

From: Steve Hanniman steve@creativeedgestudio.ca
Subject: Email Reference
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To: Stephen Klein sklein@magma.ca

To whom it may concern,

As the owner of both Creative Edge Studio and Partner at Groovy Linen Corp, I have had the pleasure of working with Steve Klein and Marketing Breakthroughs (MB) on a number of marketing strategies for my businesses. Even now I'm continuing to work with them on various projects.

I was very impressed with the service I have received from MB. When we initially spoke with MB about a complete web site rebuild for Groovy linen, MB was timely in providing us with a very detailed quote. Right from the beginning we had a very thorough understanding of the work they were proposing for us and the costs involved. Once we made the decision to proceed with them, the service did not stop. We had a number of production meetings, during which I really felt like MB was making a huge effort to understand our specific business and market. The MB team was even able to suggest ideas we had never thought of to improve our position in our own market, and was able to identify weaknesses in our competitors marketing strategies that we could implement effectively in our own strategies.

When we launched our website the positive reaction was immediate. We received a lot of amazing feedback from our existing customers, and it hasn't stopped. We launched the site a few months before our busiest season, and I believe the site was instrumental in helping us have the best summer season of our companies history. MB's suggestions and the final results effectively made our site incredibly easy to use for existing customers. It also, created for us an online home that represented our brand, and displays our inventory and services to new customers.

I would absolutely recommend MB to any business. We were shopping around for a website developer, and I have found in the past that once the site has been finished, the developer has moved on and interest depletes. What we found in MB was a marketing partner. MB has taken a holistic approach to our marketing and has developed a plan to connect all the dots through all our avenues of marketing.

Thanks,
Steve

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