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Frames & Pictures Unlimited

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Fine Custom Framing For Home and Office

www.framesandpictures.ca

To whom it may concern,

We own a custom framing shop in Toronto framing artwork and custom mirrors. Al at Leadinglobal started working with us in the fall of 2006. At the time, we had no website or online marketing strategy and our advertising in print & the Toronto Yellow Pages was completely ineffective & costly. Al introduced us to a system of advertising online, taking a step-by-step approach and showing us research to minimize our costs & risk. We started off very slowly to test things out, and have slowly expanded our advertising as it has proved itself. We're very happy with the results and have been able to discontinue our ineffective advertising in the Yellow Pages & invest that money in AdWords & other online advertising. Al has worn many hats for us; the list is a long one:

- Web design and development
- Search engine optimization so our site shows up on free google & yahoo searches
- Domain name investments advice
- Market research before we got started
- All photography for our website
- Certapay and Paypal online payment setup
- Back-links to give our site exposure & improve our Google standings
- Our online advertising strategy & unique selling proposition
- Web coupon incentive
- Writing our ads & website text
- Tracking web statistics so we can make decisions
- Split testing ads & the website to reduce advertising costs & beat competitors
- New market testing, e.g., mirrors, home renovations, artists, new locations in the GTA, art shows, etc. These were not all successful, but Al tested everything carefully - mirrors were a great success.
- Advertising cost control
- He provided advice on cost effectiveness of promotions via other websites - redToronto, RedFlagDeals, Yellow Pages, Now Magazine, etc.
- Regular reports on AdWords advertising effectiveness
- Set up a marketing evaluation with Perry Marshall & Associates

Al coordinating all of these efforts has been the key to making this a success for us. We have a website that is a profitable sales tool, we're now getting close to 150,000 page views per year, and we constantly get new customers from our online web site and advertising.

In a very conservative estimate Leadinglobal has helped our company to generate at least \$70,000.00 in new business in 2007 and a significant base of valuable new customers.

Tim & Lillian Zossimas

Owners, Frames & Pictures Unlimited