



## STRONG ONLINE GAINS FOR THIS FOOD COMPANY

### CHALLENGE

Food Supplies is a highly successful niche player in the food service industry across North America, well known for their delicious ingredients, professional cutlery and quality cookware lines. They launched a beautiful new website in 2019 with e-commerce functionality. Next they sought to grow their online presence with Social Media and a multi-faceted SEO strategy.

**Asset Digital Communications got to work!**

### SOLUTION:

An Integrated Digital Marketing Strategy:

- Comprehensive industry & competitor analyses
- Dual keyword analysis & strategy for B2B and B2C
- Development of persona
- Integrated Content, SEO & Social Media Strategies
- Monthly SEO including e-commerce
- Social Media Management



“The team at Asset Digital Communications have been successful in bringing increased quality traffic to our website. Plus they have helped transform our Facebook page engagement, which is something we had been grappling with prior to working with them. They are a hands-on team, responsive and clearly skilled at digital marketing.”

Cameron Callum, General Manager