

INN & SPA



A leading Inn and Spa in the Laurentians offering a renowned nordic spa experience.

ONGOING MANDATE DURATION: 10 YEARS

DIGITAL MARKETING STRATEGIES:

- Adaptive Search Engine Optimization (SEO)
- Tailored Content Marketing
- Strategic Social Media Management and Advertisement
- Newsletter Management (+15 000 subscribers)

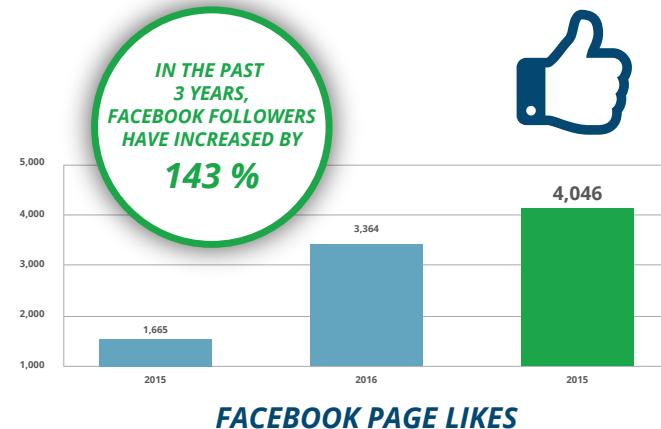
Adaptive Search Engine Optimization mandate includes continuous keyword optimization for numerous pages on the website as well as creation and optimization of strategic content with unique visual graphics. In addition, our mandate includes social media management (primarily Facebook) in order to create and maintain strong brand awareness, increase engagement and drive people to the website.

TANGIBLE RESULTS AND CONSTANT GROWTH



STRATEGIC SOCIAL MEDIA MANAGEMENT

Facebook management and advertisement strategies have resulted in 143% growth of Facebook page followers during the last 3 years.



Contests contributed to increasing followers engagement, brand awareness and interactions on the client Facebook page.

FACEBOOK CONTEST

YEAR	2016	2017
NAME	<i>Girls Getaway</i>	<i>Spa Contest</i>
PARTICIPANTS	400	940
REACH	24,464	8,831

SHIPPING CONTAINERS



A leading shipping containers distributor serving clients around Montreal and Ottawa. The client is repositioning their services to increasingly focus on modified containers for events, brands and retail customers.

ONGOING MANDATE DURATION: 17 YEARS

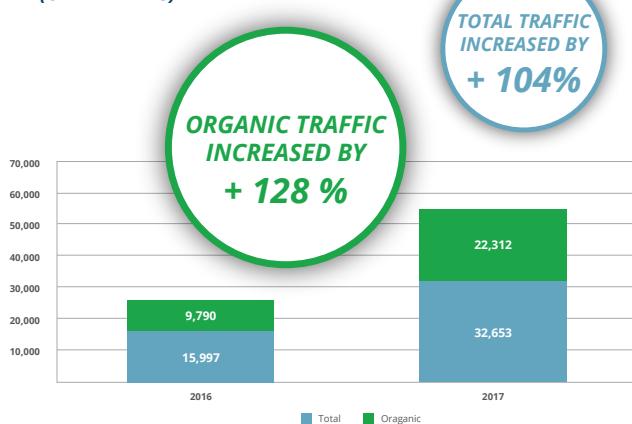
DIGITAL MARKETING STRATEGIES:

- Adaptive Search Engine Optimization (SEO)
- Focused AdWords campaigns
- Tailored content marketing

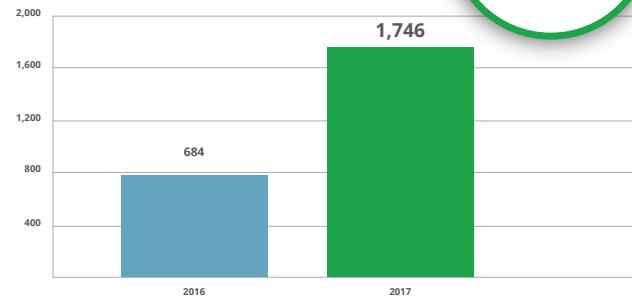
Adaptive Search Engine Optimization mandate includes continuous keyword optimization for numerous pages on the website as well as creation and optimization of informative and valuable articles. In addition, our mandate includes building citations for local optimization as well as executing strategic Google AdWords campaigns around specific keywords, products and locations

TANGIBLE RESULTS AND CONSTANT GROWTH

ORGANIC & TRAFFIC GROWTH (OVER 2 YEARS)

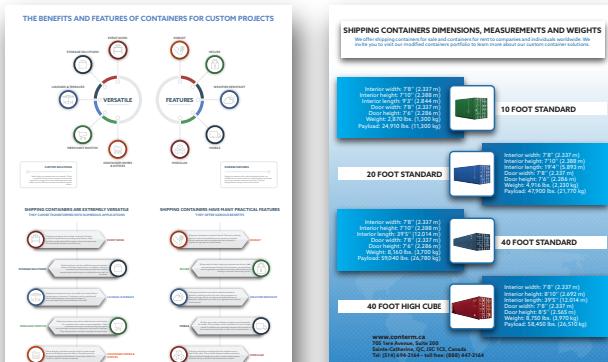


LEADS GROWTH (OVER 2 YEARS)



TAILORED CONTENT MARKETING

Tailored content marketing strategies **increased organic traffic by 40%** over the last 2 years.



Custom infographics

GOOGLE ADWORDS CAMPAIGNS

Focused AdWords campaigns result in consistent increase in number of leads and **higher than industry average** conversion rates.

ADWORDS CAMPAIGNS

YEAR	2016	2017
COST	\$4,087	\$9,402
CLICKS	2,179	5,072
LEADS	431	1,143
CONVERSION RATE	20%	23%
COST PER CONVERSION	\$9.48	\$8.23

INDUSTRIAL LABORATORY



Industrial Laboratory specializing in material testing and accelerated aging testing for clients located primarily in North America. Increasingly, the client is expanding its material testing services to clients around the globe.

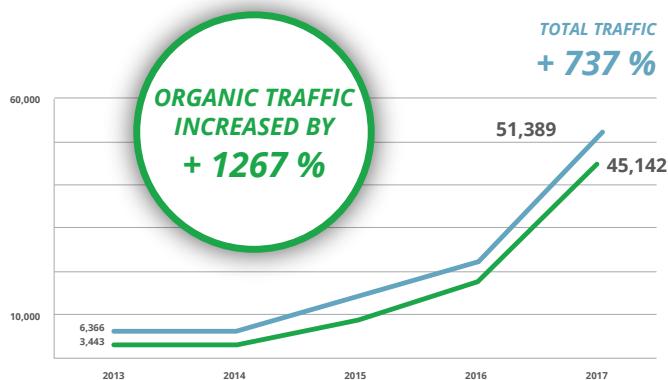
ONGOING MANDATE DURATION: 4 YEARS

DIGITAL MARKETING STRATEGIES: ADAPTIVE SEARCH ENGINE OPTIMIZATION

Adaptive Search Engine Optimization mandate includes continuous keyword optimization for numerous pages on the website (close to 1,000 pages), link building from authoritative websites, client's partners and 3rd party websites. In addition, our mandate includes production and dissemination of strategic articles as well as creation and sharing of supporting visual contents (graphics, brochures, videos, eBooks, etc).

TANGIBLE RESULTS AND CONSTANT GROWTH

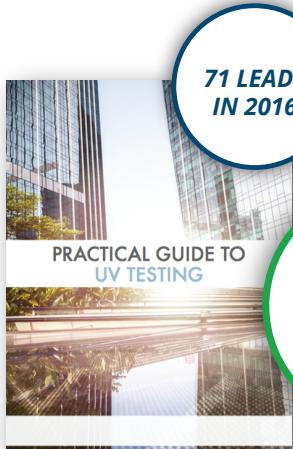
TRAFFIC GROWTH (OVER 5 YEARS)



LEADS GROWTH (OVER 5 YEARS)



LEADS FROM eBOOK



47 pages of unique and original content

255 LEADS IN 2017

71 LEADS IN 2016

GOOGLE RESULTS - FEBRUARY 2018

KEYWORDS IN TOP 10

917

IMPRESSIONS

107,923

CLICKS

5,132