or services easy to find & readily available ($x=2.38$), making the customer/client aware of the products/services ($x=2.36$), and creating the desire to purchase the products/services offered ($x=2.36$). Also, making the customer/client focus on the product ($x= 2.21$) was moderately effective. This data then showed that the consulting firm's management should be more creative on how they can use the engagement in Messenger Group chat to be a more effective tool in catching the interest of the clients.

CHAPTER VI

SUMMARY, IMPLICATIONS, RECOMMENDATIONS AND OUTPUT OF THE STUDY

6. SUMMARY

This chapter presents the main results of the study. Conclusions were drawn based on the results. Recommendations were suggested to improve the marketing strategies used by the Metro Vancouver Canada Immigration Consulting in terms of Outbound and Inbound Marketing Mechanism Strategies.

6.1 Summary of Findings

The study determined the level of effectiveness of the marketing strategies used by the Metro Vancouver Canada Immigration Consulting.

The descriptive-correlation method of research was used in this study, using a validated questionnaire, the researcher-made questionnaire consisted of two parts in which demographic profile such as age, sex, monthly income, highest educational attainment, civil status, were included in Part I. The Part II was consisted of the six (6) key performance indicators such as: Awareness, Knowledge, Liking, Preference, Conviction, Purchase.

The study involved the Fifty-five (55) total populations which were divided into three (3) tiers; First, Office Staffs of Metro Vancouver Canada Immigration Consulting Marketing Team etc., next is the Previous Clients who availed the services of the Consulting firm and lastly, consists of individuals that are directly or non-directly

connected to the institution that performs or execute marketing strategies such as New Clients, Leads, and Prospects.

6.2 Implications

Based on the outcomes of the study, the following implications were cited by the researcher:

6.2.1 Socio-Demographic Profile of the Grouped Respondents

6.2.2 Dominating Respondent Age

The dominating respondents' age of the office staffs, previous clients and new clients were between 36 years old – 45 years old or 32.7%. All of the office staffs were in the same bracket. Previous Clients were between 20 years old and below or 11.9%; 19 to 25 years old were 9.5%; 26 to 35 years old 16.7%, 46 to 55 years old were 19.0% and 56 years old and above accounts 11.9%. On the other hand, the majority of the new clients are between 19 to 25 years old and 26 to 35 years old with both have 30.0%; and two of the respondents' age are from 46-55 years old. No respondents from 18-year-old below and 56 years old above from new clients has been recorded.

6.2.3 Dominating respondents Gender

The sex of the respondents shows that most of the office staff's respondents are females. Meanwhile, female new Previous Clients respondents dominated again over male new clients. Similarly, the

majority of the New Client respondents are again females and few of the Previous clients' respondents are males.

6.2.4 Dominating respondents Monthly Income

The respondents' monthly income present that most of the office staffs, previous clients and new clients' respondents' monthly income is between Cad \$4,001-\$5000. respectively. These income brackets are with in the current minimum median wage in the Province of British Columbia. Also, based on the given data, some respondents' monthly income are as follows: 33.3% for income amounting to Cad \$3,001- Cad \$4000 for Office staffs, previous clients, 33.3% who have income of Cad \$3,001-\$4000; 47.6% accounts for income \$4,001-\$5,000; 5.0% for income \$5,001 to \$6,000 and 2.4% for incomes \$3,000 below, \$6,001-\$7,000 and \$7,001 and above. New Clients respondent income amounting to Cad \$3,000 and below was 20.0%; \$3,001 to \$4,000 was 20.0%, \$4,001 to \$5,000 was 50.0% and \$5,001 to \$ 6,000 was 10.0% respectively.

6.2.5 Dominating respondents Educational Attainment

The respondents' highest educational attainment explains that all of the Office staffs attained an Undergraduate Degrees. On the other hand, the majority of the previous clients attained Graduate Degrees, some has Graduate Degrees and Vocational /Technical Diplomas, few are High School graduate and only one attained Post-Graduate Degree. Also, the

majority of the new clients obtained Undergraduate Degrees and some attained Graduate Degrees and Vocational/Technical diplomas while none of the new clients responded is a High School graduate.

6.2.6 Dominating respondents Marital Status

The respondents' civil status present that the majority of the Previous Clients respondents are married, while only a few of them are single or separated or widowed. On one hand, all of the Office Staffs respondents are married. Conversely, half of the New Client respondents are married. The rest are in common- law relationship (20.0%), divorced (20%) and only one respondent (10%) is single.

6.3 Outbound Marketing Mechanism Strategies

6.3.1 Paid Social Media Ads

The result for the Outbound Mechanism Strategy in terms Paid Social Media Ads based on the respondent's overall assessment is a highly effective strategy with an overall mean of 3.39. This indicates that Paid Social Media Ads are one of the most effective ways of promoting the Metro Vancouver Canada Immigration Consulting Firm.

The majority of the Office Staffs, Previous Clients, and New Clients respondents agree that Paid Social Media Ads are highly effective in making the customer/client aware of the products/services given, offered by Metro Vancouver

Canada Immigration Consulting Firm. and makes the information about the product or services easy to find & readily available.

However, Offices Staffs and Previous Clients believed that the flyers are highly effective in making the customer purchase the products/services offered. This indicates that Office Staffs and New Clients have the same views in using Paid Social Media Ads as one of the outbound mechanism strategies. Conversely, the New Clients respondents agreed that Paid Social Media Ads are moderately effective in making the customer/client focus on the product.

6.3.2 Community Neighbor Events

The results for the Outbound Mechanism Strategy, in terms of the Community Neighbor Events is based on the overall assessment of the respondents. It is a highly effective strategy with an overall mean of 3.34. This indicates that posting the Community Neighbor Events is a potent way of endorsing the consulting firm.

Most of the Office Staffs, Previous Clients, and New Clients respondents agree that the Community Neighbor Events is highly effective in making the customer/client aware of the products/services and makes the information about the product or services easier to find & readily available. Office Staffs respondents believe that the Community Neighbor Events is highly effective in ensuring that the customer/client likes the product.

However New Client respondents believed that it is moderately effective. In contrast to the opinion of the Office Staffs and Previous Clients and New Clients respondents agreed that the Community Neighbor Events is moderately effective in making the customer purchases for the products/services offered.

6.3.3 Transit Flyers

The results for the Outbound Mechanism Strategy in terms of Transit Flyers based on the overall assessment of the respondents is a highly effective scheme with an overall mean of 3.42. Most of the Office Staffs, Previous Clients, and New Clients respondents agreed that Transit Flyers is highly effective in making the customer /client aware of the products/services.

Office Staff respondents believe that giving away Transit Flyers is highly effective in making the information about the product or services easy to find & readily available; creating the desire to purchase the products/services offered; making the customer purchase the products/services offered. However, they believe that it is moderately effective in making the customer/client focus on the product. Meanwhile, New Clients respondents believe that giving of Transit Flyers is highly effective in making the information about the product or services easy to find & readily available but making the customer/client focus on the product is interpreted as moderately effective.

On the other hand, Previous Clients respondents agreed that participation in giving away Transit Flyers is highly effective in making the customer purchase the

products/services offered however making the customer/client focus on the product is moderately effective.

6.3.4 Catalogs

The results for the Outbound Mechanism Strategy in terms of providing Catalogs based on the overall assessment of the respondents are a highly effective idea with an overall mean of 3.48. This indicates that giving Catalogs are the persuasive way of recommending the consulting firm. Most of the Office Staffs, Previous Clients and New Clients respondents agreed that giving Catalogs are highly effective in making the customer/client aware of the products/services and making the information about the product or services easy to find & readily available. Office Staffs, Previous Clients and New Clients respondents believe that giving Catalogs is highly effective in ensuring that the customer/client likes the product. Conversely, Previous Clients respondents believe that it is highly effective in making the information about the product or services easy to find & readily available; ensuring that the customer/client likes the product and making the customer/client focus on the product.

6.3.5 Billboards

The results for the Outbound Mechanism Strategy in terms of Billboard Promotion based on the overall assessment of the respondents shows that Billboard Promotion is a moderately effective strategy with an overall mean of 2.97. This

indicates that the Billboard Promotion is somehow not an effective strategy. Majority of the Office Staffs believes that Billboard Promotion creates the desire to purchase the products/services offered and makes the customer purchase the products/services offered. They also believed that making the customer/client focus on the product is highly effective.

On the other hand, New Clients respondents believed that the Billboard Promotion is moderately effective in making the information about the product or services easy to find & readily available; it is also moderately effective in making the customer/client focus on the product and making the customer to purchase the products/services offered; however, they believe that it is moderately effective in creating the desire to purchase the products/services offered. Meanwhile, Previous Clients respondents believe that the Billboard Promotion is moderately effective in making the customer purchase the products/services offered; making the customer/client aware of the products/services and creating the desire to purchase the products/services offered but ensuring that the customer/client likes the product, if not, then understand why and fix the problem; making the customer/client focus on the product is interpreted as moderately effective.

6.4 Inbound Marketing Mechanism Strategies

6.4.1 Website

The results for the Inbound Mechanism Strategy in terms of Website Posting campaign based on the overall assessment of the respondents is a highly

effective scheme with an overall mean of 3.43. This indicates that the Website Posting campaign is an effective strategy. The majority of the Office Staffs, Previous Clients and New Clients respondents agreed that Website Posting campaign is highly effective in making the customer /client aware of the products/services and making the information about the product or services easy to find & readily available.

However, Office Staffs respondents believed that Website Posting campaign are highly effective in making the customer purchase the products/services offered; while the New Clients respondents believe that it is moderately effective in ensuring the customer/client likes the product; also, the Previous Client respondents believe that Website Posting campaign is moderately effective in making the customer/client focus on the product.

6.4.2 Facebook Fan page

The results for the Inbound Mechanism Strategy in terms of Facebook Fan page Posting/Campaign based on the overall assessment of the respondents are a highly effective strategy with an overall mean of 3.54.

The majority of the Office staffs and New Client respondents believe that using Facebook Fan page Posting/Campaign is highly effective in making the information about the product or services easy to find & readily available and making the customer/client aware of the products/services. However, they also believed that making the customer purchase the products/services offered is highly effective.

Meanwhile, New Clients and previous client respondents believed that using Facebook Fan page Posting/Campaign is highly effective in making the customer/client aware of the products/services and making the information about the product or services easy to find & readily available; however, they believe that it is moderately effective in making the customer/client focus on the product. The Office Staffs respondents also agreed that Facebook Fan page Posting/Campaign is highly effective in making the customer purchase the products/services offered.

6.4.3 Instagram Campaign

The results for the Inbound Mechanism Strategy in terms of Instagram Campaign/Posting based on the overall assessment of the respondents is that the campaign is a highly effective scheme with an overall mean of 3.35. The Office Staffs, Previous Clients, and New Clients respondents agreed that Instagram Campaign/Posting is a highly effective way of making the customer/client aware of the products/services. Most of the Office Staffs believes that Instagram Campaign/Posting is highly effective in making the information about the product or services easy to find & readily available and creating the desire to purchase the products/services offered.

But they also believed that making the customer purchase the products/services offered is highly effective. Conversely, New Clients respondents believed that Instagram Campaign/Posting is highly effective in ensuring the

customer/client likes the product. However, they believe that it is moderately effective in making the customer purchase the products/services offered.

6.4.5 Webinar

The results for the Inbound Mechanism Strategy in terms of Webinar Participation based on the overall assessment of the respondents is that yearly or quarterly Webinar/Seminar/Workshop/Sponsorship Participation is a moderately effective strategy with an overall mean of 3.19. The majority of the Office Staffs respondents believes that Webinar/Seminar/Workshop/Sponsorship Participation is highly effective in making the customer/client aware of the products/services and making the information about the product or services easy to find & readily available.

They also believed that creating the desire to purchase the products/services offered is highly effective. The New Clients respondents believed that yearly or quarterly Webinar/Seminar/Workshop/Sponsorship Participation is highly effective in making the customer/client aware of the products/services; making the information about the product or services easy to find & readily available and making the customer/client focus on the product; however, they believe that it is moderately effective in creating the desire to purchase the products/services offered.

Conversely, the Previous Clients respondents also agreed that yearly or quarterly Webinar/Seminar/Workshop/Sponsorship Participation is moderately effective in making the customer/client aware of the products/services; making the information about the product or services easy to find & readily available, and making

the customer purchase the products/services offered. However, creating the desire to purchase the products/services offered is interpreted as moderately effective.

6.4.6 Group Chat

The results for the Inbound Mechanism Strategy in terms of Messenger Group Chat based on the overall assessment of the respondents is that the Messenger Group Chat is a moderately effective scheme with an overall mean of 2.83. Most of the Previous Clients believe that Messenger Group Chat is highly effective in making the customer/client aware of the products/services and creating the desire to purchase the products/services offered. But they also believed that ensuring the customer/client likes the product is moderately effective.

Meanwhile, New Clients respondents believed that Messenger Group Chat is moderately effective in making the customer/client aware of the products/services and making the customer/client focus on the product; however, they believe that it is moderately effective in making the customer purchase the products/services offered. On the other hand, the Previous Clients respondents agreed that the Messenger Group Chat is highly effective in making the information about the product or services easy to find & readily available; making the customer/client aware of the products/services; and creating the desire to purchase the products/services offered. However, making the customer/client focus on the product.

6.5 Recommendations

Based on the conclusions revealed of the study, the following recommendations are established:

- 6.5.1 Recommendation One: Metro Vancouver Canada Immigration Consulting in terms of Outbound and Inbound Marketing Mechanism Strategies should innovate its Inbound and Outbound Marketing services to maintain the best client connection or relationship resulting to an improved client retention rate and increase the new client rate.
- 6.5.2 Recommendation Two: Metro Vancouver Canada Immigration Consulting should focus more on clear, concise, authentic, and consistent promotional campaign messages that align with the Canadian Immigration laws, policies and procedures as these will be a significant factor that clients consider in availing the services being offered to the aforementioned consulting firm.
- 6.5.3 Recommendation Three: The consulting firm must allocate a reasonable budget for marketing promotion to increase the consulting firm number of new clients.
- 6.5.4 Recommendation Four: Metro Vancouver Canada Immigration Consulting should prioritize establishing a strategic and tactical marketing strategies and creative promotional campaigns. Creating a unique marketing proposition with strong brand image and equity can deeper the relationship with the clients will be achieved through this.
- 6.5.5 Recommendation Five: Metro Vancouver Canada Immigration Consulting must encourage its staffs to develop a hunger for learning in different Inbound and

Outbound Marketing Campaign and Strategies to keep themselves abreast with the demands of the current marketing industry.

6.5.6 Recommendation Six: Education and Training of key personnel needs to be intensified to arrive at relevant and effective marketing strategies.

Therefore, the marketing plan and strategies formulated as a result of this research will be the basis of MVCIC's business resiliency during these unpredicted events such as Canadian Immigration policies, border closures and global events like pandemic and the inbound and outbound marketing strategies must be tailored to address the evolving needs for business resiliency in order to influence client's acquisitions and retentions. This study as well can be use by similar entities offering same services in Canada and or overseas.

6.6 Output of the Study



6.6.1 Objective: To be able to allocate the appropriate budget for the Marketing Plans and Promotion such as the Outbound and Inbound Marketing Mechanism Strategies used by Metro Vancouver Canada Immigration Consulting Firm

6.6.2 Goal: To increase the firm’s number of new clients annually and to maintain its high client’s retention rate per year.

6.6.3 Target Implementation Date: Every First Month of the year

- January 2024
- January 2025
- January 2026
- January 2027

6.6.4 Proposed Budget on Strategic Marketing Plan for FY: 2024-2025

Table 18

Proposed Budget on Strategic Marketing Plan for FY: 2024-2025



I. INVENTORY, REVIEW & REVISIONS OF MARKETING MATERIALS	Amount
1.1 Collapsible Tarpaulin with QR codes	\$230.00
1.2 Business Cards 1,000 pcs with QR codes	\$180.00
1.3 Sandwich board ads with QR codes	\$230.00
1.4 Website Yearly maintenance (www.mvcic.com)	\$500.00
1.5 Zoom Subscriptions	\$150.00
1.6 Google meet subscriptions	FREE
1.7 Others	\$1,000.00
Total	\$2,290.00

II. PROMOTIONAL TECHNIQUES		
1. OUTBOUND MARKETING		
1.1 Paid social media ads		\$600.00
1.2 Community Neighborhood Events		\$750.00
1.3 Transit Flyers		\$150.00
1.4 Catalogs		\$600.00
1.5 Billboards		\$500.00
	Total	\$2,600.00
2. INBOUND MARKETING		
2.1 Website		\$500.00
2.2 FB Page		FREE
2.3 Instagram		FREE
2.4 Webinar		FREE
2.5 Group Chat		FREE
	Total	\$500.00
III. OTHERS		
3.1 Unplanned marketing activities		\$1,000.00
	Total	\$1,000.00
TOTAL BUDGET in Cad Dollars		\$5,390.00

6.6.5 Detailed Activities of Expenses on Strategic Marketing Plan 2024-2025

Table 19



Detailed Activities of Expenses on Strategic Marketing Plan 2024-2025

ACTIVITIES	QUANTITIES	BUDGETS	TIMELINES
Inventory, Review & Revisions of Marketing Materials			
1.1 Collapsible Tarpaulin with QR codes	3@\$230 each	\$690.00	Jan-Feb 2024
1.2 Business Cards 3,000 pcs with QR codes	<u>3000pcs@\$.05c</u> each	\$150.00	January 2024
1.3 Sandwich board ads with QR codes	2@ \$180 each	\$360.00	January 2024
1.4 Website Yearly maintenance (www.mvcic.com)	1@\$500/year	\$500.00	January 2024
1.5 Zoom Subscriptions	1@\$150/year	\$150.00	January 2024
1.6 Google meet subscriptions	1 @ free/year	-	January 2024

PROMOTIONAL TECHNIQUES	PARTICULARS	BUDGETS	TIMELINES
1. OUTBOUND MARKETING			
1.1 Paid Social Media Ads	12@ \$50/month	\$600.00	On going
1.2 Community Neighborhood Events	3@\$250/session	\$750.00	3x During summer only
1.3 Transit Flyers	3000pcs@\$0.05 cents/pc	\$150.00	January 2024
1.4 Catalogs	12@ \$50/month	\$600.00	January 2024
1.5 Billboards	1 pc @ 500 per 3yr contract	\$500.00	January 2024

PROMOTIONAL TECHNIQUES	PARTICULARS	BUDGETS	TIMELINES
2. INBOUND MARKETING			

2.1 Website	1 @\$500/year	\$500	January 2024
2.2 FB Page	1 @free/year	0	On going
2.3 Instagram	1 @free/year	0	On going
2.4 Webinar	1 @free/year	0	On going with weekly session
2.5 Group Chat	1 @free/year	0	On going with weekly session
OTHERS: Unplanned Marketing Activities/Events	1000.00	1000.00	Unforeseen/ Standby

6.6.6 PROPOSED MARKETING CALENDAR ACTIVITIES YEAR: 2024

Table 20



PROPOSED MARKETING CALENDAR ACTIVITIES YEAR: 2024

MONTH	Marketing Activities	Inbound	Outbound
January 1-15	Inventory, Review & Revisions of Marketing Materials <i>if needed to cater the targeted audiences.</i>	X	X
Ongoing Basis	Paid Social Media Ads-Discuss, review and suggest if targeted audiences are widely reach or needed revisions.		X
Ongoing Basis	Community Neighborhood Events-Discuss, review and suggest if targeted audiences are widely reach or needed revisions.		X
Ongoing Basis	Transit Flyers-Discuss, review and suggest if targeted audiences are widely reach or needed revisions.		X
Ongoing Basis	Catalogs -Discuss, review and suggest if targeted audiences are widely reach or needed revisions.		X
Ongoing Basis	Billboards-Discuss, review and suggest if targeted audiences are widely reach or needed revisions.		X
Ongoing Basis	Website-Discuss, review and suggest if targeted audiences are widely reach or needed revisions.	X	
Ongoing Basis	FB Page-Discuss, review and suggest if targeted audiences are widely reach or needed revisions.	X	
Ongoing Basis	Instagram-Discuss, review and suggest if targeted audience are widely reach or needed revisions.	X	
Ongoing Basis	Webinar-Discuss, review and suggest if targeted audiences are widely reach or needed revisions.	X	
Ongoing Basis	Group Chat -Discuss, review and suggest if targeted audience are widely reach or needed revisions.	X	
Ongoing Basis	Unplanned marketing activities-Discuss, review and suggest if targeted audiences are widely reach or needed revisions.	X	X
June 1-15	Midyear Inventory, Review & Revisions of Marketing Materials <i>if needed to cater the targeted audiences.</i>	X	X
June 1-15	Midyear review of Marketing Financial Expenses	X	X
Dec 15-30	Year- End review of Marketing Financial Expenses	X	X
<i>Note:</i>	<i>Responsible Staffs involved in all activities.</i>		
	1. Office Manager		
	2. Head of Marketing		
	3. Owner		

6.6.7 OFFICE STAFF MARKETING STRATEGIC CALENDAR PROCESS



OFFICE STAFF MARKETING

STRATEGIC CALENDAR PROCESS

Targeted Date: January 2024

Figure 7- MVCIC’s Marketing Evaluation and Implemented Strategy Process

MVCIC Marketing Evaluation and Implemented Strategy Process					
Strategy	Action Step	Person/s	Year	Completion	Evaluation
Keeping up to date with current Canadian immigration Laws, policies and procedures	Will attend CPD. Seminars, webinars and subscribed to Immigration, Refugee and Citizenship Canada mailing lists.	All staffs	As needed	Continuously	Staff must ensure that they are up to date to the current changes in the Immigration laws to prevent the organization from legal issues.
Networking	Collaborate with diverse groups in BC (Fil-Cad Assn., Croatian Assn, Punjab in BC etc.	All staffs	As needed	Continuously	Ensure that MVCIC is collaborating with other group entities to be able to network and must be evaluated and foresee the popular pathways for certain ethnic groups. (e.g. Filipino: caregivers; Indian- Workers; Mexican- Farmers; Korean- ESL Student)
Forecasting	Need to navigate and brainstorm the best possible pathways to immigrate of individuals and family in Canada	All staffs	As needed	Continuously	Evaluate how the low skilled and the education factors affect the Spousal sponsorship in Canada. Evaluate the economic impact to the Principal applicant and the impact to the organization if neglected the issues.

Source: MVCIC Manual. *MVCIC’s Marketing Evaluation and Implemented Strategy Process. Updated-December 10, 2022.*

6.7 Conclusion

All in all, Metro Vancouver Canada Immigration Consulting must be adaptable and must be responsive to any changes, whether in Canadian Immigration laws, policies and procedures as well as in unforeseen border closures due to force majeure like Covid-19.

This study also primarily focuses on operation management used by Metro Vancouver Canada Immigration Consulting Firm, its strengths and weaknesses that take effect on the Canadian Immigration industry. Furthermore, it includes collective qualitative data to which the researchers analyze and evaluate its effectiveness.

The primary points of the study include marketing mix (7 P's) Product, Price, Promotion, Place, People, Process, and Physical evidence as the challenges in the inbound and outbound marketing in terms on business operations were identified. It also includes the strategic marketing plan intervention developed by the researcher in order to overcome those issues and challenges. In addition, it aims to build and create an effective strategic marketing plan to help the business in times of unforeseen scenarios.

Furthermore, the marketing strategies are not just about attracting new clients but also about retaining and nurturing and supporting existing clients. By implementing effective marketing techniques, business will grow, improved client loyalty, and most importantly, it will achieve sustainable and business growth.

Results have found that there were business interruptions on operational capacity caused by border closures, changes in Immigration policies and legislations and other unprecedented events such as pandemic. The result shows that inbound and outbound marketing has a great influence on client retentions based on respondents' answers. Most

of the clients of the company are from overseas who are in their mid thirties, well educated, with vast amount of working experiences and are experts in their fields who are still looking for a greener pasture and wants to migrate in Canada permanently. Their motivation in migrating to Canada in terms of political aspect is not part of this study and is not releveant in this research. The result also highlights that there must be an operational marketing plan to alleviate the adverse effect of the pandemic transition to the new era of business operations.

This study concludes that Metro Vancouver Canada Immigration Consulting Firm was deemed vulnerable during the pandemic. Client retention, operations, and workforce are adjusted. Sales decreases, and some operation management changes.

For the company to continue, there must be a need to build and establish a strategic marketing plan provided by the proponents of this research which will help the business to cope up with its status.

Thus, there is a significant difference in the aspect of operations management in times of Canadian border closures, changes in immigration policies and legislations as well as when there is un expected event such as the pandemic and the inbound and outbound marketing strategies must be tailored to address the evolving needs for business resiliency in order to influence client's acquisitions and retentions.

APPENDIX A

SURVEY COVER LETTER

[Participant's Name]
[Participant's Address]
[City, Province, Postal Code]

Dear [Recipient's Name],

I am writing to express my interest in conducting research on the assessment of Metro Vancouver Canada Immigration Consulting Firm's existing strategies and the basis for a business resiliency strategies plan during Canadian immigration policy changes, border closures and global events such as Covid-19 pandemic. I trust that this study is of great significance given the unprecedented challenges faced by immigration consulting firms in the current global scenario.

As an owner of the Metro Vancouver Canada Immigraion Consulting and an Immigration Consultant with a strong background in Canadian immigration laws, policies and procedures, I am confident in my ability to undertake this research project effectively and provide valuable insights into the strategies employed by Metro Vancouver Canada Immigration Consulting firm. I am particularly interested in evaluating the impact of border closures and travel restrictions on the client base, revenue generation, and overall business operations of MVCIC.

To conduct this study, I plan to employ a comprehensive research methodology that includes a literature review, data collection through qualitative interviews and surveys. By assessing the existing strategies and identifying the key challenges faced by Metro Vancouver Canada Immigration Consulting firm. I aim to develop a business resiliency strategic plans that will enhance MVCIC's long-term sustainability and resilience during un certain events.

I have reviewed the available resources and publications related to the impact of Canadian policy changes, border closures and COVID-19 on international mobility, including the relevant report by Statistics Canada (Statistics Canada, 2021). This information will serve as a foundation for my research and ensure that my findings are aligned with the current knowledge in the field.

I am enthusiastic about this study opportunity and strongly believe that the results of this research will contribute to the existing body of knowledge by providing valuable insights and recommendations for Metro Vancouver Canada Immigration Consulting Firm. I am confident that with your valuable input and my dedication to this research, will enable me to successfully complete this paper within the projected timeline.

As a valued previous and/or current clientsv and key staffs, I kindly request your support regarding your opinions for data collection purposes. Furthermore, I am open to any suggestions or guidance from your previous experience that would further enhance the quality and impact of this research.

Thank you for considering my proposal. I look forward to the opportunity to discuss this research project in more details in your most convenient time. Please find my contact information above if you have inquiries or if there is any additional reference that need to be provided.

Yours sincerely,

Noel Almonte Abrera
Researcher

APPENDIX B

INFORMED CONSENT

[Participant's Name]
[Participant's Address]
[City,Province, ZIP Code]

Date:

Dear [Participant's Name],

Warm greetings of Peace and Solidarity!

Metro Vancouver Canada Immigration Consulting (MVCIC), coveted as one of the leading respected Filipino owned Immigration Consulting firms in the Province of British Columbia, would like to thank you for choosing us as part of your journey to Canada. As a valued clients, I am writing to request your participation in a research study titled:

"Assessment of Metro Vancouver Canada Immigration Consulting Firm's Existing Strategies: Basis for Business Resiliency Strategies Plan During Canadian Border Closures."

RESEARCHER'S PERSONAL BACKGROUND:

The Researcher (Mr. Noel Abrera) is the owner and founder of Metro Vancouver Canada Immigration Consulting based in Vancouver British Columbia in Canada. The Researcher is currently pursuing a Doctorate in Business Administration degree from Swiss School of Business and Management based in Geneva, Switzerland. He is in the final stage of his dissertation and gathering some relevant information on the topic stated above.

PURPOSE OF THE RESEARCH STUDY:

The primary purpose of this study is to examine the different Inbound and Outbound Marketing Strategies that is being used by Metro Vancouver Canada Immigration Consulting and the results will be used as the basis in the assessment for MVCIC's business resiliency during changes in Canadian immigration policies, border closures and any unprecedented global events such as COVID-19.

RIGHT TO DECLINE TO PARTICIPATE:

Please be advised that you are free to choose whether to participate or withdraw from the study. You also have the right to decline to answer any questions at any time. You will not

be penalized or lose any benefits to which you are otherwise entitled if you choose not to participate or choose to withdraw.

WHAT YOU WILL BE ASKED TO DO IN STUDY:

If you agree to participate in the study, you will be asked a series of questions which will take approximately 15 minutes to complete.

RISKS AND BENEFITS:

The participants would benefit from the study's findings that would be developed to better give the best possible uninterrupted customer service by MVCIC during unforeseen circumstances including Canadian Immigration policy changes, border closures and global events such as COVID-19 pandemic.

COMPENSATION: You will not be compensated for your participation in this study.

CONFIDENTIALITY:

Your participation in this research is confidential. Rest assured that only the Researcher will have access to your identity and will not maintain any link between you and your responses. If any portion of this research is published, no personal identifying information will be disclosed. To ensure the confidentiality of your participation, a code number will be used on your survey responses.

WHOM TO CONTACT IF YOU HAVE QUESTIONS ABOUT THE STUDY:

If you have any questions, concerns, or would like further information about this research study, please do not hesitate to contact me at my personal email - noel.wena@hotmail.com or call me at my cell +1778-888-5926. Additionally, if you have any concerns regarding your rights as a research participant, you may contact the Swiss School of Business and Management- Geneva Campus at contact@ssbm.ch

Consent: I have read and understood this consent form. All of my inquiries and concerns about this study have been addressed and I agree to voluntarily participate. Nonetheless, I acknowledge that my consent does not take away any legal rights in case of negligence or other legal fault of anyone involved in this study. I also understand that nothing in this consent form is intended to replace any applicable national or local laws.

Respondent's Name: _____

Respondent's Signature: _____

Date: _____

APPENDIX C

INTERVIEW GUIDE

Dear Respondent,

Please be informed that I am a Doctorate of Business Administration student at Swiss School of Business and Management-located in Geneva Switzerland and currently conducting my Dissertation paper entitled:

"Assessment of Metro Vancouver Canada Immigration Consulting Firm's Existing Strategies: Basis for Business Resiliency Strategies Plan During Canadian Border Closures."

In view of this, I have constructed questionnaires to gather information for my study and your participation by way in answering the questionnaire is very vital. Without it, the study will not be as complete as it should be. Kindly fill up the questionnaires and no more than 15 minutes to complete.

This survey complies with the Canada's *Personal Information Protection and Electronic Documents Act, (PIPEDA) for private sector*. This research will be used for academic purposes only. Please feel assured that your anonymity and the information you will provide will be treated with the strictest confidentiality.

If you have any questions about the study or the procedures, you may contact the undersigned via email: noel.wena@hotmail.com.

Thank you very much for your kind response to my request and if you are interested, I will provide you with the results of my study.

Respectfully yours,

MR. NOEL ABRERA
Researcher

Noted:

Dr. Jonathan Hinton Westover
Mentor, SSBM-Geneva

APPENDIX C
INTERVIEW GUIDE

PART 1. PROFILE OF RESPONDENTS

This part of the survey covers the demographic profile of the respondent.

Direction: Fill up the information by checking the box of your choice that corresponds and is appropriate to describe yourself.

1. I am:

- Inside Canada
- Outside Canada

2. Age:

- 18 years old and below
- 19 – 25 years old
- 26 – 35 years old
- 36 – 45 years old
- 46 – 55 years old
- 56 years old and above

3. Gender:

- Male
- Female

4. Monthly income:

- \$3,000 and below
- \$3,001 to \$4,000
- \$4,001 to \$5,000
- \$5,001 to \$6,000
- \$6,001 to \$7,000
- \$7,001 and above

5. Educational attainment:

- Post - Graduate
- Graduate Degree
- Undergraduate Degree
- Vocational/Technical graduate
- Secondary
- Prefer not to say

6. Marital Status

- Single
- Married
- Divorced
- Annulled
- Separated
- Common-Law
- Conjugal Relationship

Others, please specify _____

PART 2. SURVEY PROPER

Direction: By following the rating scale given below, please assess the level of effectiveness of existing marketing strategies of Metro Vancouver Canada Immigration Consulting as the basis for business resiliency during changes in Canadian immigration policies, border closures and any unprecedented global events such as COVID-19.

Rate	Meaning	Description
4	HE -Highly Effective	It means that you agree with the statement, and that the indicated existing marketing strategies being used is HIGHLY EFFECTIVE.
3	ME -Moderately Effective	It means you neither agree nor disagree that existing marketing strategies being used is, MODERATELY EFFECTIVE.
2	SE -Slightly Effective	It means that you disagree with the statement and that the existing marketing strategies being used is, SLIGHTLY EFFECTIVE.
1	NE - Not Effective	It means that you strongly disagree with the statement and that the indicated that existing marketing strategies being used is, NOT EFFECTIVE.

INBOUND MARKETING STRATEGIES				
1. WEBSITE	(HE)	(ME)	(SE)	(NE)
1.1. It makes the customer/client aware of the products/services.				
1.2. It makes the information about the product or services easy to find & readily available.				
1.3. It ensures that the customer/client likes your product, if not, understand why and fix the problem.				
1.4. It makes the customer/client focus on the product.				
1.5. It creates the desire to purchase the products/services offered.				
1.6. It makes the customer to purchase the products/services offered.				
2. FACEBOOK FANPAGE	(HE)	(ME)	(SE)	(NE)
2.1. It makes the customer/client aware of the products/services.				
2.2. It makes the information about the product or services easy to find & readily available				
2.3. It ensures that the customer/client likes your product, if not, understand why and fix the problem.				
2.4. It makes the customer/client focus on the product.				
2.5. It creates the desire to purchase the products/services offered.				
2.6. It makes the customer to purchase the products/services offered.				
3. INSTAGRAM	(HE)	(ME)	(SE)	(NE)
3.1. It makes the customer/client aware of the products/services.				
3.2. It makes the information about the product or services easy to find & readily available.				
3.3. It ensures that the customer/client likes your product, if not, understand why and fix the problem.				
3.4. It makes the customer/client focus on the product.				
3.5. It creates the desire to purchase the products/services offered.				

3.6. It makes the customer to purchase the products/services offered.				
4. WEBINAR	(HE)	(ME)	(SE)	(NE)
4.1. It makes the customer/client aware of the products/services.				
4.2. It makes the information about the product or services easy to find & readily available.				
4.3. It ensures that the customer/client likes your product, if not, understand why and fix the problem.				
4.4. It makes the customer/client focus on the product.				
4.5. It creates the desire to purchase the products/services offered.				
4.6. It makes the customer to purchase the products/services offered.				
5. GROUPCHAT	(HE)	(ME)	(SE)	(NE)
5.1. It makes the customer/client aware of the products/services.				
5.2. It makes the information about the product or services easy to find & readily available.				
5.3. It ensures that the customer/client likes your product, if not, understand why and fix the problem.				
5.4. It makes the customer/client focus on the product				
5.5. It creates the desire to purchase the products/services offered.				
5.6. It makes the customer to purchase the products/services offered.				
OUTBOUND MARKETING STRATEGIES				
1. PAID SOCIAL MEDIA ADS	(HE)	(ME)	(SE)	(NE)
1.1. It makes the customer/client aware of the products/services.				
1.2. It makes the information about the product or services easy to find & readily available.				
1.3. It ensures that the customer/client likes your product, if not, understand why and fix the problem.				
1.4. It makes the customer/client focus on the product.				
1.5. It creates the desire to purchase the products/services offered.				

1.6.	It makes the customer to purchase the products/services offered				
2. COMMUNITY NEIGHBOR EVENTS		(HE)	(ME)	(SE)	(NE)
2.1.	It makes the customer/client aware of the products/services.				
2.2.	It makes the information about the product or services easy to find & readily available.				
2.3.	It ensures that the customer/client likes your product, if not, understand why and fix the problem.				
2.4.	It makes the customer/client focus on the product.				
2.5.	It creates the desire to purchase the products/services offered.				
2.6.	It makes the customer to purchase the products/services offered.				
3. TRANSIT FLYERS		(HE)	(ME)	(SE)	(NE)
3.1.	It makes the customer/client aware of the products/services.				
3.2.	It makes the information about the product or services easy to find & readily available.				
3.3.	It ensures that the customer/client likes your product, if not, understand why and fix the problem.				
3.4.	It makes the customer/client focus on the product.				
3.5.	It creates the desire to purchase the products/services offered.				
3.6.	It makes the customer to purchase the products/services offered.				
4. CATALOGS		(HE)	(ME)	(SE)	(NE)
4.1.	It makes the customer/client aware of the products/services.				
4.2.	It makes the information about the product or services easy to find & readily available.				
4.3.	It ensures that the customer/client likes your product, if not, understand why and fix the problem.				
4.4.	It makes the customer/client focus on the product				
4.5.	It creates the desire to purchase the products/services offered.				
4.6.	It makes the customer to purchase the products/services offered.				

5. BILLBOARDS	(HE)	(ME)	(SE)	(NE)
5.1. It makes the customer/client aware of the products/services.				
5.2. It makes the information about the product or services easy to find & readily available.				
5.3. It ensures that the customer/client likes your product, if not, understand why and fix the problem.				
5.4. It makes the customer/client focus on the product.				
5.5. It creates the desire to purchase the products/services offered.				
5.6. It makes the customer to purchase the products/services offered.				

----- **End of Survey. Thank You!** -----

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