

THE SLYFOX SPOTLIGHT

Shining a Light on Local Digital Marketing Success Stories



Turning a creative passion into a thriving business is hard work. Heather Torrville had that initial spark to do what she loved for a living with her first business, Heather's Craft House. It launched her on a wild journey that has resulted in the enormously successful Rustix Studios, where she and her partner Jay Aristone have turned an enthusiasm for original, hand-crafted furniture into a leading London institution. When they needed help broadening their reach, they came to SlyFox!

Rustix's ongoing partnership with SlyFox has been an amazing experience for all involved. Our best success has been with SEO and marketing strategy; and when users in the London area type in "live edge furniture" and "custom furniture" keywords, Rustix consistently ranks at the top of page one. But no one gets to the number one spot on Google's returns and stays there without putting in the work. Our SEO programs are ongoing, because it takes time to achieve success in this area, and our team works every day to ensure that keywords tailored to Rustix's niche are used to achieve and maintain results.

SlyFox's unique service is laser targeting local businesses and residents, a strategy that has raised the bar for custom furniture sales in the London area. Rustix is on a monthly marketing strategy contract with SlyFox to achieve maximum results, playing the long game by keeping on top with keyword dominance. We do all this while constantly updating the website's content, keeping it fresh, current, and relevant. Google's algorithms love this updated content, as it improves the user experience and shows that the website is relevant to their interests. We don't even need to use Google's main marketing service, Paid Ads, due to incredible success of the SEO program we developed!

Our online marketing tactics have made Rustix a local leader in their field. They currently dominate the market because they are one of the few businesses to have invested in successful marketing tactics. Many still see handcrafted furniture as a hobby, selling pieces infrequently through online marketplaces. Heather and Jay saw the potential to turn their interests into a fulfilling career, and SlyFox helped them get ahead of the competition. Now that we've cleared a path through the murky world of search engine optimization, Rustix is the name in unique, locally sourced handcrafted furniture!

It's a fitting partnership, really. A focus on "local" is where Rustix and SlyFox's philosophies perfectly mesh. Heather and Jay support and network with other local businesses, meaning they are already aligned with SlyFox's branding specialty. But Rustix has taken local to the next level. All the wood used for their live edge tables, bar tops, benches, and other unique furniture items are sourced from London trees. Rustix can actually tell you where your wood came from, and each piece comes with a Certificate of Authenticity that tells the



Rustix Baby, Rustix Studio Hand Crafted Furniture

customer the location of the source tree. They even went back and mailed these certificates for past pieces!

Of course, it also helps that Rustix is creating a quality product with love and care. Rustix's fun, unusual designs have made them incredibly popular with clients, and they've expanded their repertoire to include more than just live edge tables. Heather and Jay's skill and creativity (as well as parenthood!) have inspired them to start making solid maple baby cribs, using only food-grade stains that won't harm little ones as they explore their surroundings. These wonderful cribs can be pre-ordered now for a January delivery date.

The success of Rustix shows that anyone with skill, drive, and a little marketing know-how can turn their dreams into reality.



RUSTIX BABY

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SlyFox is a London, Ontario-based marketing and design firm catering to the needs and budgets of local entrepreneurs and business owners. Their team of specialists will work to understand your business needs, and deliver effective marketing solutions and strategies to help you increase your bottom line. Visit SlyFox online at sly-fox.ca today!

