

WEB

CONDUCTORS

Advancing results for what matters

2023



PLAN

Failing to plan is
planning to fail



BRAND

Make sure you are
thought of first



CREATE

Separate your brand
with unique &
compelling content



BUILD

Improve your
business tech stack



SHARE

Leverage the right
channels for your
unique audience

Meet the Team



Diwakar, Lead Developer



Bandana, Jr. Developer



Shirley, Google Ads Guru



Liz, Graphic Designer



Valerie, Copywriter



Fabian, Videographer



Anastasia, Customer Service



Jamie, Digital Transformation



Zak, Co-Founder



Ron, Co-Founder

Canada Digital Adoption Program

We're an Approved Digital Advisor of the Canadian Digital Adoption Program



CANADA DIGITAL
ADOPTION PROGRAM



Get \$15,000
for a Digital Adoption Plan



Access up to \$100,000
interest-free loan to implement it



Enjoy a wage subsidy program
to support any new technology workload

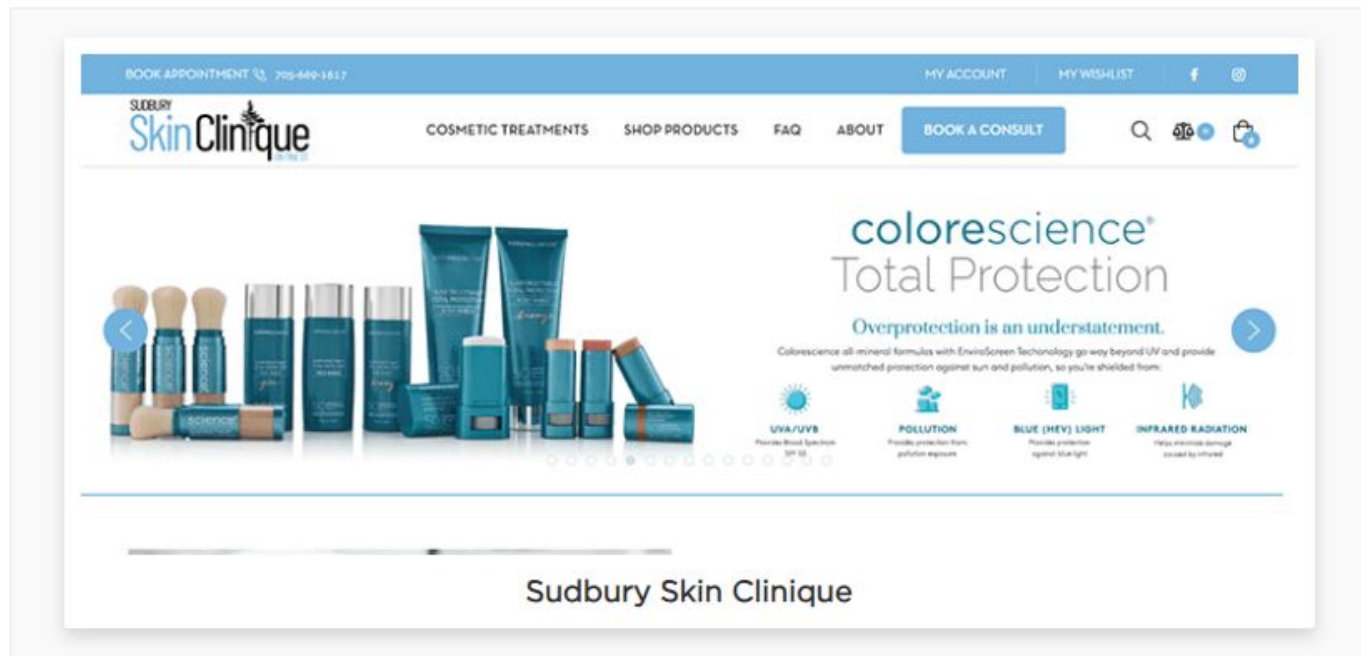
Get Started at webconductors.com/cdap

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Web Conductors is a Shopify Partner!

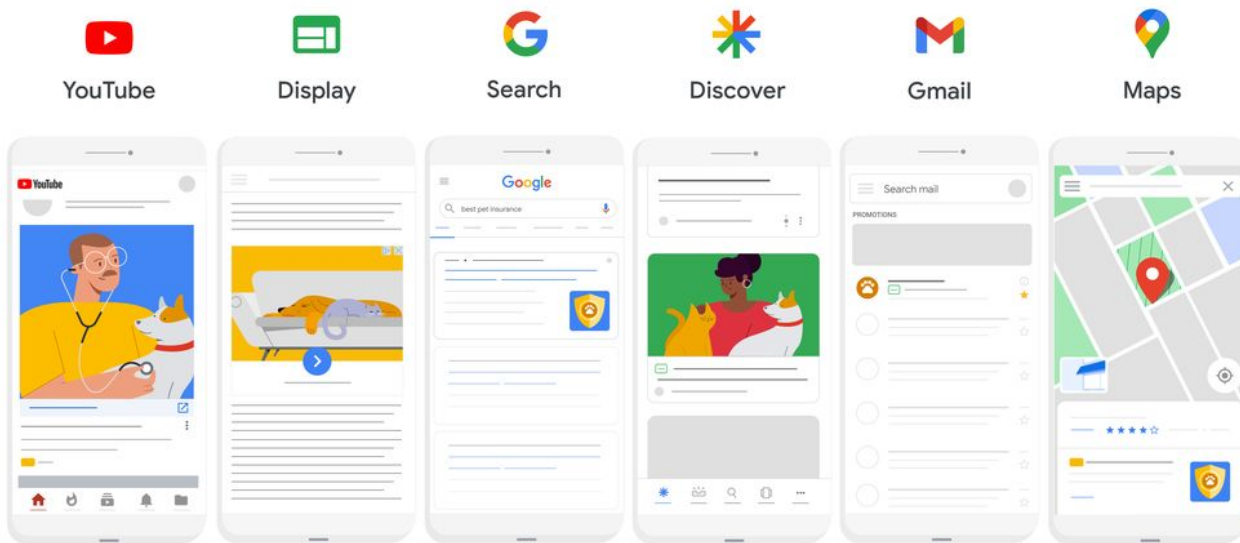


We build highly-optimized, easy-to-use, and beautiful Shopify sites that sell our client's product. Check out our project gallery!



We're a Google Partner, too

We're also Google-certified partners with expertise in all Google Advertising Platform channels. This means you can trust us to take care of everything from planning through optimization so that you can focus on what really matters – your customers!



Case Study:



2022 CASE EXAMPLE:

Situation

J Austin & Sons is a client of ours in the GTA looking to gain qualified leads for their building material sales.

Solution

Taking advantage of the customer behaviour when seeking out new products and services on Google as a signal they're ready to buy, we've set up search ads that only appear at the top of the search results page to the very specific target audience, in the targeted area, so our client's brand shows up while their offering is being actively sought-after.

Success

From an awareness perspective, their brand name appeared 6,600 times in the last 30 days at no ad cost to the advertiser and drove 140 new prospects to their website at a CPC of \$2. The real ROI is looking at the 39 calls, emails and other website engagements they received for >\$8 each. With an approximate AOV of \$220, that's **nearly \$8k of revenue** ready for their sales team to win.

Case Study:



2021 CASE EXAMPLE:

Situation

Wolf Creek Building Supplies was spending too much money on traditional marketing efforts such as flyers, radio spots, and exterior signage but couldn't determine a particular sales boost from these investments. Furthermore, they had a goal to reach a particular customer segment and the targeting was so broad across these traditional channels, they couldn't be sure if they were reaching them.

Solution

Without providing additional marketing budget, they shifted resources over to the Web Conductors team to develop an online strategy to reach their target audience with search engine marketing. Now they have the ability to very specifically target their customer (by age, profession, interests, geographical region, etc.) and monitor the results that are being tracked as their customers engaged with their online advertising (sees an ad, clicks on an ad, shops the website, requests a quote, all of it!).

Success

In just under a year, one location invested approx. \$2,500 in ad spend that achieved 492 conversions. That's around \$5 per conversion. As an example of what the return on their investment is; if their average ticket is \$75, that's nearly \$75k in revenue Wolf Creek Building Supplies can enjoy because they were able to better reach their target market with digital marketing!



What Our Clients Think:

Web Conductors Inc.

112 Caplan Ave, Barrie, ON

4.9 ★★★★★ 51 reviews ⓘ

People often mention

All

professional 11

pleasure 5

results 5

product 4

+6



Grant Hildebrand

1 review

★★★★★ a year ago

Extremely happy with our experience with Web Conductors to date, we look forward to building a long-term relationship.



Response from the owner a year ago

Hey Grant, thank you for the review! Thanks for choosing WC to build out your new site & marketing campaigns.

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Will White

2 reviews

★★★★★ a year ago

Positive: Professionalism, Quality, Responsiveness, Value

The entire Web Conductor team has been extremely personable, professional and patient from the first phone call asking me what my goals are, all the way through the project right to the end.

The entire process has been transparent, extremely efficient and on time.

I am very happy with my decision to engage your services as opposed to trying to DIY to save a few bucks.

I have learned over the years to let the professionals do what they do best so I can focus on doing what I do best instead of trying to be a jack of all trades and not really winning in all the columns.

This lesson stands true based on this experience with your Company.

Thank you!

Bill

Founder and President

Nickel City Financing

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Brett R.

Local Guide · 12 reviews · 2 photos

★★★★★ 4 years ago

Web Conductors came into our business when we were barely visible online. Zak and Ron laid detailed and specific strategies to help grow our business and brand all while being 100% transparent on where our budget is going. Our web traffic and presence is more than doubling every month. We really appreciate every one on the Web Conductors team and how much they have helped us so far.



1

Response from the owner 3 years ago

Hi Brett, thank you for the thoughtful and explanatory review. We're so happy to have R.A. West Int. as a client and glad we're moving everything in the right direction.

Get Your Digital Marketing Plan Today

While we have some verticals in Consumer Home Goods and Building Supply Retailers, none of our clients are the same so we don't offer a 1-size-fits-all package of our services.



Tailored Approach

We understand that each business has unique marketing objectives and requirements. As a result, our solutions and pricing are not set in stone. We will create a plan specifically for your business and goals.

Common Interest

We do not set our fees based on a percentage of your ad spend. Our fees are structured for the level of service and time invested each month. That way, you can adjust your ad budget up or down, without impacting the service level we provide.

Full Disclosure

You will have complete access to your account, so you can see the data with your own eyes at any given moment, so we stay accountable.

Account Ownership

Since you pay us for a service, the work we do belongs to you. You will have complete access and control over the campaigns and data, even if you decide to part ways with us.

Get Started at webconductors.com

ADVANCING RESULTS FOR WHAT MATTERS

Helping you achieve your best business for your best life

Thank You