

Letter Of Recommendation Leadingglobal, Online Marketing Consultants

BLVD Interiors

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Since we started to work with Al, our business has increased considerably due to our increased visibility online thanks to his great insight and knowledge of the world wide web.

He has worked with us as a marketing consultant going above and beyond to help us expand and gain an edge in the competitive market of furniture sales in Toronto. We've enjoyed comprehensive and efficient meetings with Al, who has helped us clarify our strategy and also give us focus on where we want our business to be. Al has exposed us to many different marketing strategies that we have implemented with his recommendations and they have always put us in a positive direction. With his excellent design and eye for detail, he completely redesigned our website and also provided great advice on style and user interface design to help consumers surf through our website with ease. He has laid the groundwork and much more in researching and implementing Google AdWords campaigns, managing very large multiple campaigns with continuous research and optimization that always keeps us on top of the retail sector in a cost effective manner. Al's always provided us with analysis of how ad campaigns are doing and is always testing new ones to help improve our site rating and reduce advertising costs.

Not only is Al an excellent web designer, but he is also a proficient programmer/developer. Al has set up everything from the very beginning - from domain names to finding a web host. He's created a database driven website for us to help with the maintenance of our own site. Al is always introducing us to new strategies with his thorough research and dedication and has created for us a web space where we can be self sufficient in a number of ways to help cut costs. We also have been shown how to increase our own web traffic through backlinks he has provided. Al has always been patient and very responsive to all our questions and requests that have made it pleasurable to work with him.

Al has also proven to be invaluable in emergencies, which makes him very trustworthy to us, and has even provided training to our staff regarding new programs, and researched programs for us to help us be more efficient and cost effective.

During print and online advertisement campaigns, he's consistently provided creative design and copywriting that has increased our presence and added to our branding as modern and artful. His co-ordination of email blasts that we send out regularly has increased our traffic, and through his diligence we have been able to avoid being considered 'spam' which is a colossal job in itself.

We highly recommend Al to any company looking for an immensely talented marketing consultant, web designer and developer who always adds a personal touch to raise a website from nice to fantastic, and has your best interests at heart. Overall we have enjoyed a significant increase in sales since Al has started working with us and we wouldn't be where we are today without his steadfast work.

Joseph Paik

Owner

BLVD Interiors Furniture