Verified by Clutch

Digital Marketing, SEO & Web Design Services for Retail Co

PROJECT DETAILS

Branding, Marketing Strategy, Search Engine Optimization

Jan. 2023 - Jan. 2025

Less than $10,000

> *"These people have a real passion for marketing."*

PROJECT SUMMARY

Locals Talk provided a wide range of digital marketing, SEO, and website design services for a retail company. They helped the client with the website's structure and design and helped plan marketing campaigns.

PROJECT FEEDBACK

Locals Talk provided valuable insights on marketing and branding, which impressed the client. Their guidance helped the client save on expenses, and their advertising, SEO, and email marketing strategies made the client more confident. They communicated via Slack and Zoom and adhered to schedules.

Locals Talk

The Client

Please describe your company and position.

I am the Managing Director of a retail company

Describe what your company does in a single sentence.

Our company is an ecommerce business with a Shopify store where we sell carpets such as kilims. Inspired by the merchants that connected the East and the West, our company embodies the essence of cultural exchange, exquisite craftsmanship, and timeless beauty.

Managing Director, Retail Company

Retail

Canada

CLIENT RATING

5.0
Overall Score

Quality:	5.0
Schedule:	5.0
Cost:	5.0
Would Refer:	5.0

The Challenge

What specific goals or objectives did you hire Locals Talk to accomplish?

- Digital Marketing
- Business launch
- Website design
- SEO
- E-Commerce
- Conversion rate optimization

Locals Talk

The Approach

How did you find Locals Talk?

Referral

Why did you select Locals Talk over others?

- High ratings
- Pricing fit our budget
- Great culture fit
- Good value for cost
- Referred to me
- Company values aligned

How many teammates from Locals Talk were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

We've been consulting with Locals Talk since before we acquired the product to plan how best to go about setting the business up. They helped us decide which platform to use, brainstormed brand names, website structure etc. Most recently they helped us with some graphic design jobs to spruce up the website design the way we wanted.

We're looking to achieve a successful and profitable business by working with them and this is going to be ongoing for a while. We have also discussed advertising budgets and management for our launch, which is just around the corner.

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

Locals Talk

It has been a delight to work with the Locals Talk team. We look up to them for advice on every aspect of the business. When we were at the planning stage, they helped us set our expectations about marketing and sales. After they helped us finalise the brand name, they helped us purchase our domain name.

They advised us on which platform to use, which we are quite happy with. They also conducted a bespoke CMS training so we don't have to hire expensive designers or developers, assisting us in managing this work in-house. Now we have a marketing plan that is almost ready to go and a ton of strategies that they will help us with, including advertising, SEO, and email marketing.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

Some communication was over email or over Zoom sessions but the day to day was over Slack, which was especially helpful with the graphic design work that had multiple feedback cycles. They always put things in a schedule once invoices are paid and they stick to their deadlines. We haven't had any issues with their ability to meet deadlines.

What was your primary form of communication with Locals Talk?

Virtual Meeting

What did you find most impressive or unique about this company?

These people have a real passion for marketing. They use data to justify their strategy and achieve the same results for smaller companies that they do for bigger companies, which is unique. We've worked with other agencies (in different companies) before, but the way Locals Talk cuts down costs to offer better value while delivering great quality work is quite impressive. .

Are there any areas for improvement or something Locals Talk could have done differently?

We just wish they were based in Canada like us, instead of all the way in the UK so we didn't have to overcome time zone differences.