

Building Visibility

Strategic approaches for women entrepreneurs in Niagara

KEY INSIGHT

Visibility is not enough

FACTS

100% use Instagram as their main platform.

16.7% post or engage online daily

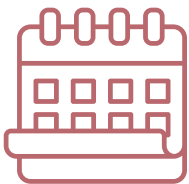
0% reported using LinkedIn

What Helps Build a Strong Audience?



Strategy

Clear goals and intentional messaging.



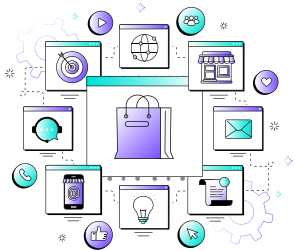
Consistency

Maintain a regular digital presence.



Storytelling

Stories that build trust and connection.



The Right Channel

Platforms aligned with the audience.

Tools & Guidance

Digital communication is often concentrated on a single channel, limiting reach and strategic audience growth.

83% expressed interest in tools and guidance to improve visibility and communication.



Strong communication builds visibility and growth.

