

THE SLYFOX SPOTLIGHT

Shining a Light on Local Digital Marketing Success Stories



Seasoned landscaper and resident of London, Ontario, Jordan MacLean was looking to break free from a 9-5 job to become his own boss. He wanted to be in the driver's seat and create a venue to show off his passion for landscaping and property maintenance. His first step was to reach out to SlyFox, London's leading web design and online marketing firm for small businesses and entrepreneurs.

After meeting with Jordan, SlyFox staff were able to identify several service methods which could be considered unique selling propositions, and a discussion about branding ensued. Knowing how important it was to find a name and business identity that would resonate with potential clients, Jordan enlisted the SlyFox team to begin compiling a list of ideas.

Included in this list was the funny, off-the-cuff suggestion of "Green Ninja Property Maintenance" from Michelle, SlyFox's "Social Fox". Though not exactly formal or traditional as Jordan initially intended, it was a humorous name the SlyFox team couldn't resist including. After collecting feedback on the list of generated names, Jordan noticed over and over again that it was a clear choice and something worth seriously considering. The name really stuck in his mind and the minds of others he canvassed for input as they all kept coming back to "Green Ninja" as the front runner, time and time again. He realized that it truly was the right choice, and Green Ninja was born.

After creating a brand strategy and a logo that reflected his business goals, SlyFox partnered with a local vinyl printing company to have Jordan's new trailer fitted with large branding decals. He came to the office beaming after he had received multiple compliments on how sharp everything looked, including people honking and shouting from passing cars to express their love for the Green Ninja brand.

Jordan was very firm in maintaining the quality of his service, and planned to launch in very limited areas to ensure that he could grow in an organized way. Having his customers be spread out over too much distance before he could expand his own staff would not allow for quality service while still meeting his goals for a reasonable price.

To help implement his plan, SlyFox developed a strategy which complemented Jordan's existing canvassing technique. As a Google Partner, SlyFox was able to professionally launch a targeted, modified, broad-match pay-per-click campaign, which would only show ads to people (searching for terms including grass-cutting, lawn-mowing, etc) who lived in the exact area Green Ninja was looking to service. These ads directed searchers to a brand new website designed by SlyFox.



Jordan MacLean, owner of London's Green Ninja Property Maintenance

"Grass cutting is not usually a high dollar service, so it needs to be done professionally and efficiently to make a business out of it." Michelle Faulds of SlyFox notes. "Our client had to be very organized in scheduling his services. We are able to offer assistance with this, not only by creating custom contact forms that gather relevant information, but also by operating an online chat and forwarding leads for Jordan's team to follow up on."

Green Ninja began expanding very quickly, and it was only a very short time before Jordan was equipped to hire staff and expand the advertising radius. Now in his third season of business and with a large presence in search results and social media, Green Ninja is expanding into snow removal for winter seasons with two fully equipped trucks ready to plow. He has been so thankful for the support from the community of London, Ontario, that he offered a contest for free snow removal in October of this year to show his appreciation.

Jordan remains a shining example of success in the community, proving time and time again that with an excellent team to support you, your entrepreneurial dream can be realized!



Green-Ninja.ca
(519) 709-3809
Jordan@Green-Ninja.ca

SLYFOX
WEB • DESIGN • MARKETING

202-120 Wellington Street, London, Ontario N6B 2K6 (519) 601-6696 info@sly-fox.ca

SlyFox is a London, Ontario-based marketing and design firm catering to the needs and budgets of local entrepreneurs and business owners. Their team of specialists will work to understand your business needs, and deliver effective marketing solutions and strategies to help you increase your bottom line. Visit SlyFox online at sly-fox.ca today!

