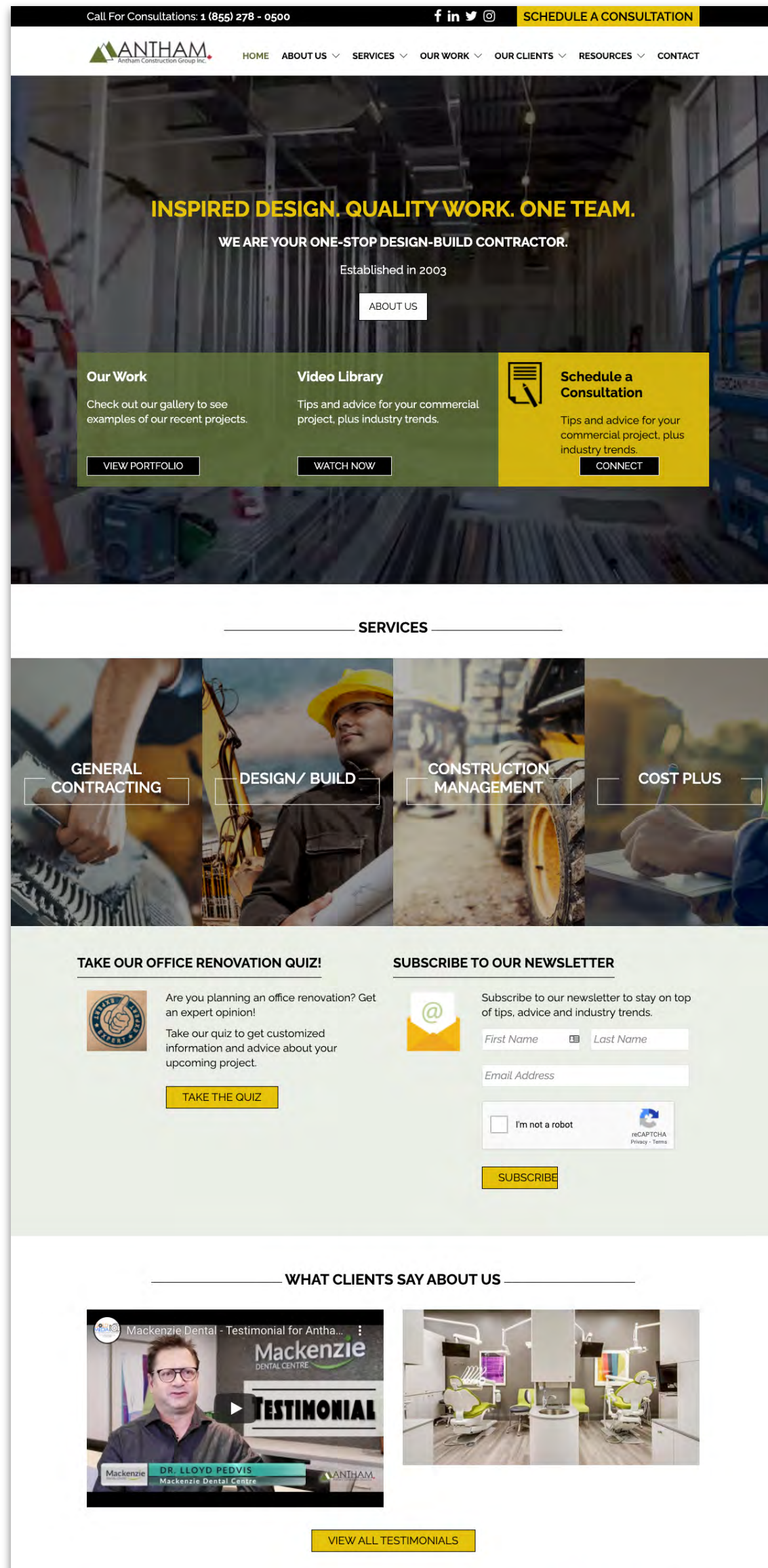




PORTFOLIO CASE STUDIES

CASE STUDY



Antham Construction anthamgroup.com

A family owned company for the niche market of health care construction/renovation, Antham has a reputation for excellent in construction management and communication / professionalism.

Problem

With little understanding of the internet, Antham had bought into an ineffective Yellow pages campaign that had them paying high fees for zero lead generation. Worse - they had no visibility on marketing activities and the client was not building equity online because of the proprietary tools deployed by Yellow Pages.

Solution

Rebuilding the website in an environment they could control, and deploying a inbound marketing strategy to highlight their service offerings. We write / deploy weekly blog posts, leverage social platforms to highlight and boost awareness of their offerings.

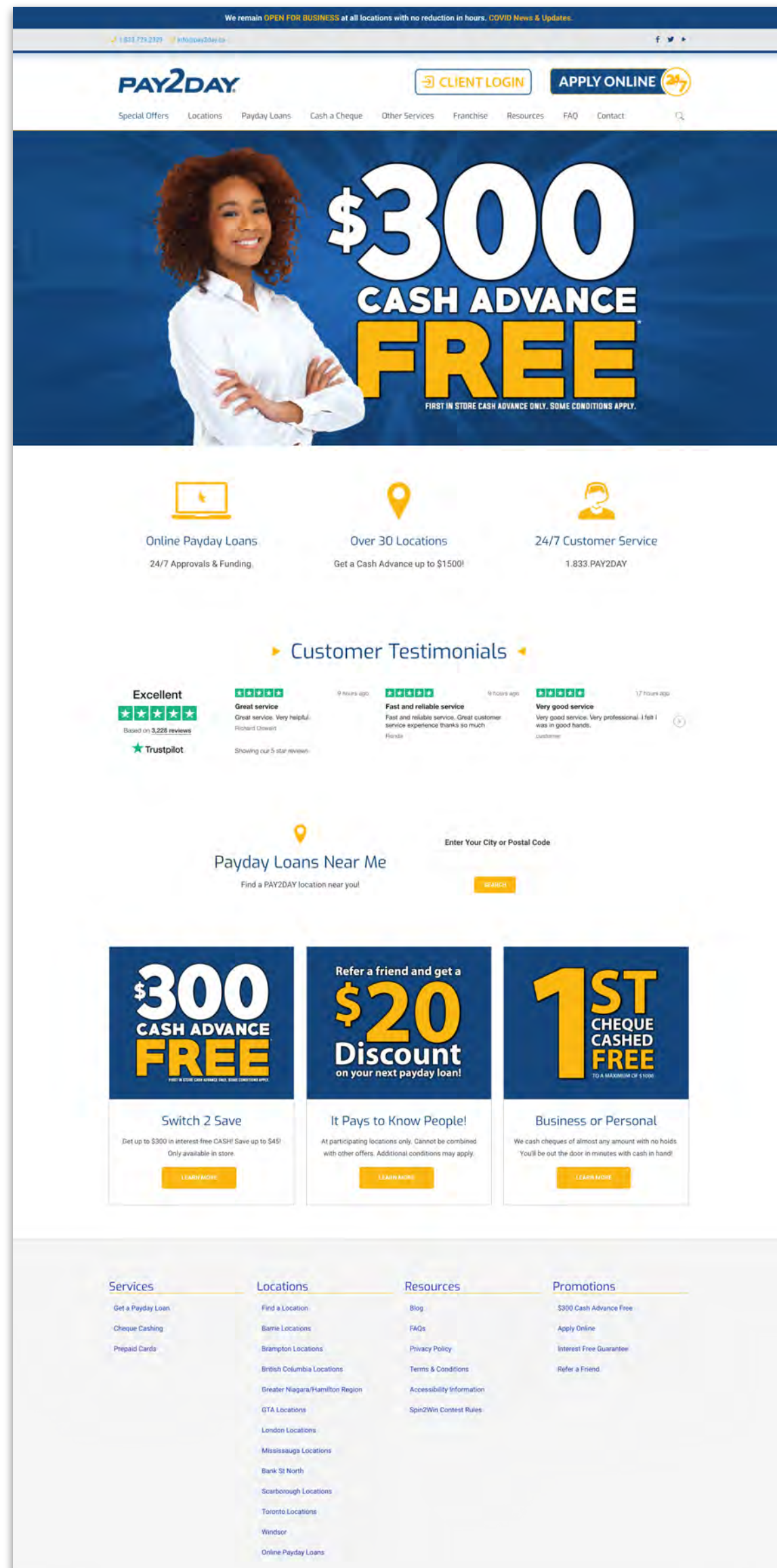
Result

They currently rank in the #1 position for 53 keyword phrases and have 172 keyword phrases in the top 3. The company growth allowed them to expanded their service offerings and they now pursue larger projects knowing they have a stable stream of leads originating from the Inbound Marketing strategy

Additionally, our client tells us that vendors and suppliers across the industry have more respect and awareness of them and refer more often.

TESTIMONIAL VIDEO: <https://hyperweb.wistia.com/medias/y41r0ztopp>

CASE STUDY



Pay2Day pay2day.ca

PAY2DAY is a different kind of payday loan lender founded on the simple principle of "the customer comes first".

Problem

In 2017, as a small player with a dozen locations in a highly competitive space, the brick & mortar operations of Pay2Day had the systems and ambition to grow, but lacked an effective online presence. They were restricted from direct PPC advertising and had little SEO presence. Feeling trapped, they looked to Hyperweb for ideas.

Solution

By deploying an Inbound marketing program and developing weekly blog posts, we created a foundation for an SEO campaign. Optimizing the website, establishing quality backlinks and continued effort on content generation helped drive Organic Growth. We implemented marketing automation tools to custom deliver content depending on when the client last interacted with us. Monthly contests on Facebook and boosting content on social media further enhanced awareness.

Result

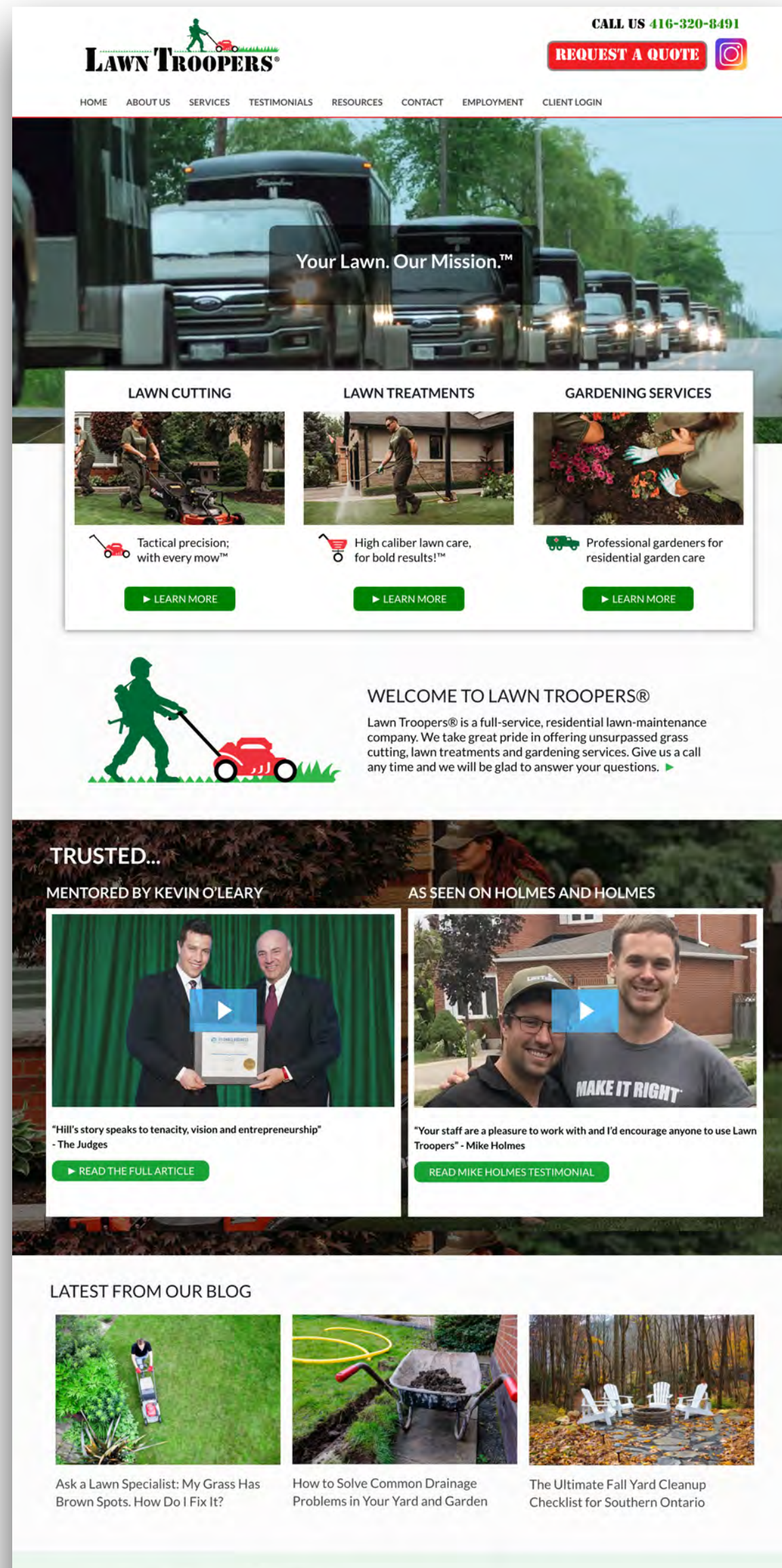
Pay2Day practically owns the first page of Google. 4 years into the campaign, Pay2Day has expanded their operations to 32 store locations. They also recently launched online loan solutions.

They currently have:
580 keyword in position #1 on google.
1300 keywords rank in the top 3
3246 keywords rank on page 1.

Email subscribers have gone from about 14k to over 100k and we routinely send out over 150k customized emails each month.

Each and every month our efforts yield between 1500 and 3000 new subscribers.

CASE STUDY



Lawn Troopers (Origin Story) lawntroopers.com

Lawn Troopers is a full-service, residential lawn-maintenance company. They offer grass cutting, lawn treatments and gardening services in the GTA.

Problem

Lawn Troopers had an established business, now they needed a better website, but was uncertain how to improve online. They had a strong brand image and wanted brand consistency and were looking for a company to help capture that vision.

Through a google search back in 2014 They interviewed several developers including Hyperweb.

Solution

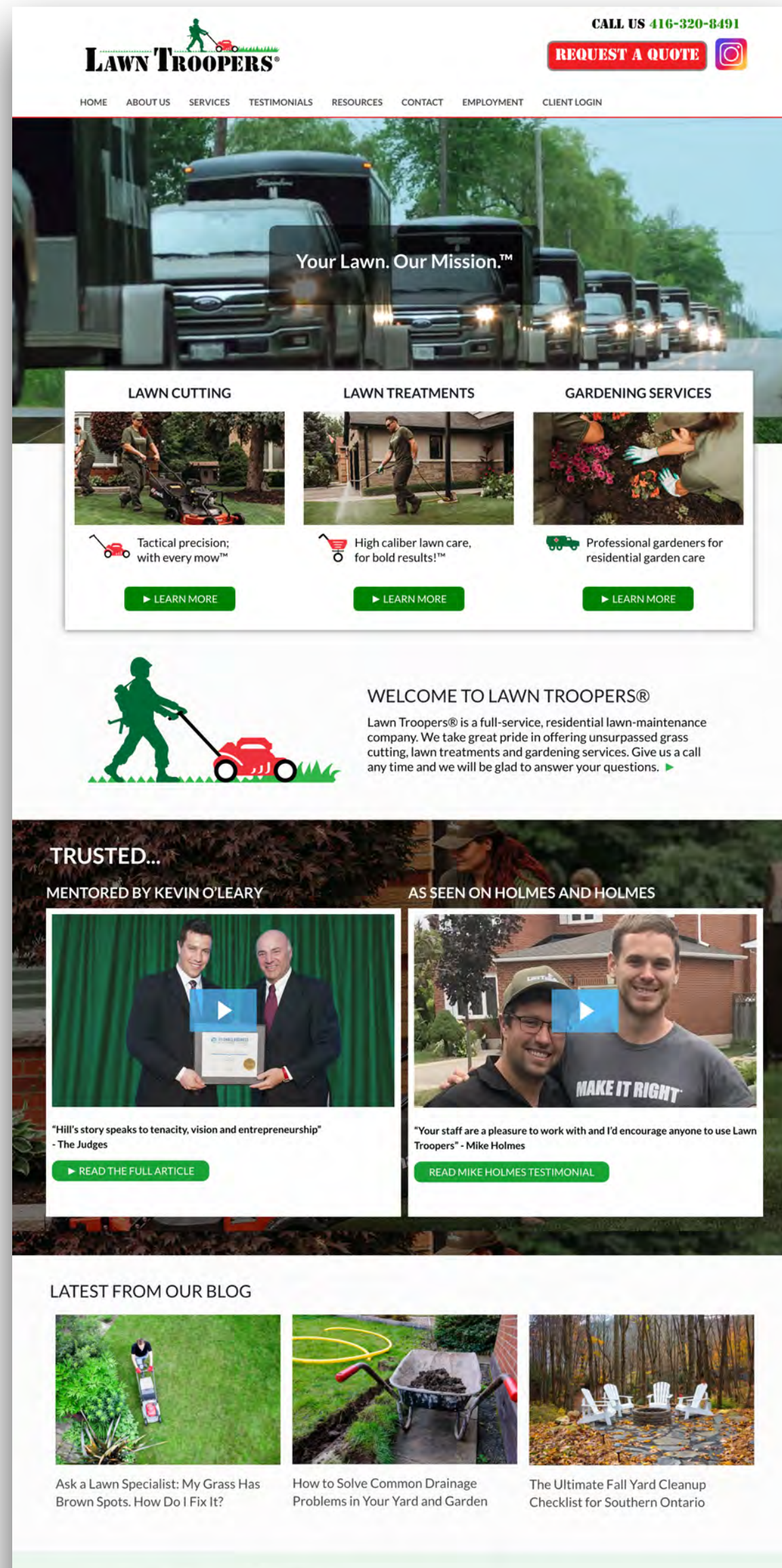
We designed a highly functional website that would be the foundation for ongoing marketing efforts. The website maintained brand consistency and facilitated online quote requests. Since being hired in 2014 we have added PPC campaigns, blogging and social media advertising, ongoing SEO, and designed all their marketing collateral from inspection reports to banner ads.

Result

Every year, Lawn Troopers is fully booked. With 18 crews at capacity, we often shut down PPC campaign activity early.

As a business, Lawn Troopers continue to grow and add additional services offerings, while maintaining strong brand presence and high customer satisfaction levels.

CASE STUDY



Lawn Troopers (Next Level) lawntroopers.com

Lawn Troopers is a full-service, residential lawn-maintenance company. They offer grass cutting, lawn treatments and gardening services in the GTA.

Problem

Lawn Troopers had an established business with predictable growth. They had a strong brand image and wanted to take their website / marketing to the next level.

Solution

As a long-time client we understood the clients brand, and after having a business conversation about their growth targets, we agreed that the website needed an overhaul and the marketing needed to be extended beyond their typical PPC campaigns.

In Deploying a new website with engaging videos, an intelligent chatbot and a stronger focus on local SEO and content marketing, Lawn Troopers is poised to dominate 2021.

Result

Strong calls to action are driving more RFQ's. SEO performance for high value keywords has increased, and the new chatbot is generating significantly more inquiries than previous years.

CASE STUDY

Maple Hill Trees maplehilltrees.com

Maple Hill Trees are professional and qualified Arborists dedicated to managing and maintaining the health of tree's in Urban Environments.

Problem

With an outdated website and a newly developed site that they were not happy with, Maple Hill was having a hard time identifying and articulating their service offerings to their customers.

From our discovery calls, we determined the lack of marketing strategy was hindering focus and clarity of message.

Solution

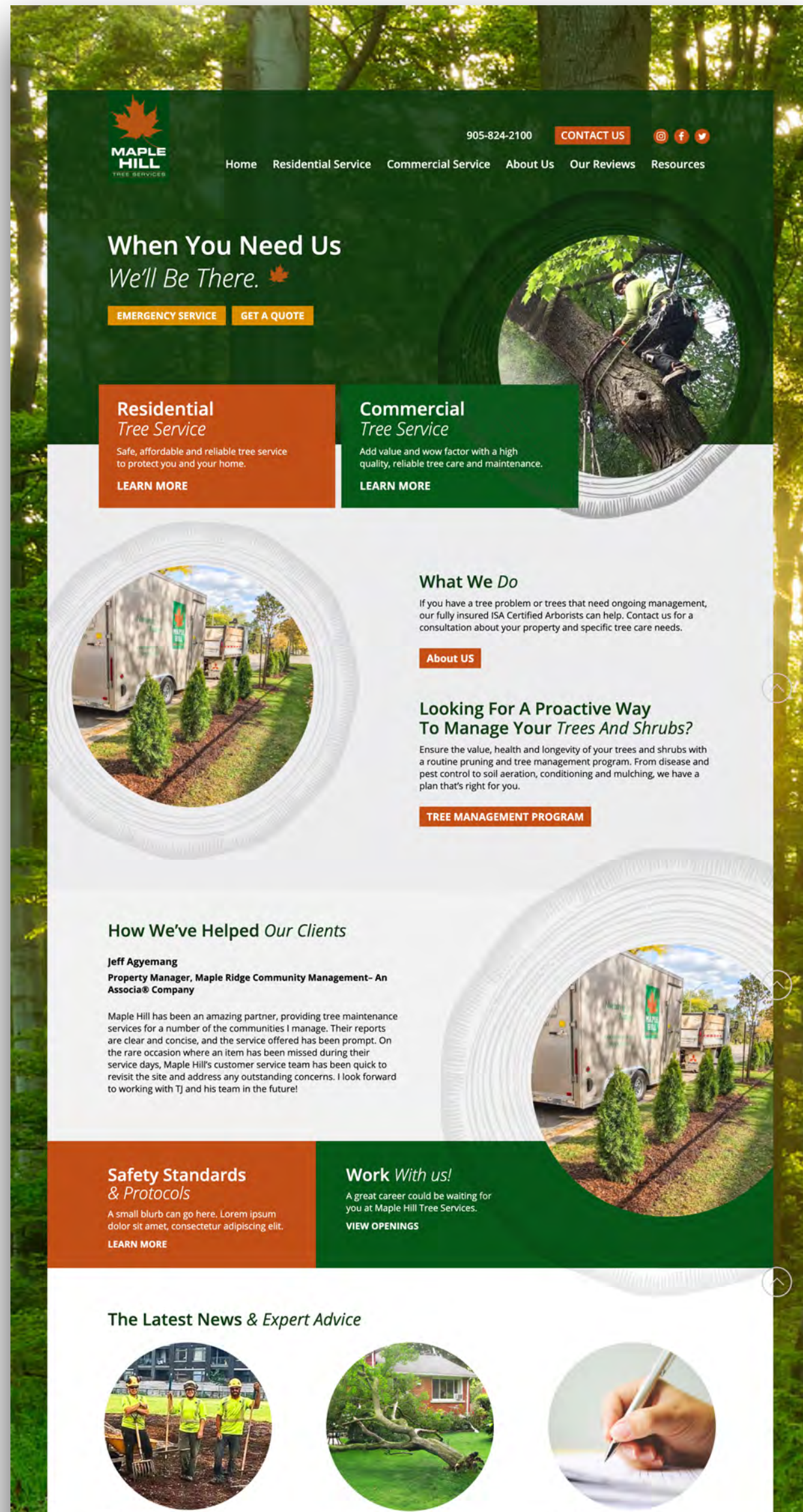
By identifying customer personas and evaluating the buyers journey, their needs and pain points, we were able to laser focus on specific audiences, identify marketing opportunities and improve key messaging.

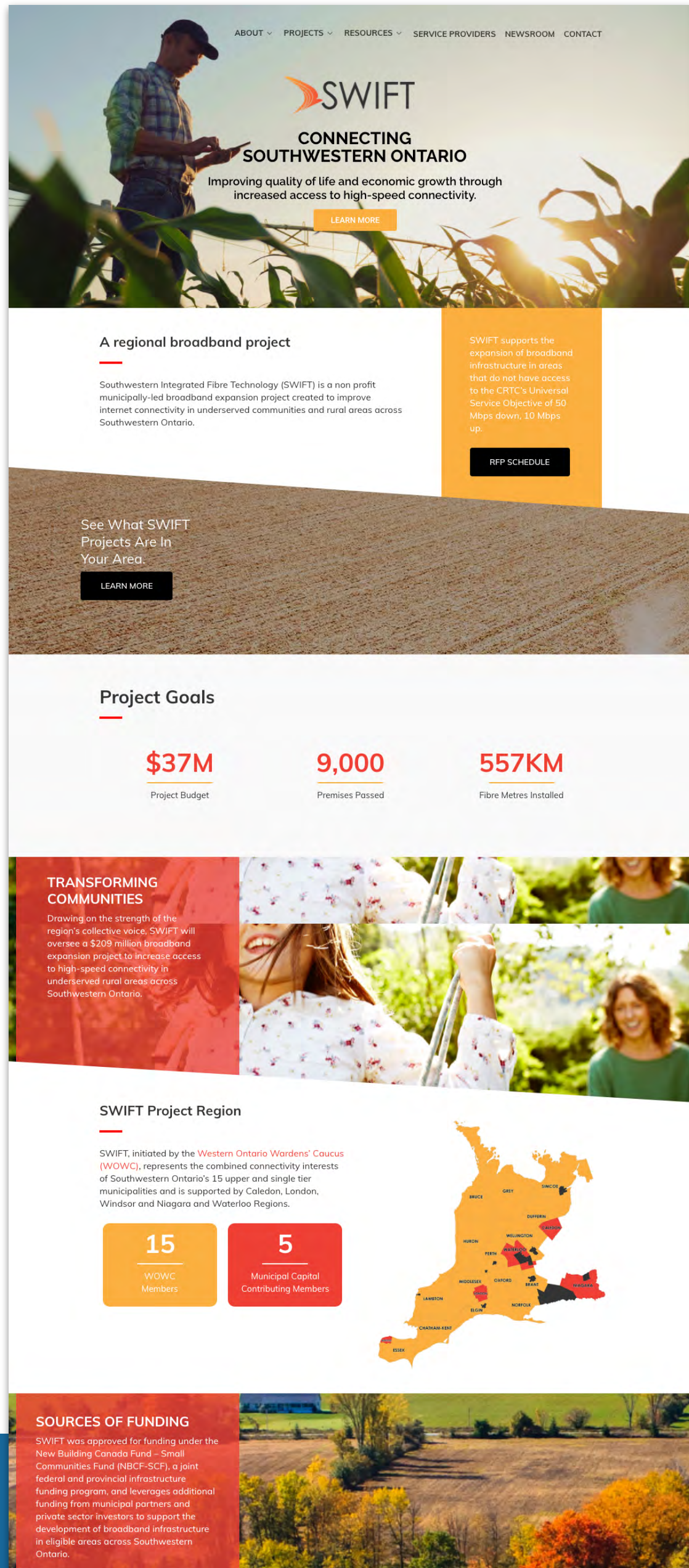
The “AHA” moment for the client came when we identified their (albeit noble) environmental sustainability messaging wasn't the primary motivating factor for key decision makers.

Result

Currently in development, Maple Hills new website has a stronger focus on their Emergency Services and we are currently developing service programs and marketing campaigns focused towards property managers. Tree Management programs,

Results TBD.
Client Confidence = High.





Swift Rural Broadband swiftruralbroadband.ca

SWIFT subsidizes the construction of open-access high-speed networks to encourage service providers to expand broadband infrastructure in underserved rural areas.

Problem

Swift Rural Broadband had a Basic web presence that didn't address stakeholders concerns. It was poorly designed and lacked credibility for an organization that awards projects that total hundreds of millions of dollars.

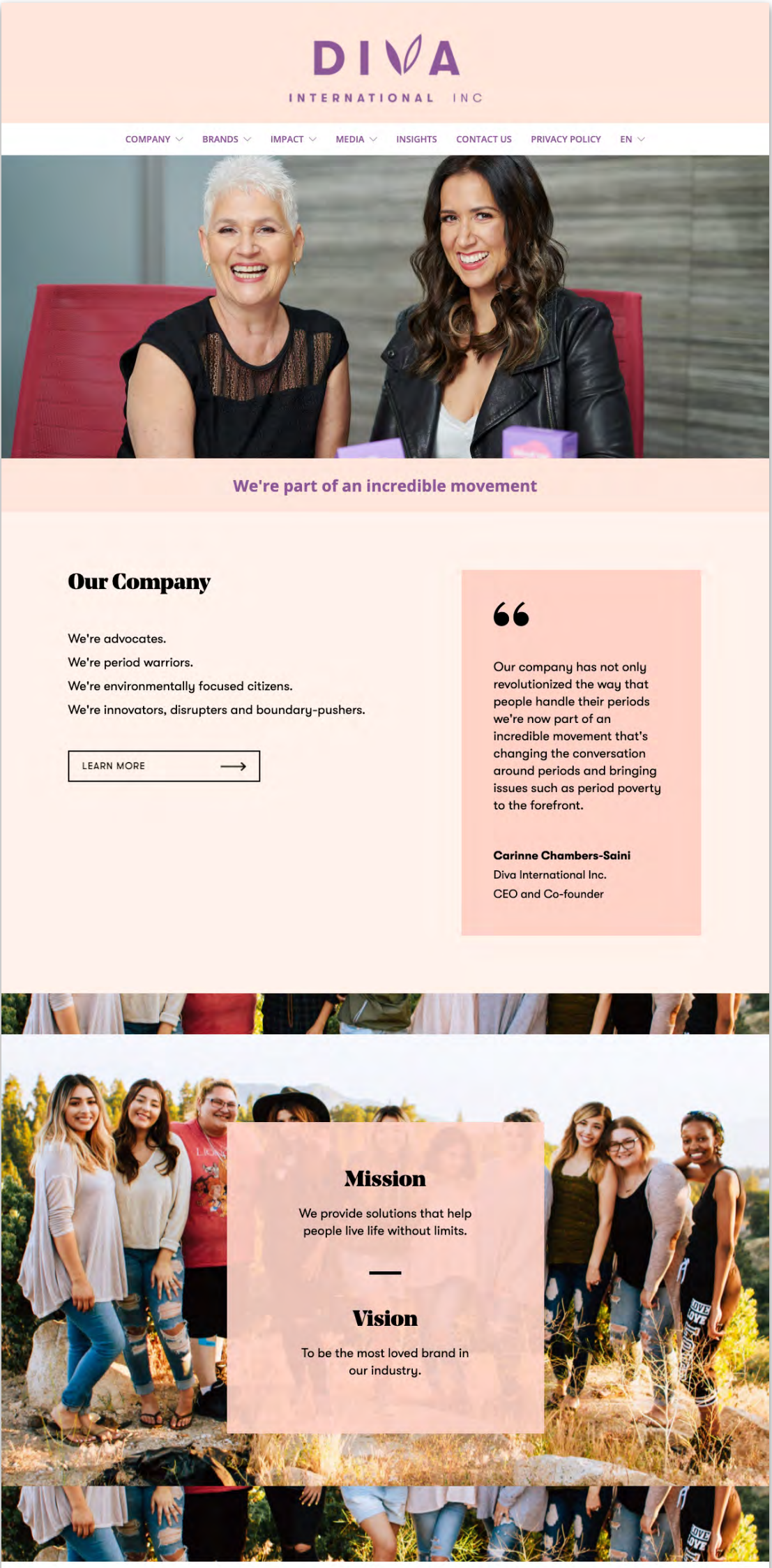
Solution

A modern website that communicated to key stakeholders, showcased activities and listed ongoing and completed projects.

The end product is visually rich, includes interactive elements, embedded data visualization and GIS maps, and key resources for community partners. Funding announcements / blog posts and news are distributed to subscribers using RSS feed.

Result

The organization is seen to be transparent + accountable, pro-active with stakeholders and has total control over the website content.



Diva International divainternational.ca

Pioneering developer of the top selling menstrual cup in the world.

Problem

The client lacked corporate presence that highlighted their community involvement and media relations.

With the flood of media / press they receive, they needed a way to aggregate and curate key industry news.

Solution

A brand consistent website that showcased their efforts in social impact, provided transparency in manufacturing and the QA process, showcased awards, provided product knowledge and media relations content.

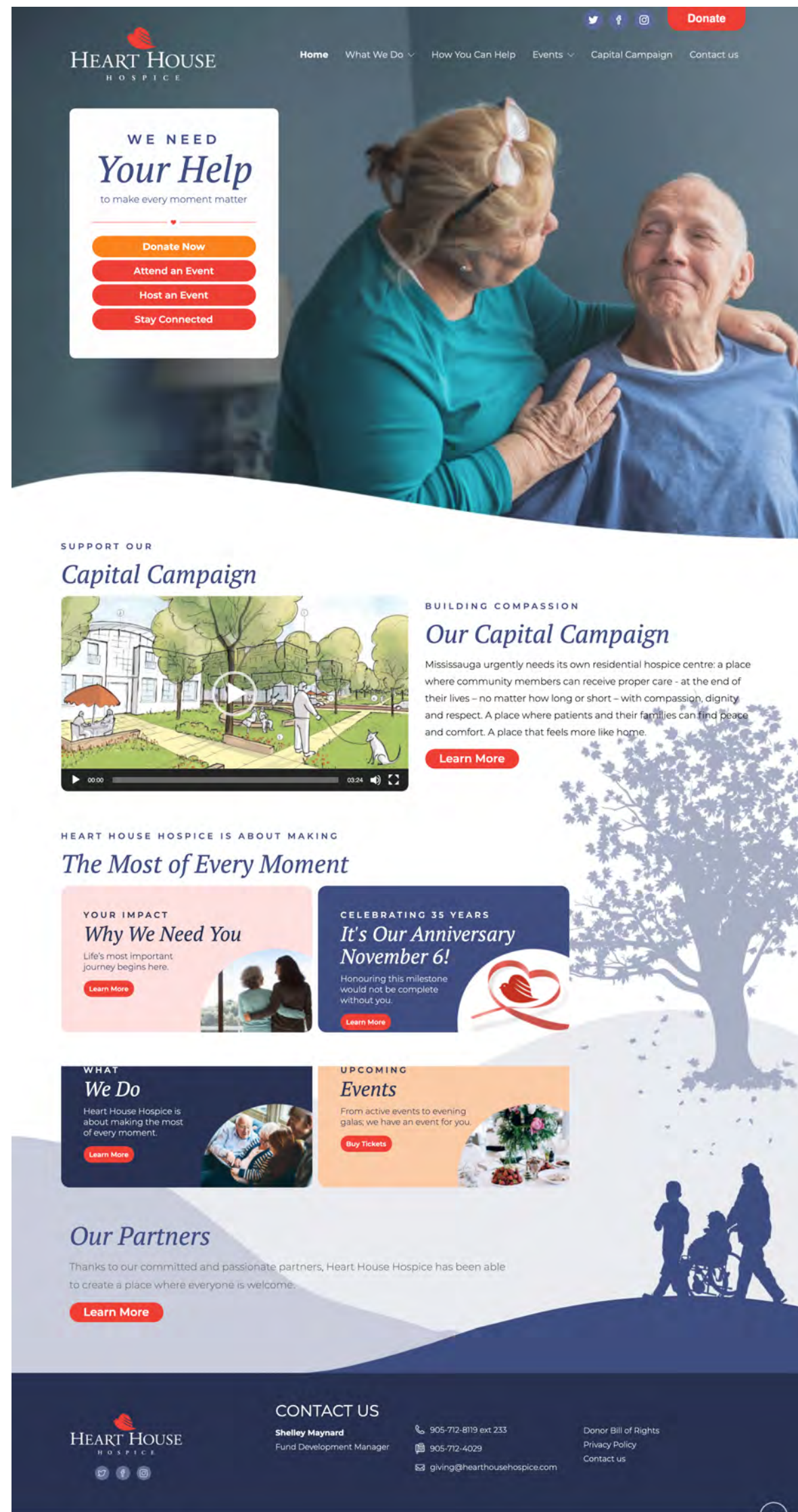
We also deployed a news aggregator that allowed them to clip / curate and provide context for press all while assisting their SEO performance.

Result

Beyond being the industry leader, Diva International is recognized as a good corporate citizen, and global leader in a movement they started. The website communicates in 3 languages to a wide variety of stakeholders.

Traffic to the site is up 458%, bounce rates declined by over 25% and average session time increased 113%.

CASE STUDY



Heart House Hospice Hearthousegiving.com

Heart House Hospice provides compassion, support and advocacy that lessens the distress of serious illness and loss on individuals, families and the community.

Problem

The client was struggling with the fundraising aspects of their business. The existing website did a poor job of addressing a wide spectrum of stakeholders. Programs were hard to find / invisible and the messaging did not resonate or drive action.

Solution

Once we identified the key stakeholders and the goals, we recommended a completely separate website that was specific to the fundraising arm of the business. Clear messaging, bold visuals, and strong calls to action were used to simplify and provide focus to the purpose of the website.

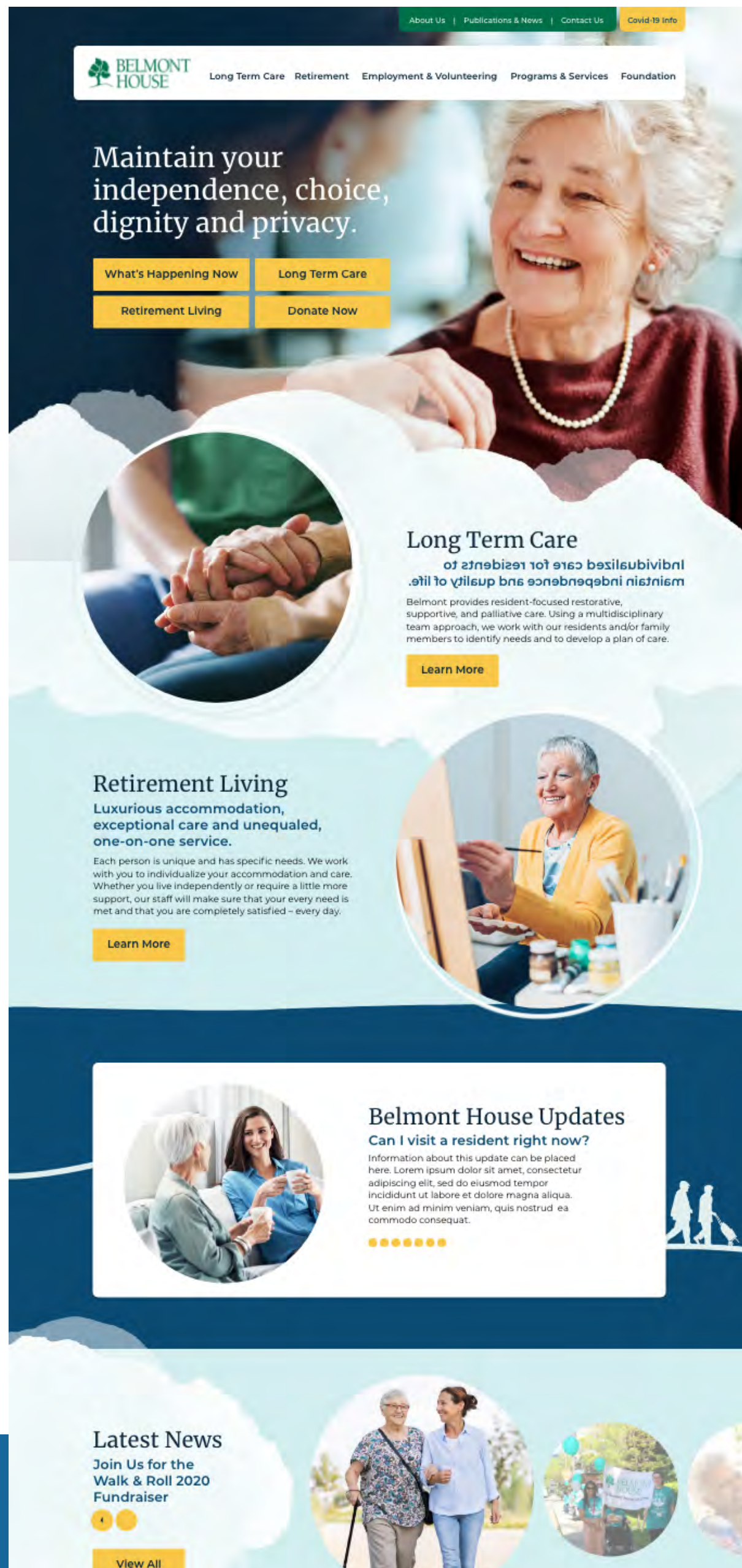
HearthHousegiving.com effectively showcases the variety of campaigns that Heart House Hospice offers and makes it easy for donors to participate in the way they choose.

Result

The website creates an emotional connection with the audience and pulls at the heart strings of donors to increase contributions. Beautiful. Clear. Focused.

Revenue Impact TBD.

CASE STUDY



Belmont House belmonthouse.com

Belmont House is a charitable, non-profit, Christian home for seniors offering long term care and retirement living.

Problem

The clients website was obsolete. Stakeholders were struggling to use the site. The Marketing department was frustrated with trying to update site content. Issues kept creeping up. With new AODA compliance legislation coming into effect, and the need to better communicate with stakeholders after the onset on Covid 19, the website needed a complete overhaul.

Solution

In planning sessions we identified key stakeholders, reviewed business priorities and planned for new improved website. Focusing less on the services and more on the related emotions allowed us to bring the website to life. Appropriately balanced calls to action, along side beautiful imagery is helping to support the key messages of Independence, choice, dignity and privacy.

Result

Currently in development, we are expecting favourable responses from stakeholders, clients and their families.