

THE SLYFOX SPOTLIGHT

Shining a Light on Local Digital Marketing Success Stories



The more people you help, the more business you get. This important idea is key to the success of one of London's most dependable moving companies, True North Movers. Their team found that not every Londoner has the same needs when it comes to packing, loading, and unpacking their belongings. From students on a budget to elderly people and those with mobility issues, one size does not fit all when moving day comes around. It was time a business stepped in to accommodate these vast differences.

Since their founding in 2013, True North Movers has become one of the city's fast-growing moving companies, and it's all thanks to their versatility. Their full range of moving and delivery services has allowed them to expand the company to every member of the community, whether they're older or newer, coming to London or leaving for the next chapter of their lives. True North is not your conventional team of movers. Their wide array of services include the standards, including moving, packing, and unpacking. But they soon found that Londoners needed more help, and they began to branch out from residential and commercial moving into more specialized services, like moving for seniors and students, commercial deliveries, in-home moving for those heavy items, and even furniture assembly. They had the expertise, manpower, and equipment - so why not?

True North has always been an ambitious and forward-looking company. Before their fateful encounter with SlyFox on Instagram, they had already invested in a website and social media campaign that, in their words, provided mixed results. SlyFox strategists analyzed the existing efforts and, after an extensive onboarding session, found their site structure and web content was doing much more harm than good. After a complete site redesign, including new Google-friendly content, SlyFox aimed to accomplish True North's business goals, taking into account their ambition and overall budget by embarking on a comprehensive search marketing campaign. Using Google Ads, SlyFox wrote ad text, deployed location extensions, built landing pages and monitored keyword

bids until their phone was ringing off the hook and inbox overflowing with emails. But that's not the end of their search journey! Work is ongoing to help them increase their social media presence, fine-tune their Google Ads and increase their Google Search impressions. Just like how our team meticulously planned their new online marketing campaign, True North Movers uses their moving and logistical expertise to plan out every move ahead of time. It doesn't matter what kind of a move it is: a couple of blocks down the street, a long-distance journey, or even a commercial delivery. It's why they offer free in-home estimates for all their moves, with the pricing including the distance and gas so that the client understands that



Don't Stress Over Moving,
Contact True North Movers Today!

there are no hidden fees. Being upfront helps them stay affordable and efficient. We all know London is a college town, and the ebb and flow of freshmen and recent graduates from Western and Fanshawe has a lot of people moving in and out of our fair city. Our population of elderly citizens also have specialized needs that not enough movers accommodate. True North's student and senior discounts are offered to help these people when they're financially and physically at their most vulnerable.

The most important thing about True North is that it is locally-owned and operated. Their clients are also their own neighbours, and it means every task is handled with the utmost empathy, care, and respect for both the customers and their belongings. Their focus on customer service and local business also makes them a great fit for us at SlyFox! For most people, moving is a big event, and it doesn't happen very often. For True North Movers, it's just another day! SlyFox is proud to help spread their message in and around London, helping them provide affordable and highly efficient moves for everyone in the area.

True North Movers 

(519) 697-0130

truenorthmovers.com

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

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