



GROWTH CASE STUDY

SMI MARKETING

HARDING SECURITY SERVICES INC.



See how we grew Harding Security to 8x ROI

Find out how we can do the same with your business

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SMI Marketing Solutions

www.smimarketing.ca



THE BUSINESS

Victor Harding has been the Principal of Harding Security Services Inc. for over ten years, and brings over 20 years of experience in the industry. He represents security industry companies in Mergers and Acquisitions. Harding Security is the most known Security Brokerage Advisor in Canada with dozens of deals under his belt. Victor is an Executive and Member of CANASA, CSAA and others organizations.

THE PROBLEM

While Victor has had a steady flow of business over the years, he was questioning the purpose of his LinkedIn page and existing website. Why were they needed?

Harding Security was getting little business through those channels and was not reaching the target market in a sales-driven way. Victor called us in to review this.



WHAT WE FOUND

We did a full analysis, using third-party surveys to find the points that could be improved. We found the following:

Lack of Clarity

- If a user can't figure out what you do in 15 seconds on your website, they will close the page and forget about you
- The business purpose was not made clear on the homepage. Based on the Harding Security Services Inc. name, our survey group was confused and believed they were looking at a security PROVIDER, such as alarms and guards. Confusion like this will lose clients. They will not understand what you can do for them and will never make contact.

No sales-driven process

- A clear Call to Action is crucial.
- 70% of small to medium-sized business websites do not have one. You need to give users a reason to buy from you. Harding Security lacked that critical step.

No Mobile Website

- 57% of users won't return to a site with poor mobile performance
- The Harding website was not designed for mobile or tablet and was not readable.



Outdated Appearance

- 75% of consumers judge a business' credibility based on their website
- Harding Security's last website update was in the early 2010s and needed a refresh. When it appears to be outdated and confusing, potential clients can't gain faith in your company.

THE SOLUTION

When we first sat down together, Harding Security viewed their website and LinkedIn profile as useless. We found it to be an important chance to reach an untapped market.

First, we worked with Victor in designing a new website, clearly communicating Harding's purpose and value proposition with a modern and professional appearance. We kept much of his established branding, giving it a facelift to meet the expectations of users in the 2020s.

Next, we started capturing qualified emails for his marketing program and new leads for potential clients. Including non-intrusive pop-ups and retargeting programs, we ensured there were multiple calls to action on every page.

Finally, we developed the website, powered by industry-standard html5 and JS React. We ensured that it would work well on every device and reduced its overall loading speed by 150%.



THE HICCUP (AND HOW WE FIXED IT)

After publishing some of our first drafts, the security of the website was compromised and hacked due to old database files remaining on the server. We took charge of reclaiming the site, purging the infected files, and updating the security protocols (at no additional cost) in less than 24 hrs. We own our projects from start to finish.

RESULTS

The new website was rolled out on a Friday. By the following Wednesday, two brand new hot leads (which turned into closed deals) had been captured by the website. We continue to monitor its performance and will update with more measurable results as the month's pass.

Check out the Harding Security website at hardingsecurity.ca.

INTERESTED?

We can get the same results for your business. We look forward to helping you achieve your goals and experience growth.