



**SMITH
MARKETING
CONSULTING**

ANNUAL
REPORT

[2022/2023]

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Outgoing Leadership Letter

As we come to the end of our term as Managing Partners, we would like to take a moment to reflect on the past year and express our gratitude to everyone who has been a part of this incredible journey.

At the beginning of our term, we shared a vision to provide our team with invaluable hands-on marketing experience, while also continuing to grow the organization. Our goal was to provide high-quality marketing services to businesses, while also providing our members with opportunities to develop their skills and gain real-world experience. We faced many challenges along the way, but we were able to overcome them through hard work and dedication.

Over the course of the year, we successfully completed several projects for our clients, in areas such as digital marketing, social media strategy, and brand development. We are proud to report that we successfully completed six projects for six of our clients, ranging from local startups to multinational corporations. This achievement is a testament to the dedication and expertise of our team members.

One of the most rewarding aspects of our work is our commitment to our charitable partners. This year, we exceeded our initial donation goal and donated a record-breaking \$8,500.00 across five different charities, more than doubling the amount donated in the previous year. We believe that our contributions have made a positive impact on our community, and we are proud to have been a part of this effort.

As we look back on our year as Co-Chairs, we are proud of the accomplishments we have achieved and the relationships we have built. Our success would not have been possible without the hard work and dedication of our team members. We are grateful to have had the opportunity to work with a group of such talented and passionate individuals, and we are confident that the future of SMC is bright.

Lastly, we want to extend a special thank you to our alumni team members who have continued to support and guide us throughout our term. Your mentorship has been invaluable, and we are grateful for your continued commitment to the success of this organization.

Sincerely,
Outgoing Leadership Team



Nicole Stevens
Managing Partner | Comm '23



Jack Morse
Managing Partner | Comm '23



Rishi Goel
Managing Director | Comm '24

Incoming Leadership Letter

We are excited to be taking on the leadership of Smith Marketing Consulting for the upcoming academic year. We recognize and admire the tremendous work that our predecessors have done, and we are committed to building on their solid foundation to continue making a positive impact on the community.

As we look to the future, we are eager to strengthen our connections with our alumni. We believe that maintaining close relationships with former members can provide valuable networking opportunities and access to their knowledge and experience. This is a key priority for us, as we seek to expand our reach and deepen our impact.

Another primary objective is to develop new business relationships. We believe that these partnerships can offer our executive team valuable opportunities to gain practical experience and build relationships with professionals in the field. We are dedicated to seeking out collaborations that align with our principles and mission, and that offer our members meaningful educational opportunities.

Providing new and unique experiences for our executive continues to be a key goal for the club this year. Whether it is ensuring team members have sufficient guidance in developing their personal brands as they look to enter the workforce at top marketing and consulting positions, or connecting them with industry professionals, SMC aims to be a resource for the brightest marketing students to achieve their potential.

As a final point, we intend to increase the number of activities and events we host throughout the year, promoting our mission and creating memorable experiences for both our members and the broader Queen's community. We are dedicated to expanding awareness of Smith Marketing Consulting and garnering support for our goals.

We are excited about the challenges and opportunities that the upcoming year holds, and we are fully committed to meeting our objectives with diligence and hard work. We thank you for your support and look forward to an impactful year ahead.

Sincerely,
Incoming Leadership Team



Rishi Goel

Managing Partner | Comm '24



Jordan Kim

Managing Partner | Comm '24



Jillian Kleiman

Managing Director | Comm '24



About SMC

Founded in 2020, Smith Marketing Consulting is Canada's premier student-run marketing consultancy. Our clients trust us with executing their consulting projects, while our team gains invaluable marketing experience. We provide students with hands-on marketing projects, allowing them to gain transferable digital skills.

SMC offers companies the opportunity to work with the Smith School of Business's brightest marketing students to develop their current marketing strategies. We challenge our highly skilled team to create modern solutions to real marketing problems for clients, including industry leaders, start-ups, and local businesses. SMC is a not-for-profit organization that has donated thousands to charity since its inception.

The leadership team is responsible for establishing and maintaining the strategic direction of the consultancy. Directors work to facilitate communication between our project partners and their teams, while consultants work to support the development of our marketing solutions.

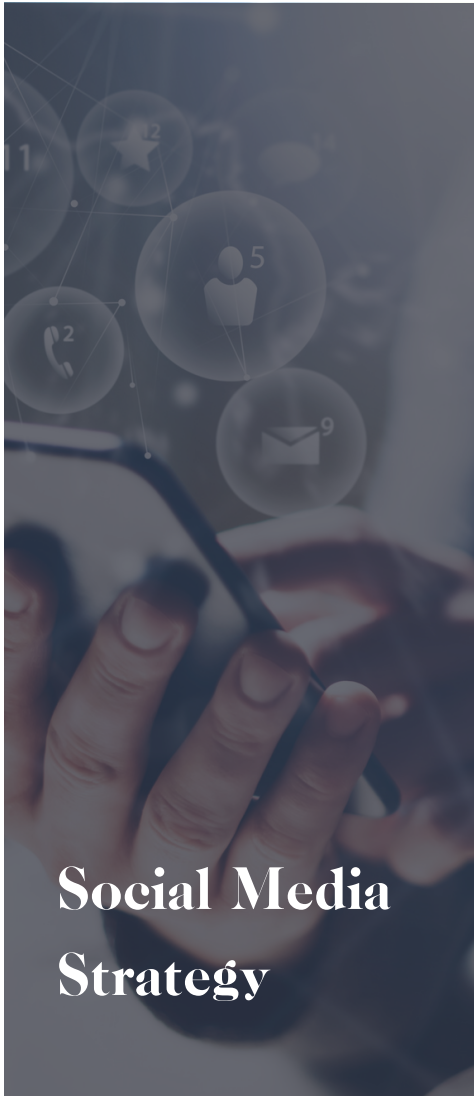
Mission and Vision

We aspire to be Canada's top student-run digital marketing consultancy through our mantra of relentless creativity and innovation while simultaneously serving a greater purpose by redirecting our profit to charities proudly hand-picked by our partners and leadership team.

Services



Through extensive market research and analysis, we have been able to successfully help our clients create a strong and recognizable brand identity, resulting in increased customer loyalty and brand recognition. Our team of consultants collaborates closely with clients to create customized plans that are in line with their distinctive business aims and objectives.



Our social media strategy services continue to provide clients with a comprehensive approach across various digital platforms such as Facebook, Instagram, LinkedIn, Pinterest, TikTok, and Twitter. We specialize in helping clients boost their brand awareness and engagement through our tailored social media strategies, which align with their business objectives and target audience.



We are proud to offer a range of digital strategy services, including SEO, paid advertising, and website development. Our team remains committed to providing our clients with cutting-edge digital marketing solutions that drive results.



Organizational Structure



FALL CLIENT PROJECTS



smc



The Client: HSBC

HSBC is one of the world's largest banking and financial services organisations which serves approximately 40 million customers through their global businesses. SMC partnered with HSBC Bank Canada on a 4-month project led by Project Director Jordan Kim and supported by Consultants Peter DeSantis, Charmi Sangvhi, Matthew Tran, and Talia Wright.

Problem Definition & Research

The goal of this project was to understand what perception students have of their chequing accounts and create recommendations based on this research. The SMC team gathered internal and external data to understand trends and key insights regarding the relationship between students and what they value in a chequing account.

Strategy

SMC conducted an internal survey surrounding what makes students sign up for a chequing account and what marketing factors may affect this decision. The team collected over 100 responses from students at universities across Canada and developed different strategies for varying student demographics. For example, in order to reach international students it is important to foster global culture and optimise the website as they have a stronger focus on online shopping.

Conclusion & Recommendations

SMC made a variety of recommendations regarding how HSBC can effectively target students based on the data collected. As mentioned before, international students rely on website accessibility to make their banking decisions. Thus, running targeted ads in the native languages of large international student demographics on university campuses and utilising global influencers within marketing campaigns will help reach this segment. Additionally, the team recognized that parental influence played both direct and indirect roles in students' banking decisions making them an important target segment when trying to attract more student sign ups.

smc



The Client: Studio 330

Studio330 is a holistic yoga studio located in downtown Kingston. While they focus on Vinyasa yoga, Studio330 offers a variety of classes and workshops ranging from beginner to advanced levels. Moreover, collaborating and supporting different companies in the Kingston community has cemented itself as a go-to yoga studio for both students and Kingston locals. Our main point of contact was the new studio owner who had just taken over the business and wanted to make his brand more accessible to the Kingston community. This project was led by Project Director Emily Gwin and supported by Consultants Elizabeth He, Nicole Wu, Kelly Xu, and Will Cooper.

Problem Definition & Research

SMC identified that in order for Studio330 to be successful they needed to effectively target several different markets to position itself as the "Neighbourhood Yoga Studio", while ensuring that communications are reaching the correct audience on a targeted channel. The team recognized students, young professionals, families, and retirees as the main target segments in Kingston after doing a competitor analysis of other yoga studios within the community.

Strategy

The main objectives of this project were to effectively target several consumer groups while creating a cohesive brand image for Studio 330. The team recommended Studio 330 create curated content to effectively engage with their target market and take a more conversion-based approach to the website's design. These recommendations were implemented through the creation of a brand guide, social media templates and website development along with the deliverables created by the team.

Conclusion & Recommendations

Content, brand, mailing list and blog templates were created for Studio330 based on the key takeaways from the competitor analysis and the owner's vision for the studio. Going forward, Studio330 has the necessary tools to create engaging content for their target segment and should continue to leverage these deliverables to maintain brand consistency.

smc

The Client: TITIKA

SMC collaborated with TITIKA to coordinate, develop and execute a strategic plan for the semester. TITIKA focuses on producing sustainable active couture while ensuring the highest quality and functionality of their products. This project was led by Project Director Ariane Guyonnet and supported by Consultants Ariz Babul, Salonee Singh, Anna Cumming and Ella Lane.

Problem Definition & Research

The team identified that TITIKA was experiencing low levels of engagement and an increased number of competitors entering the market which causes difficulty with brand differentiation. After doing an intensive competitor analysis of brands such as Lolë, Aritzia and Lululemon, SMC concluded that TITIKA needs to adapt to consumers' social media preferences in order to drive engagement and website traffic.

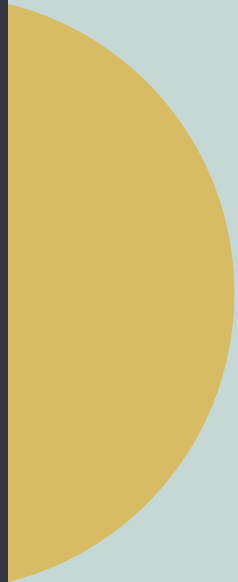
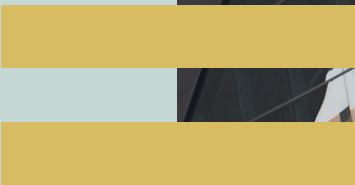
Strategy

The development of a brand identity was a key goal in order to create better brand differentiation. SMC created an in-depth brand guide and promotion strategy for mailing list sign-ups in order to reach this goal. These deliverables were implemented into TITIKA'S overall branding through the creation of a content calendar for the brand to use in December and going forward.

Conclusion & Recommendations

SMC has made a variety of content recommendations that TITIKA can use in the future to be seamlessly integrated with the previously created deliverables. Consistent posting of Tik Toks and Instagram reels will help TITIKA continue to reach their target segments. Additionally, leveraging UGC content to promote their brand identity will help customers relate to content better and drive higher web conversions.

WINTER CLIENT PROJECTS



smc**BC** | BLACKLEAF
CAPITAL

The Client: Blackleaf Capital

SMC partnered with Blackleaf Capital to develop its website and digital marketing strategy. Blackleaf Capital is the premier nonprofit organisation for exposing Black students to the finance industry through its long-only equity portfolio and 12-week educational program. The project was led by Jordan Kim and Rishi Goel and supported by Consultants Elizabeth He, Charmi Sangvhi, Ariz Babul and Salonee Singh.

Problem Definition & Research

Blackleaf was a newly-started organisation that had yet to establish a website which was an essential deliverable for their upcoming hiring cycle. Given the time constraint, SMC had to establish what type of information was sufficient to create a minimum viable product.

Strategy

A website along with several introductory posts for Blackleaf Capital's social channels were created to support their upcoming hiring cycle. SMC helped develop these campaign assets and make recommendations on their overall branding strategy going forward.

Conclusion & Recommendations

Due to this project, Blackleaf Capital benefitted from a brand guide to ensure cohesion across social media channels and the completion of their website to completely portray their brand vision.

The logo for SMC, consisting of the lowercase letters 'smc' in a bold, black, sans-serif font.

The Client: Top Hat

Top Hat is an education technology company that unlocks student potential by improving the online learning experience. Our team collaborated with Top Hat this semester to optimise their user experience for students and develop content strategies for its key platforms and audiences. This project was led by Project Director Ariane Guyonnet and supported by Consultants Matthew Tran, Nicole Wu, Talia Wright, and Kelly Xu.

Problem Definition & Research

The goal of this project was to understand the social media habits of university students in relation to different educational platforms. Based on this analysis, Top Hat wanted to learn their own strengths and weaknesses within the market from both a student and educator perspective. SMC did an in-depth analysis of the educational platform and made recommendations based on established areas for improvement.

Strategy

SMC noticed a variety of issues regarding customers' in-app experience and overall graphic design which were affecting students' experience. To understand how these inconsistencies affected consumers, a survey was sent out to Queen's students who currently use Top Hat. Additionally, the team performed an audit of Top Hat's social media and created pieces of content to increase consistency across the website and social media platforms.

Conclusion & Recommendations

SMC was able to develop sample messaging and content recommendations for different types of social media (eg. LinkedIn, Instagram and TikTok) which will guide Top Hat's branding going forward. As they continue to update their educational platform to optimise user experience, they will be able to leverage these resources to maintain brand consistency.

smc



The Client: Propel

Propel is a platform that connects students, student clubs, and employers to facilitate networking, recruiting, and partnerships. Our team collaborated with Propel on developing social media strategies and a brand ambassador strategy as they prepared for their public launch. This project was led by Project Director Emily Gwin and supported by Consultants Anna Cumming, Ella Lane, Peter De Santis, and Shiraz Sigouin.

Problem Definition & Research

As Propel prepares for their public launch they desired assistance for developing a social media strategy and brand ambassador program that would help promote their firm. SMC conducted an in-depth competitor analysis to understand how other brands effectively engage with customers, and researched appropriate potential ambassadors.

Strategy

SMC developed a brand guide, content, and brand ambassador strategy for Propel to implement. The brand guide features various fonts and colour schemes to ensure their content looks cohesive across all platforms. The content strategy features best practices for blog, email, and social media posts. The ambassador strategy contains best practices for how to run an ambassador campaign along with recommendations for potential corporate and influencer ambassadors.

Conclusion & Recommendations

Propel is now prepared for their upcoming public launch and should be able to effectively communicate their vision across various social media channels. Leveraging the recommended list of potential ambassadors and the best practices will help them seek out quality members for their platform.



Community Initiatives

A key component of the SMC mandate is to create value for our clients and our communities. SMC is proud to donate a significant portion of our revenues to a variety of charitable organizations since our inception in 2020. As a student-run consultancy and a not-for-profit club, we pride ourselves in donating to charities that directly affect the student population from a variety of different aspects. This includes organizations with a focus on racial equity, mental health, gender disparity, and more.

Our commitments to social responsibility not only reach the donations we make, but the work we do. Every year, we have been proud to take on a pro-bono project from businesses ran by underserved communities to continue reducing the barriers faced in the business world. This has totaled to over \$6,000 of in-kind donations, and we hope to continue to grow this portion of our business.

Through our commitments, we are able to reach a student population and clientele that also believe in the importance of social responsibility. We work collaboratively with our team and clients to choose the charities and make final contributions upon the completion of that year's projects.



Canadian Mental Health Association
Mental health for all



Food Banks Canada

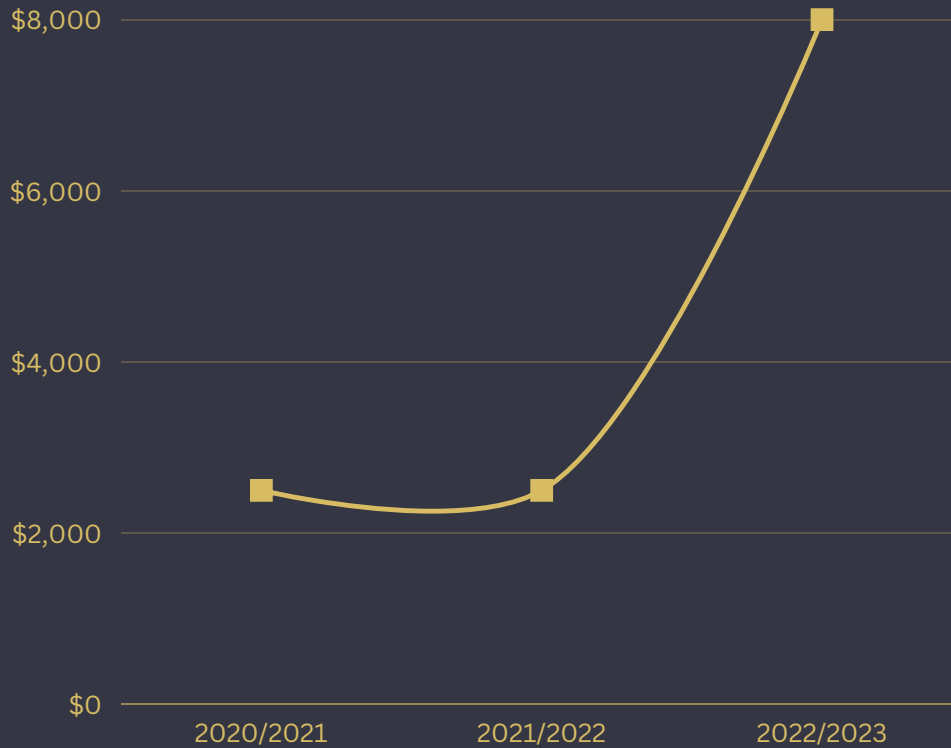


Kids Help Phone



Amount of Donations

Total amount of money donated/raised throughout the years



Kids Help Phone



Recipients of donations

1

United Way Toronto is a charity organization that works to improve social conditions, reduce poverty, and address issues such as homelessness and mental health. For students, supporting United Way provides an opportunity to engage with important social issues, promote social responsibility, and gain valuable skills through leadership development programs. With many young people in Toronto facing significant social and economic challenges, supporting United Way is a way for students to make a positive impact in their community.



United Way

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United Way Toronto is relevant to students as many face significant social and economic challenges, such as poverty and housing insecurity. By supporting United Way, SMC can help address these issues and engage with local social issues, promoting social responsibility.

2

The Kingston Youth Shelter provides emergency shelter, meals, and support services to homeless and at-risk youth aged 16-24. They aim to empower young people, promote their well-being, and raise awareness about youth homelessness. They also offer counselling and support services to help young people find stable housing, employment, education, and other resources to help them transition out of homelessness.



**KINGSTON
YOUTH** SHELTER

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As students of similar age in privileged positions to attend Queen's University, the Kingston Youth Shelter helps us become more aware of the issue of youth homelessness and how it affects our peers.

Recipients of donations

Indspire is a national Indigenous-led charity that supports the education and career aspirations of Indigenous youth in Canada. They provide scholarships, bursaries, and other financial assistance to help Indigenous students access post-secondary education and training. They also offer mentorship, networking, and career development opportunities to help Indigenous youth achieve their goals and contribute to their communities.



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With many individuals on our team being visible minorities, it is essential that we continue to break down the barriers to accessing education BIPOC communities face. The team recognizes the privilege we have that is attending a world-renowned university, and creating pathways to these same opportunities for marginalized communities is vital.

CMHA promotes mental health and provides support for people living with mental illness in Canada. They offer education, training, crisis intervention, and community support services to reduce stigma, improve access to care, and promote mental wellness. Their goal is to help people live healthy, fulfilling lives and build resilience. The CMHA advocates for mental health awareness, provides resources and information, and works to build strong, supportive communities across Canada.



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As students, mental health issues can be quite common and can have a significant impact on academic performance, social relationships, and overall well-being. By accessing the resources and services provided by the CMHA, students can continue to learn more about mental health and develop strategies for managing stress, anxiety, and other challenges they may face.



Internal Development

Professional Training

Slide-deck Course



Developed by a former McKinsey & Co. Senior Associate, this online program equipped our members with the necessary tools and techniques to effectively convey complex ideas and data through clear and concise visual aids. By completing this training, our members have enhanced their ability to deliver impactful presentations, a critical skill in the consulting industry.

1

2

New Hire Mock Case

Newly hired consultants and first-year analysts completed a mock case that was designed to challenge them and allow them to showcase their marketing skills. The exercise focused on developing a new social media strategy for a direct-to-consumer athleisure company. Through this exercise, our team was able to develop critical marketing skills and receive advice on how to improve.



Business Development Training

3

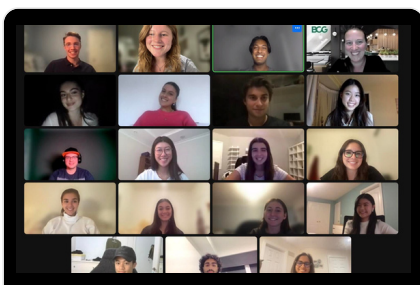
After all members of the SMC team completed a client acquisition workshop, the business development coordinators are provided with the training and resources needed to acquire clients that align with SMC's values and objectives. This included online client acquisition workshops and modules and training on professional business communication. With the guidance of SMC leadership, the business development team learns through action; by cold calling potential clients, leveraging relationships, and building business connections for SMC, in an effort to ultimately push more effective client acquisition turnover.



Cultural Sensitivity Training

The cultural training included a presentation by Lee Richard from the Queen's University International Centre. Topics discussed included cultural awareness and EDII at Queen's. Integral to this training was a reflective activity that encouraged us to introspect on our roles as advocates for equity, diversity, and inclusion. This introspection has fortified our collective resolve to cultivate an environment that celebrates diversity, amplifies inclusivity, and fosters a culture of innovation. Our commitment to these values goes beyond mere rhetoric - they are interwoven into the fabric of our work philosophy and will continue to be a crucial aspect of our training in perpetuity.

4





Social Events

Akin to our stellar consulting projects, SMC's club culture is unparalleled. With frequent and diverse socials, SMC strives to ensure a sense of togetherness across the entire executive and within each project team. From our team meetings to training sessions to celebratory socials, inclusion and relationship building is at top of mind at every SMC event. Members of the club continually learn from and support each other in an effort to build better working teams and in turn, provide clients with high-caliber results. Pictured below are memories from team socials and events that reflect SMC's culture.



Alumni Network

SMC aims to develop the business leaders of the future. Having done so, the club's alumni base is extensive and diverse in experience. SMC is committed to maintaining strong alumni relations and ensuring current executives are able to learn and grow from the wisdom of past members. Through regular coffee chats, an alumni database, and a dedicated alumni resources coordinator, SMC is able to leverage its alumni base to continue the professional development of our executives and bring our external events to the next level.

Smith Marketing Consulting has gone on to produce some of the top marketing talent from Queen's University. Here are just a select few of our notable alumni speaking on their experience at SMC.



"SMC was critical in launching and accelerating my career in consulting at one of the Big 4. From workshops, speakers, training, and the hands-on experience of delivering real work to real businesses, my involvement with SMC was truly unparalleled. This team set me up for success in the workplace, as it allowed me to test my knowledge against real business problems, leverage data to draw conclusions, develop and maintain client relationships, and build presentations that persuaded clients to take action. This team developed me in a way no other classroom did, and I highly encourage anyone with a passion for marketing, consulting, or both to join such an incredible club."

Veronica Dymant, SMC '22

Deloitte.



"I joined SMC during my time at Queen's in hopes of learning more about the field of marketing consulting. My experience on this team far surpassed these expectations. During my time on SMC, I had the opportunity to work with companies across a variety of industries on real marketing issues they were facing. While doing so I developed many invaluable skills, soft and technical, that have allowed me to stand out in my career as a marketer post-grad. Perhaps most importantly, SMC introduced me to a community of passionate and innovative individuals that continue to inspire me."

Megan Fowler, SMC '22



"The people that I have had the opportunity to meet and work with have made the experience so fun and enjoyable! It has helped me grow personally and professionally to get to a place where I am confident and more knowledgeable leading a team and working on specific marketing projects. SMC has also helped me develop my leadership skills and what it takes to be a leader, co-founder and mentor all at once. This experience has given me the best network of other marketers and friends for life."

Ashley Greenwald, SMC '21



Alumni Placements

A sampling of the internship and full-time placements of our current and past SMCers



















Strategic Advisory Board

Alyssa Lee (Comm '22) - TELUS
Ashley Greenwald (Comm '21) - Self-Employed
Chloe Martineau (Comm '21) - Flare
Lauren Pereira (Comm '22) - Molson Coors

The Strategic Advisory Board is pivotal in guiding SMC's pursuit of becoming a global leader among student-run organizations. By harnessing their expertise, SMC aims to forge exceptional partnerships, fortify the team, and enhance its brand image on a global scale. The board's insights will also be instrumental in optimizing operational practices, enabling SMC to efficiently manage administrative tasks and maximize available resources for clients and the team. Leveraging the board's wisdom, SMC will continue its successful track record of placing executive team members in coveted internships and full-time roles across various fields. Furthermore, the board's guidance will be instrumental in fostering a culture of mutual aid and mentorship, a key driver of SMC's ongoing triumphs

Project Advisors

Our Project Advisors play a pivotal role in enhancing SMC's operations and achievements. Their expert insights provide invaluable feedback to refine marketing and consulting services. With a fresh perspective, they manage expectations for consultants and project directors, tailoring approaches to specific projects. Leveraging their specialized knowledge, Project Advisors offer practical recommendations, demonstrating an industry-specific understanding that lends credibility to their advice. By providing additional resources and support to consultants and project directors, particularly those new to their roles, the advisors contribute to a nurturing environment.



Innovative. Fresh. Data-Driven.

Created by Thera Sze, Alexandra Crich, Jordan Deep, & Will Cooper