



**WEB DESIGN
SOCIAL MEDIA
SEO
PAY PER CLICK**

Full Stack Digital Marketing
Online Brand Development

Toronto, Canada

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www.goliathmarketing.io





About Goliath

A Team You Can Trust

We are a team of skilled professionals who are dedicated to helping businesses succeed online. With years of experience in the industry, we have the knowledge and expertise to create websites that not only look great, but also effectively communicate your brand's message and drive targeted traffic to your site. Our SEO services help ensure that your website ranks highly in search engine results, while our digital marketing campaigns help you reach and engage with your target audience. Whether you need a new website, help with SEO, or assistance with a digital marketing campaign, we are here to help you succeed.

At our agency, we believe in a data-driven approach to web development, SEO and digital marketing. We use metrics and analytics to inform our strategies and ensure that we are delivering the best possible results for our clients. We are committed to honesty and transparency, and we always keep our clients in the loop with regular updates and reports on the progress of their campaigns. We understand that the success of our clients is our success, and we are dedicated to delivering the best possible outcomes for every project we undertake. Whether you are a small business just starting out or a large corporation looking to take your online presence to the next level, we have the skills and experience to help you succeed.

What We Do

- Web Design and Development

- Search Engine Marketing

- Paid Traffic Campaigns

- Social Media Management





Expert Team



Zia Fehrenbach

Operations Director

Our Operations Director excels in business strategy and is skilled at analyzing and improving complex systems. As a leader and manager, he drives our team and business forward, always striving for the best results for our clients.



Michael Powis

Creative Director

A digital marketing expert with over 10 years of experience in B2B sales and marketing. With a proven track record of success in driving business growth and helping companies establish a strong online presence.





Web Development

If You Dream It, Goliath Can Build It.

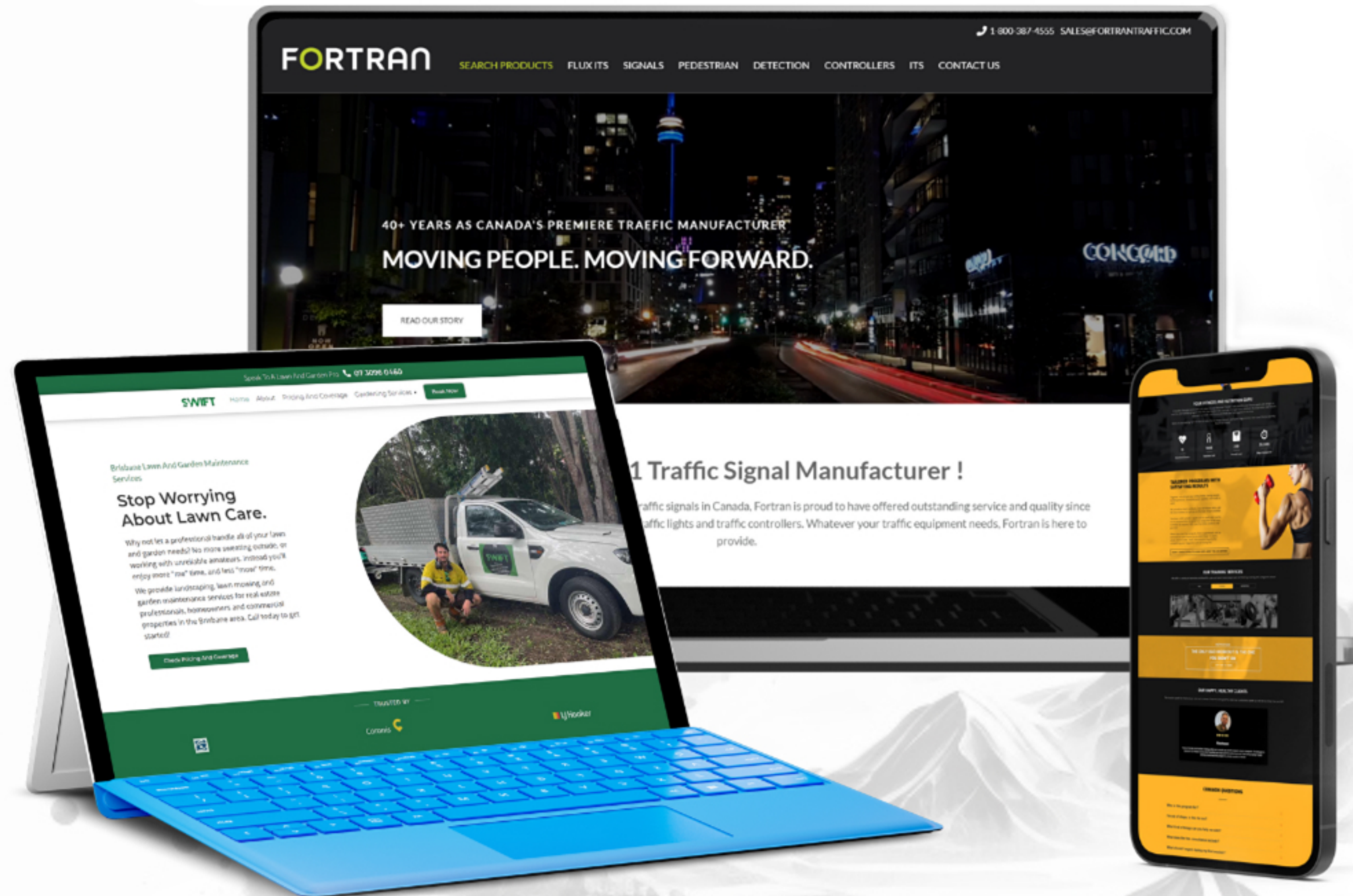
- Fully Customized Design Work
- Responsive, Mobile Optimized Design
- Plugin and Code friendly
- Unlimited Revisions

At our agency, we specialize in custom web development that is tailored to your unique needs and goals. We never use templates, so you can be sure that your website will be a one-of-a-kind design that effectively represents your brand. Our development process is responsive and mobile-optimized, ensuring that your website looks great and functions smoothly on all devices. Whether you need a simple brochure website, a membership site, or a full-featured ecommerce platform, we have the skills and experience to deliver. We are also proficient in building websites that are friendly for custom CMS and offer unlimited revisions until our clients are completely satisfied with the final product.



Always Responsive Design

Mobile ready and optimised



In today's fast-paced digital world, a fully responsive web design isn't just a luxury; it's a necessity. Why? Because your audience is on the move, switching from desktops to tablets to smartphones. They expect a flawless online experience across all devices. That's where we come in. At our agency, responsive design is our forte, ensuring your website dynamically adapts to any screen size. This adaptability means your website looks and functions perfectly, whether viewed on a tiny smartphone or a large desktop monitor.

Imagine a potential customer visiting your website on their smartphone during their morning commute and then revisiting it on a desktop at work. With our responsive design, they enjoy a consistent, user-friendly experience, boosting their likelihood to engage with your brand. This seamless transition across devices is crucial for capturing and retaining the attention of today's multi-device user.

Moreover, responsive design isn't just about user experience; it's a key factor in SEO. Google favors mobile-friendly websites, and with our expertise, your site will excel in search engine rankings, making it easier for new customers to find you. In essence, a responsive website is a visible website.

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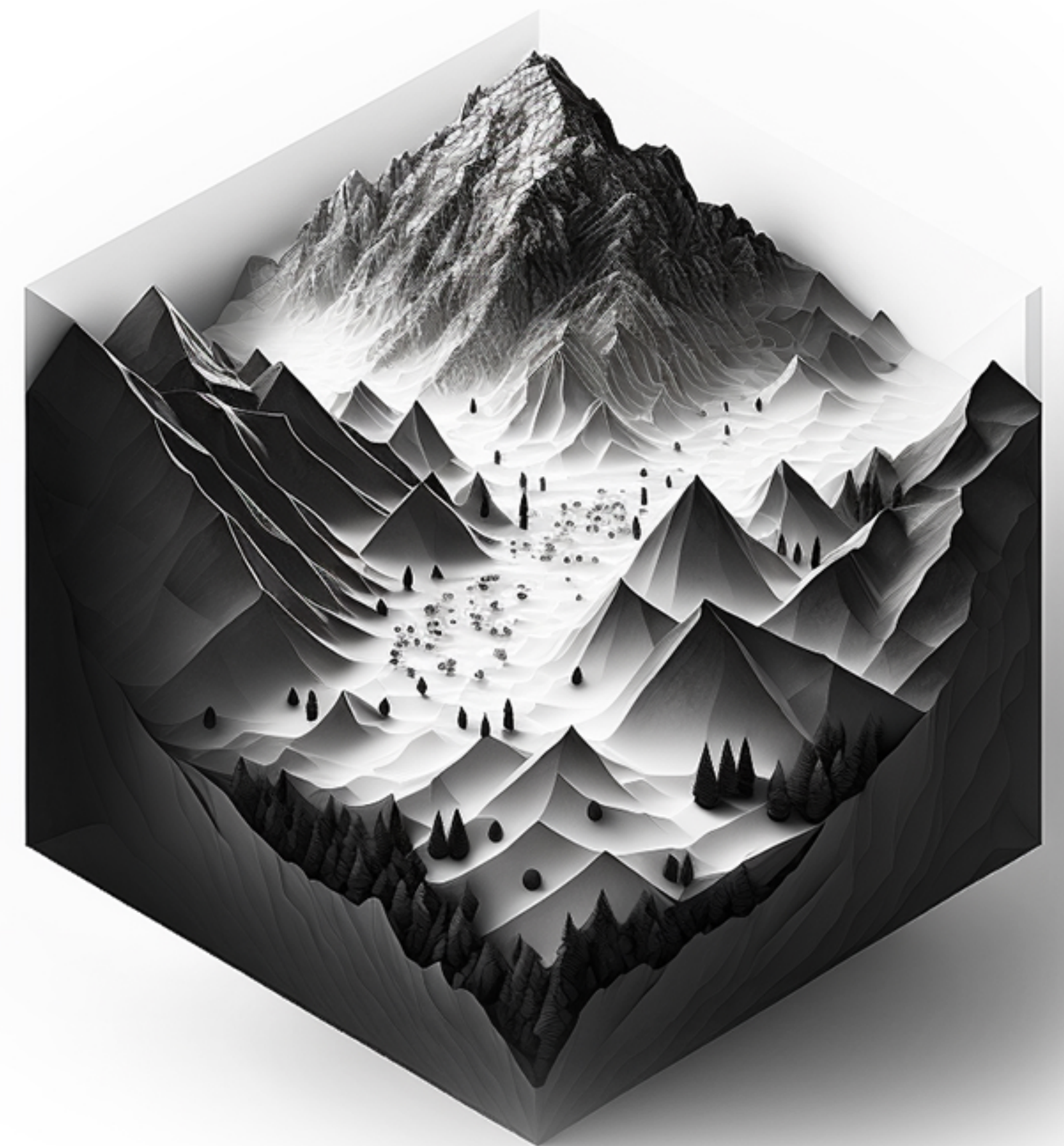
As the number one manufacturer and distributor of traffic signals in Canada, Fortran has offered the traffic industry high quality products and outstanding service since 1979. We are both a traffic equipment manufacturer and a trusted distributor of a wide variety of traffic products; traffic signals, signal heads, traffic lights, traffic signal controllers, controller systems, solar powered beacons, school zone products, and warning/ message signs. Whatever your traffic equipment needs, Fortran is here to provide. The traffic industry is changing and we strive to be at the forefront of this evolution. We have invested in research & development and as a result, many innovative traffic technologies have been created in-house



Social Media Management

Our social media services are designed to help businesses of all sizes succeed on social media platforms. We can create offline events, collaborations, and promotions to help you engage with your audience in a meaningful way. Our team can also develop a content plan that is tailored to your business goals and target audience, ensuring that your social media channels are consistently delivering value.

We offer comprehensive social media management services, including copywriting and the creation of visually appealing content. Additionally, we have the expertise to approach key opinion leaders and brands for collaboration opportunities that can help you reach a wider audience and drive business growth. Let us help you make the most of social media and take your brand to the next level.





Search Engine Optimization

At our agency, we believe in a data-driven approach to search engine optimization (SEO). We use metrics and analytics to inform our strategies and ensure that we are delivering the best possible results for our clients.

SEO is an important aspect of any online marketing campaign, as it helps to improve the visibility and ranking of your website in search engine results. By investing in SEO, you can increase the chances that potential customers will find your business when searching for the products or services you offer.

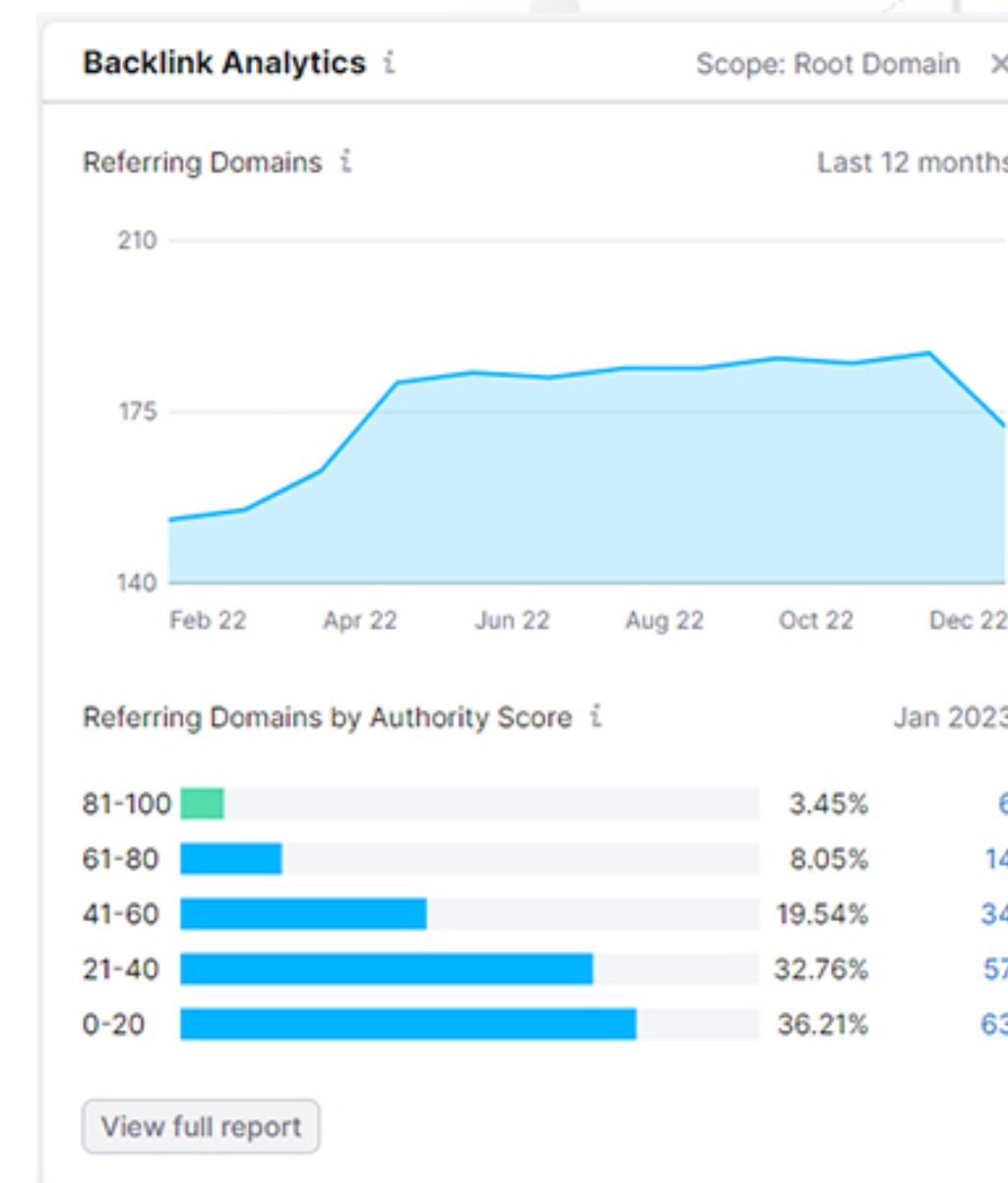
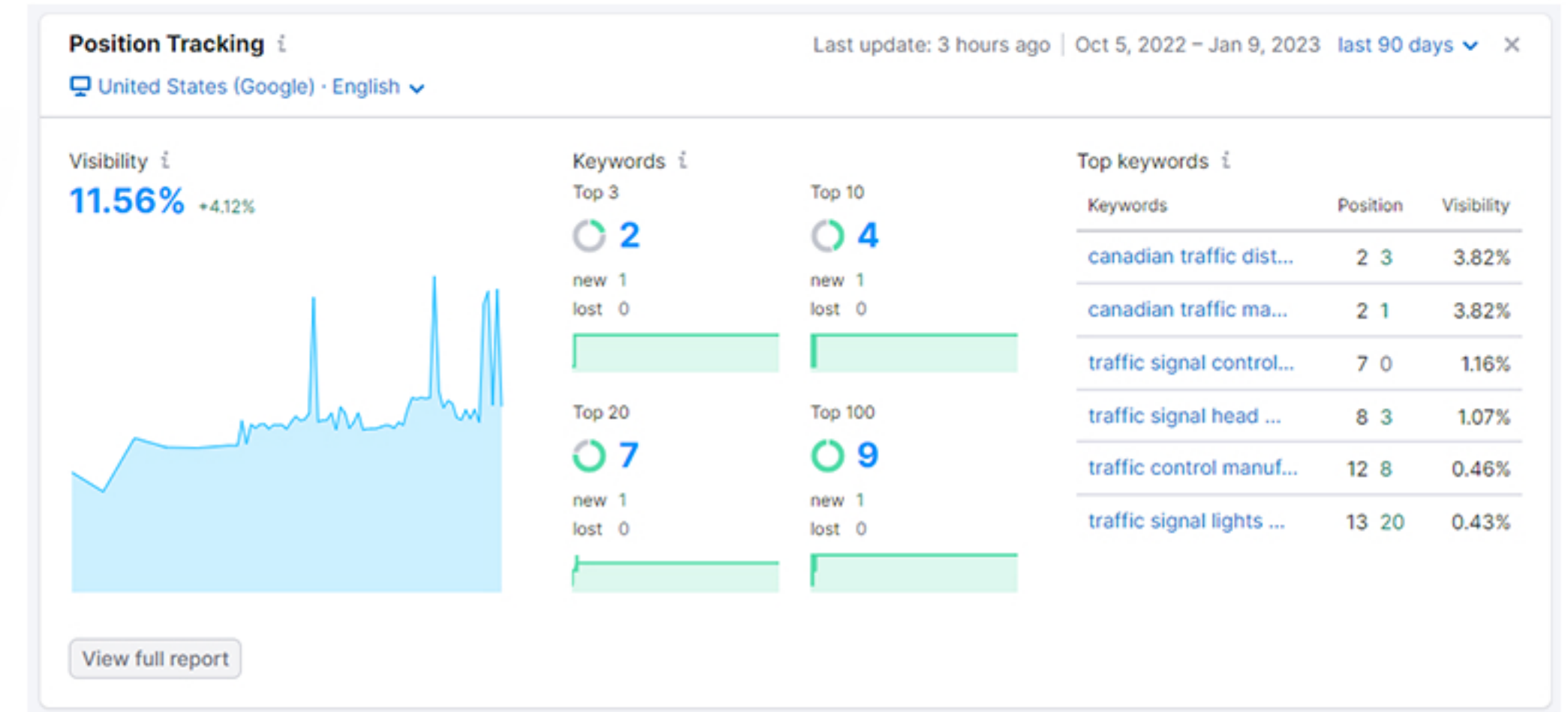
SEO is also a long-term investment, as the benefits continue to grow and compound over time. By working with our team of SEO experts, you can trust that your website is optimized for success and that you are getting the most value for your marketing budget.

Results

Propelled our Client Fortran Traffic to the number one position on google for their target SERP, helping drive more US traffic to their homepage and increasing sales leads. This was done in just 3 months!

Helped Swift Lawncare identify which suburbs to target, and created unique content dedicated to each suburb. This helped significantly increase local SEO results.

Our clients have access to Endorsal, a premium review management software that can have a significant impact on local SEO results. This powerful tool helps businesses manage and showcase their online reputation, making it easier to attract new customers and drive growth.



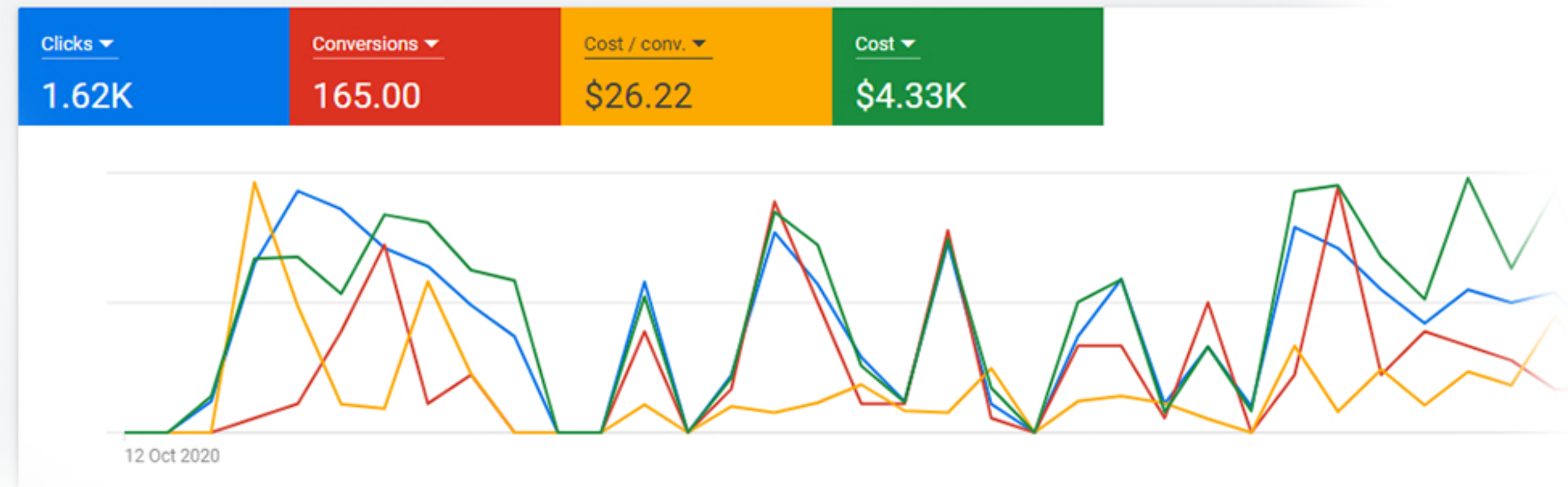
Fortran Traffic, USA position results



Pay Per Click Campaigns

Data-Driven Strategies: Propelling Your Business Forward

SWIFT



Dates 12 October 2020, to 30 August 2021

Our digital marketing campaign for a lawn care company in Brisbane utilized Google Ads and targeted advertising to reach the most potentially profitable neighborhoods in the area. By focusing on generating repeat mowing clients, we were able to bring in a long-term value of \$4800 per client. Our campaign included a total ad spend of \$4330 over 9 months, and resulted in 165 direct conversions at an average cost of \$26 per new customer. Approximately 1 in 3 customers became repeat service clients, bringing in a total long term value of \$264,000. We also tracked the ongoing revenue from customers acquired through the campaign each month, and as of the last month of the campaign, the recurring revenue was nearly \$9,000.

This demonstrates the effectiveness of targeted advertising and the value of tracking and analyzing data to inform marketing strategies. If you would like to see similar results for your business, please don't hesitate to reach out to us.



Working With Us

Request A Proposal

At Goliath Marketing, we are passionate about driving results for our clients through data-driven strategies, and creating unique online experiences for their customers. Whether it's through web development, SEO, PPC, or social media management, we are committed to being transparent and honest in our approach. We understand that every business is unique and we customize our services to meet your specific needs and goals. If you're looking for an agency that is results-focused and dedicated to your success, we would love to hear from you.

Request a proposal, check out our website, or book a free consultation to see how we can help you achieve your business objectives.

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