

# THE SLYFOX SPOTLIGHT

Shining a Light on Local Digital Marketing Success Stories



SlyFox's success is definitely a team effort, but it all began with Michael and Michelle Faulds. Operating their business as a team, the Faulds have used their individual expertise in tandem to grow their company. Upon connecting with another pair of married entrepreneurs, the Faulds discovered that small business and marriage can work in more ways than one. The Raposo's are another married team of local entrepreneurs, but they each independently operate their own business!

Patrick Raposo is the owner of Patrick's Mobile Truck & Trailer Repair while Sandra Raposo operates Cabelo Hair Co. These two highly successful small businesses grew through a combination of digital marketing and the couple's own dynamic social networking efforts.

Sandra came to SlyFox looking for a website to represent her growing aesthetic business. After meeting with the team and seeing what SlyFox could offer her, she brought Patrick back to the office to see how the team could help him grow his mobile truck repair biz as well. SlyFox worked with them to understand the process and how they could tell their story to potential new customers. Today, both businesses hold page-one search positions, obtained quickly after some SEO work from SlyFox..

How did Sandra and Patrick find this success? An active presence on social media certainly helped. Despite the vast differences in their businesses, Patrick's Mobile Truck & Trailer Repair and Cabelo Hair Co. each saw results when they took their social media profiles to the next level. Many small business owners see social media as a necessary evil, something to update when the weather changes. SlyFox helped them consolidate their Facebook, Instagram, and Google Business presence to raise their profiles, on and off-line.

Search engine optimization is a tactic used to help Patrick and Sandra's businesses thrive online.

The SlyFox team of SEO experts have used content with keywords that relate to search terms people would use to find services like Sandra's and Patrick's. High ranking keywords helped get both their businesses to page-one of search engine results for people looking for "24 hour truck repair", "semi permanent mascara", "mobile truck repair", "Monat London Ontario", etc. (You can probably guess which search terms relate to either business!)

But we wouldn't be telling the whole story if we made their success all about SlyFox. Sandra and Patrick got to where they are because they offer high-quality services, networking prowess, and true

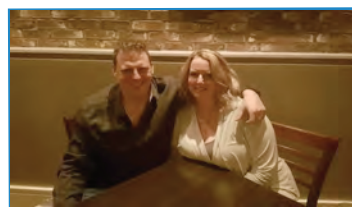


Sandra & Patrick  
Cabelo Hair Co., Patrick's Mobile

commitment to their clients. Cabelo Hair Co. and Patrick's Mobile are such effective small businesses because they know what their specialties are (truck repair and beauty) and understand that success online takes a different kind of expertise. It has helped them expand their reach, all while giving them more time to focus on satisfying their clients!

Take it from Sandra and Patrick: it doesn't matter whether you are a married couple with two businesses, a

married couple running a single business, or are married to the business itself - it's SlyFox's business to help you!



Mike & Michelle  
SlyFox Digital Media Marketing

[patricksmobile.ca](http://patricksmobile.ca)

519-630-8775

[info@patricksmobile.ca](mailto:info@patricksmobile.ca)

[cabelohair.co](http://cabelohair.co)

(519) 854-2131

[cabelohairco@gmail.com](mailto:cabelohairco@gmail.com)



202-120 Wellington Street, London, Ontario N6B 2K6 (519) 601-6696 [info@sly-fox.ca](mailto:info@sly-fox.ca)

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