

# BUILD BUYER AWARENESS, INTEREST & TRUST



## Educating your Prospects and Customers

By Paul Provost, President of 6P

The shopping habits of property purchasers (home buyers, business owners and others) have slowly been changing over the last decade or so, thanks to the boom in Internet-based information. Where in the past a shopper was at the mercy of a real estate agent guiding them through listings and site visits, today they are more likely to do independent research and pick-and-choose what they see.

[Read more](#)



## Keep Eyes on Your Site with Engaging Content

By Jon Waldman, Marketing Manager - Special Projects

In case you haven't heard, content is king.

This was a thought that Bill Gates had way back in 1995 when the Internet as we know it today was very much in its infancy. This was before YouTube popularized video, before gifs were all the rage and even before images were fully optimized on the web.

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### Newsflash



## Our Instagram Page is Live!

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## Welcome Our New Clients



STATE INDUSTRIES

## Do you have a brand you need to legally protect?

In 2019, extensive changes in the Canadian trademark regime will likely be coming into force. Whether you are a new business owner or lead an established company seeing legal protection for your trademarks, your brand needs to be protected.

Several lawyers, including Sam Gabor of Taylor McCaffrey LLP can guide you in selecting, applying for and protecting trademarks.

To learn more, contact Sam at [204-988-0346](tel:204-988-0346) or [sgabor@tmlawyers.com](mailto:sgabor@tmlawyers.com).

### From around the web



Broken Trust With Tim's: It's a Brand Problem!

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Cannabis and construction: contractors and unions getting ready

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