



MARKETING POWER TEAM

THEFOXTEAM.CA CASE STUDY



How we helped Alexandra Cote launch her den of foxes, and set up her brand for optimal success.



BNI LUNCH NETWORK FOR SUCCESS



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The Challenge

What we were up against.

Real estate is fiercely competitive in the Toronto market. There are over 50,000 realtors in this city and finding one is as easy as looking for an ad on a nearby bus shelter. How does a homeowner or home buyer cut through the noise and find the right realtor?

In order to stand out, it was crucial for TheFoxTeam.ca to position themselves differently from the other players in the market.





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The Strategy

What we decided to do.

While digital media is a critical part of the process for buyers and sellers alike, it's difficult to determine a personality fit in such an importantly critical time.

It was imperative that every virtual touchpoint a potential client came into contact with imbued TheFoxTeam.ca's personality, expertise, attention to detail as well as their impeccable client service.





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The Solutions

What we made happen.

We created a hybrid solution that overhauled all Inbound and Outbound connections. Each and every virtual touchpoint underwent a transformation to showcase TheFoxTeam.ca's personality.

Inbound Solutions:

Website, copywriting, video, photos and SEO.

Outbound Solutions:

Mass awareness, social media, email marketing and print.





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WEBSITE DESIGN

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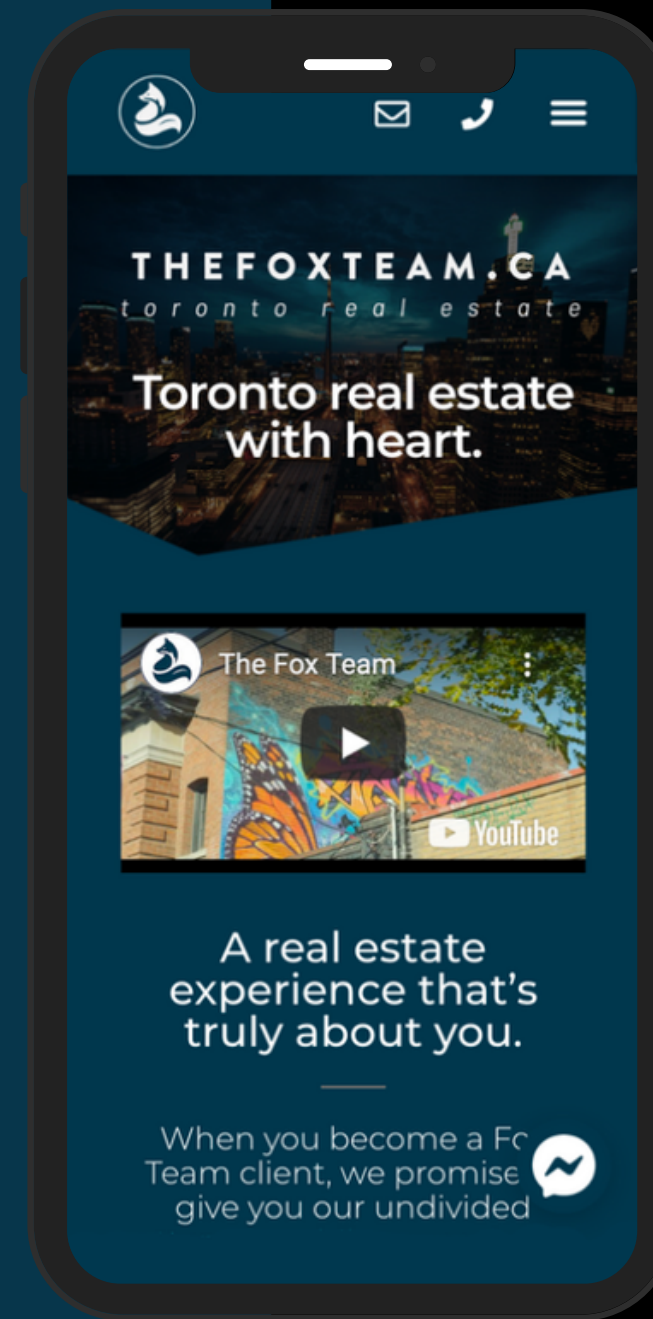
Katy Jonker | Kosmic Creative





The Solution

How we made it happen.



- Asymmetrical designs
- Dark background
- Flip photos
- Emojis
- Entrance animations
- Hover effects

We featured Calls to Action that collect emails on character-filled pages:

School Search, Neighbourhood Report, Value Your Home, and Buy/Sell/Lease Your Home pages.





THEFOXTEAM.CA



COPY WRITING

07

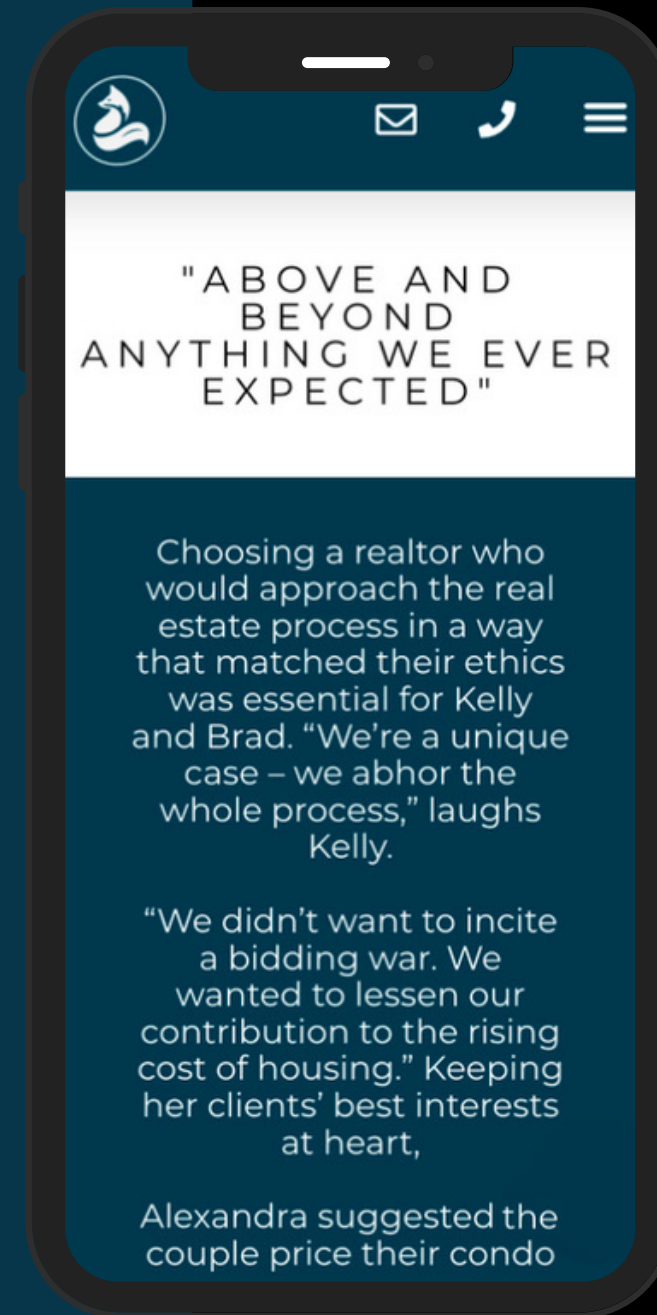
Deborah Evans | Luminare Communications





The Solution

How we made it happen.



Our process took in what TheFoxTeam.ca said and felt about their business and translated it into a tangible guide that spoke directly to how they connected with their target audience.

With this guide in place, all other and future marketing materials could follow knowing that each piece would always speak to the heart of their brand.

We then crafted website copy that told a compelling story, showcased their uniqueness, and truly connected with their audience.



VIDEO PRODUCTION

09



Hannah Martin | Sore Thumb



VIDEO PRODUCTION - THEFOXTEAM.CA

The Solution

How we made it happen.



We created unique video and photo assets for TheFoxTeam.ca's website to help make a splash and introduce the team's personality!

Our video for the landing page focused on the personality of the team and grounded the group in the Parkdale landscape (their home turf).

Our photo set captured both their serious and fun sides with and outdoor, socially distanced shoot to keep in line with COVID restrictions.





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SEARCH ENGINE OPTIMIZATION

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Samuel Lui | Agency 5



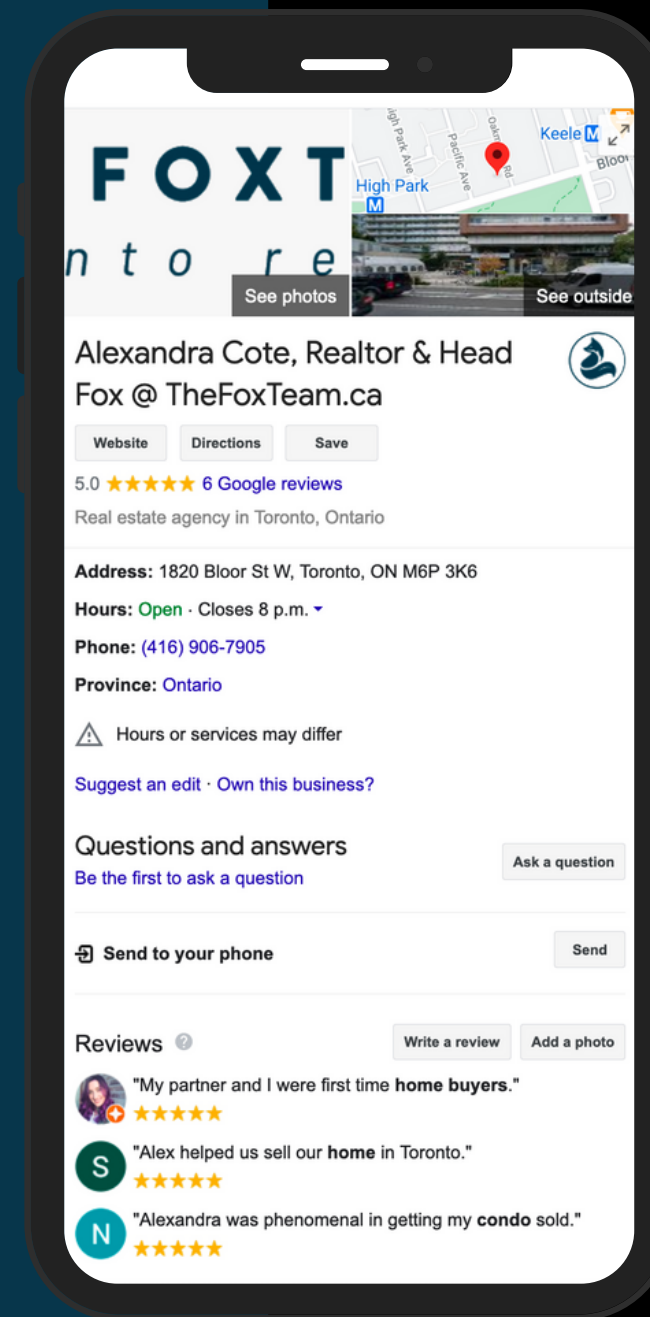


SEO - THEFOXTEAM.CA

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The Solution

How we made it happen.



In crafting an SEO strategy for TheFoxTeam.ca's website, we thoroughly researched the industry and competitors before determining a viable and sustainable SEO plan to establish their brand as an authority in Toronto real estate.

Working with the copywriting team, we then optimized existing content and the creation of new content on the website. This was to ensure it successfully generated traffic with respect to keywords, while connecting with what matters most to prospective clients. By doing so, we elevated their online presence, helping buyers and sellers in Toronto who are actively looking for real estate services find TheFoxTeam.ca.





AWARENESS MEDIA

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Citytv

Sheri Rogers | Tribe Consulting



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The Insight

What we were working with.

We needed to find ways to ensure that TheFoxTeam.ca's digital presence was supported with additional media opportunities to shine light on the star and owner of TheFoxTeam.ca, Alexandra Cote.

Alex has a dynamic personality, is a seasoned professional, has been voted #1 realtor in Toronto time and again and has immensely positive client testimonials.

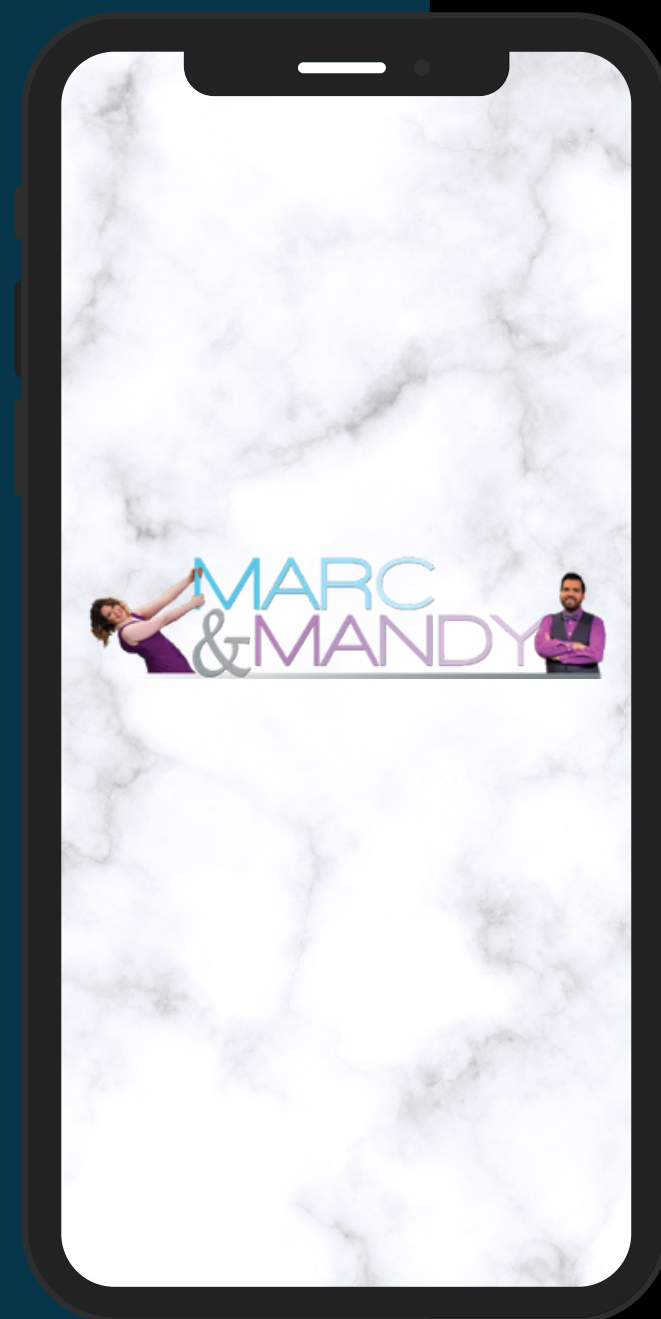




AWARENESS MEDIA - THEFOXTEAM.CA

The Solution

How we made it happen.



We partnered with a well-known talk show, Marc & Mandy, on one of the top performing TV stations in the GTA, CITY-TV. Marc & Mandy reach over 234K viewers in the GTA and their audience aligns with TheFoxTeam.ca's desired customer base. We negotiated a multi-tiered execution to ensure not only reach, but an opportunity for Alex's personality to shine through as an expert in her field.

The executional components included:

- 15-second commercial running for 12 weeks on CITY-TV
- A 1-minute in-show interview of Alex with the host Mandy
- Digital airing of both the 15-second commercial and interview
- TheFoxTeam.ca featured in show newsletter (110K subscribers)
- TheFoxTeam.ca feature on show social media (30K followers)





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SOCIAL MEDIA

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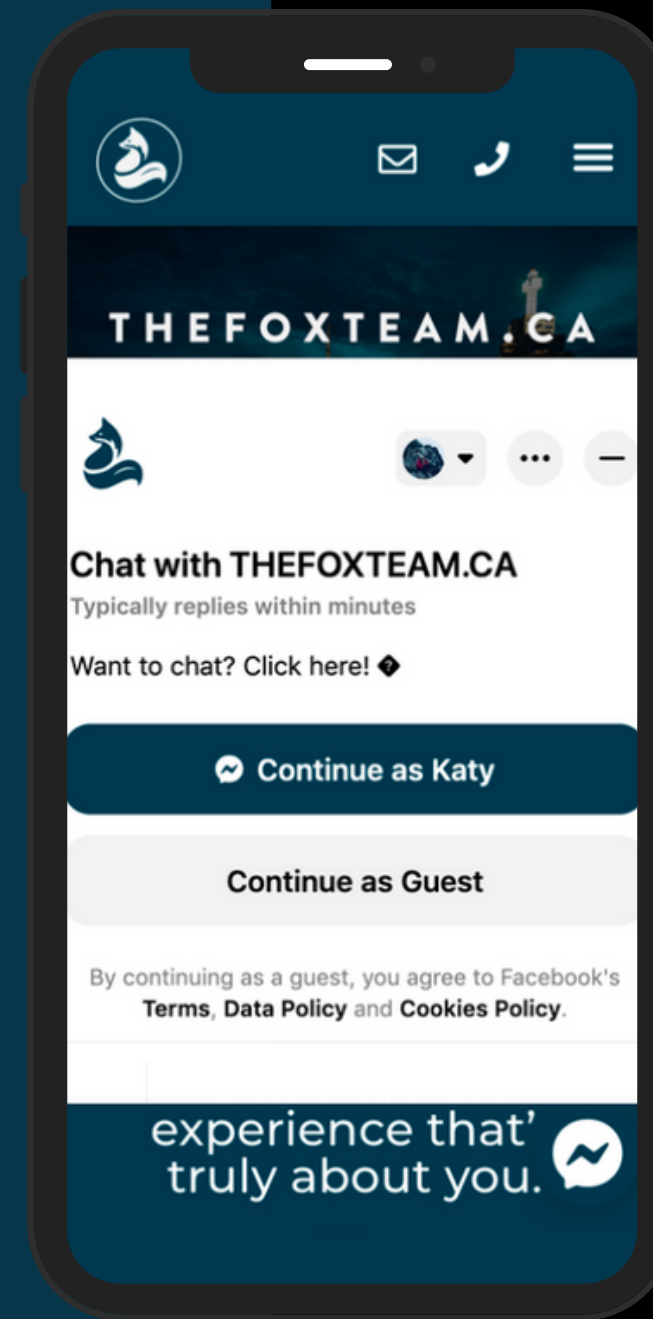


Danyal Atif | RAIJU Digital



The Solution

How we made it happen.



We created a chatbot based on Facebook Messenger. With this, TheFoxTeam.ca could connect with potential clients without needing their email or phone number!

We then embedded this Facebook Chatbot onto the website. Now the website and social media platforms are connected and automatically get those calls scheduled for TheFoxTeam.ca.



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EMAIL MARKETING

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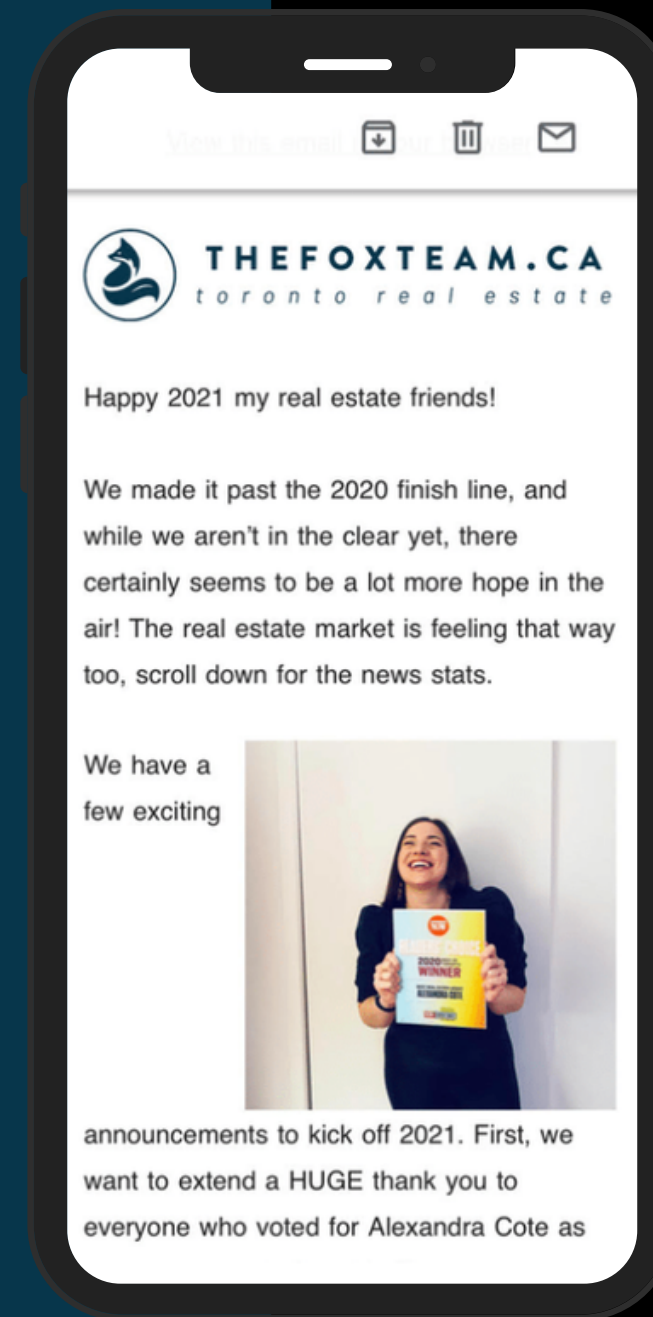
Mark Brodsky | MB Digital Communications





The Solution

How we made it happen.



TheFoxTeam.ca is focused on doing the best job they can for their clients, which doesn't always leave as much time as they would like to nurture the relationship with their past clients.

Working closely with the team, MB Digital Communications sources content they know will appeal to TheFoxTeam.ca's past clients. Pair that with an engaging subject line and an appealing, branded layout, a personalized email arrives in the inbox month after month, keeping them top of mind and helping to generate referrals.



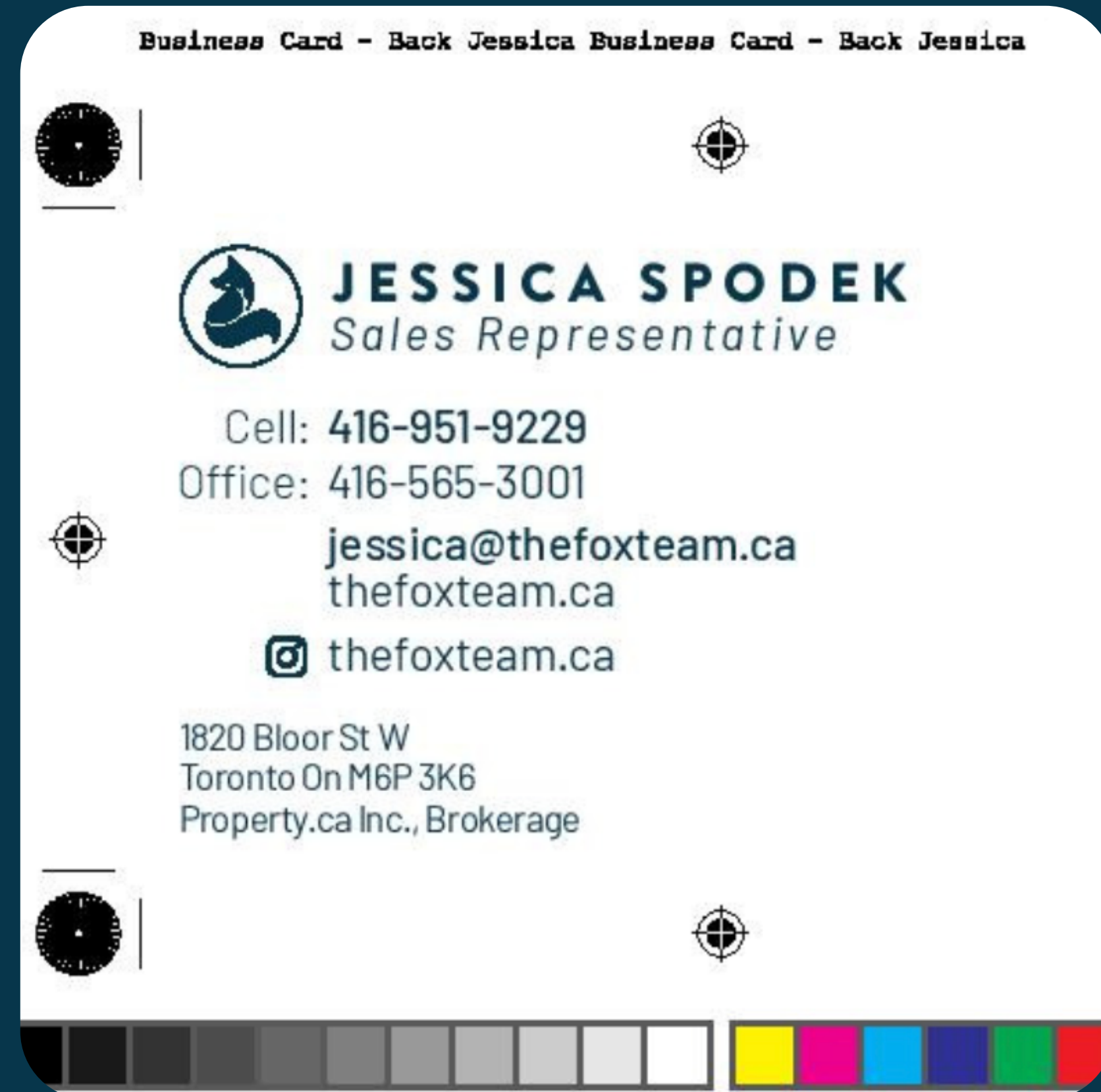


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PRINTING

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Bruce Martin | Attitude Communications



PRINTING - THEFOXTEAM.CA

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The Solution

How we made it happen.



As a premier print concierge in Toronto, our knowledge of leading-edge products and printing techniques means we settle for nothing less than premium results to elevate the brands we work with. Partnering with Alexandra, we found the right paper stock and finish for TheFoxTeam.ca brand and printed business cards for all team members using supplied artwork.

On an ongoing basis, we are TheFoxTeam.ca's printers for new listing feature sheets and presentation folders—all of which follow pre-defined templates and high quality paper stock to elevate TheFoxTeam.ca brand.





WHAT ELSE CAN OUR MARKETING TEAM DO?

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THEFOXTEAM.CA



ECOMMERCE

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Jamey Gordon | Looking Glass Group LTD.





ECOMMERCE - THEFOXTEAM.CA

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The Solution

How we make it happen.



The Looking Glass Group LTD. is an eCommerce strategy & sales management firm with offices in Boston and Toronto.

We specialize in eCommerce strategy and channel management enabling our clients to sell profitably and grow quickly on eCommerce platforms including Amazon, Wayfair, Lowes, Overstock and more.

Our team leverages extensive experience from Top 100 retailers and e-tailers, Tier 1 CPG organizations and consulting firms and bring those best practices to our clients.





IT OPTIMIZATION

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Hani Zaki | Logos IT Solutions



The Solution

How we make it happen.



Logos IT Solutions provides customized collaboration solutions that help teams, like TheFoxTeam.ca, stay connected through audio, video and web conferencing tools. Unlike traditional phone systems, our VOIP solution means on-the-go teams also have an easy way for their clients to reach them anytime and anywhere.

For teams that rely heavily on cloud services to manage all aspects of their daily business, our Network as a Service solution delivers an easier, safer, and cost-effective way to manage IT infrastructure. Small business teams can trust that their data is always secure with our remote management and monitoring services.



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