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South Niagara Chambers of Commerce

Strong product positioning key factors in marketing success, advises The Zen Strategy owner.

Don Fraser

Stay collected and focused, and avoid unnecessary distractions.

These were strategies used by Alyssa Milot as she handled her business-services consulting firm, while being a busy mom to two toddlers during a pandemic.

Milot owns The Zen Strategy, with its focus on strategic marketing consulting and “Fractional CMO services” – when medium-sized firms don’t want a full-time senior marketing leader, but still need seasoned, C-level marketing support to accelerate growth.

“The thing that guided me most through these times, was taking things one step at a time,” Milot said. “It was about one foot in front of the other, using baby-steps to build, and to follow my intuition.

“And I tried not to overthink things too much,” she adds.

“Throughout the pandemic, I become inspired by the ability of others to also rally, pull up their bootstraps and fight for an opportunity in unprecedented times,” said Milot, a member of the Welland-Pelham Chamber of Commerce.



Her company The Zen Strategy helps clients attract and connect with ideal business prospects: “Specifically, we aim to refine their product and brand positioning, then bring it to life with rapid-growth marketing strategy,” she said.

Its goal is also to ensure clients consistently connect with their top business targets, via high-level execution support.

In addition to The Zen Strategy, Milot also co-founded an online business-accelerator program, called Side Hustle to CEO. It’s designed to help women, like herself, launch their own profitable businesses.

Side Hustle prioritizes partnerships with not-for-profit organizations, such as local Enterprise Centres and the YWCA, to ensure all women have access to tools and support when building a business.

Meanwhile, The Zen Strategy is also using new technologies to serve its customers. They include an online whiteboard platform called Miro. It takes markers, poster boards and stickies on a wall, to new levels of communicating effectively.

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"I am able to achieve meaningful, highly effective, collaborations and workshops with my clients and their larger team via this technology," she said. "I love sharing its capabilities with others."

Like many business owners, she has experiential advice for new entrepreneurs.

Milot advises start-ups to gain a core understanding of three things, before building a communication plan or website, and spending marketing dollars.

First, understand your specific and detailed ideal customer/ client. Then, get a handle on brand positioning: What makes buying from you, better and different to a prospective customer or client?

The third is product positioning, and understanding – clearly and simply – what value the client is getting, she adds: "How will your product, or service, notably solve their problem or improve their situation?"

Moving forward, Milot would like to work with more rapid-growth B2B and service-based businesses as a Fractional Marketing leader.

"I hope to partner with more charitable and enterprise-focused organizations, via my side hustle," she said. "I want to reach more women who might need coaching, tools and a community to launch a successful and sustainable business venture."

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