

**Take your online presence to the next level**

## Our History

Boostflow was founded in 2018 by entrepreneurs Billy Mole and D'Andre Smith in their hometown of Yarmouth, Nova Scotia. From the beginning, our goal has always been to create long-lasting connections between businesses and their customers. Since our founding, we've worked with clients in varying industries on projects ranging from hands-off, evergreen websites to e-commerce platforms that serve users worldwide.

Our team is passionate about identifying opportunities and solutions for our clients that make a real impact on how they do business. Learn more about the team behind Boostflow and what drives us.



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VICTORY REALTY  
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# Partial Client List

Nickerson Jacquard Russell

Pink Star Barro

DuPrat Designs

Sydney Street Pub

Mountains & Meadows Care Group

Happy Feet Orthotics Ltd.

Aberdeen Paving Ltd.

Tri-Star Industries Ltd.

The Style Merchant

Jake's Family Restaurant

Heritage Brewing Co.

Honey Bee's Ice Cream Parlor & Deli

Robin Hoodies

Hood Fraser d'Entremont Law

Milk & Honey Salon

Zen Chinese Cuisine

Next Gen Soil

Paul d'Entremont Marine Ltd.

Garian Construction

The Red Knight Enterprises

Sip & Taste Tours

Daisy Roots Vintage

Food Fantastique

Wild Roots Restaurant



PARTIAL LIST

## Partnerships & Affiliations

Boostflow is a recognized partner agency at the highest level available on the Wix platform. Our clients receive priority support and peace of mind knowing their website will remain online and secure at all times. We've also formed partnerships with Digital Nova Scotia, Western Regional Enterprise Network and The Yarmouth & Area Chamber of Commerce, making a direct impact on the business community across the province and beyond.

# Meet the Team



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# D'Andre Smith

CO-FOUNDER / OPERATIONS & PRODUCT DEVELOPMENT

D'Andre is a designer and co-founder of Boostflow Media Ltd., where he oversees the operation, product development and strategic direction of the company.

Setting out in 2018 to change the way people shop locally, he prides himself on the projects that have impacted rural business communities the most. D'Andre has helped the company expand its product feature offerings which have enabled thousands of customers to shop from their favourite local restaurants and retailers online.

Guiding the company forward in user design and experience, D'Andre continuously discovers new ways to advance the design philosophy of our products and feature offerings to better serve our customers and their users. Off the clock, you can find him playing basketball in the heart of Yarmouth, or kicking back with a freshly brewed dark roast.



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# Billy Mole

CO-FOUNDER / BUSINESS DEVELOPMENT & MARKETING

Billy has spent all of his professional career involved in the digital world. Following graduating from NSCC's Business Administration program, he spent close to 5 years in a marketing management position with one of Canada's largest automotive groups. After growing his marketing department to a fully functioning business development centre, Billy wanted to find a way to use the skills that he developed to bring similar change to businesses that needed it most. In 2018, he founded Boostflow with business partner D'Andre Smith.

In addition to being a designer and co-founder, Billy leads the company forward in sales, business development, marketing and customer satisfaction.

Outside of work, Billy enjoys outdoor activities like camping, hiking and fishing.

MEET THE TEAM

# Team Roster

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D'Andre Smith

**CO-FOUNDER**

D'Andre is an e-commerce specialist and excels at tying revenue goals and user experience through innovate platforms

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Billy Mole

**CO-FOUNDER**

Billy is a web developer and advertising specialist and works hard to ensure our clients are staying ahead of the curve

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Charlene Dela Cruz

**PHOTOGRAPHER**

Charlene brings over 10 years of commercial experience in brand photography and products shots

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Justin Porter

**GRAPHIC DESIGNER**

Justin specializes in brand identity and logo design

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# Website Hosting Options

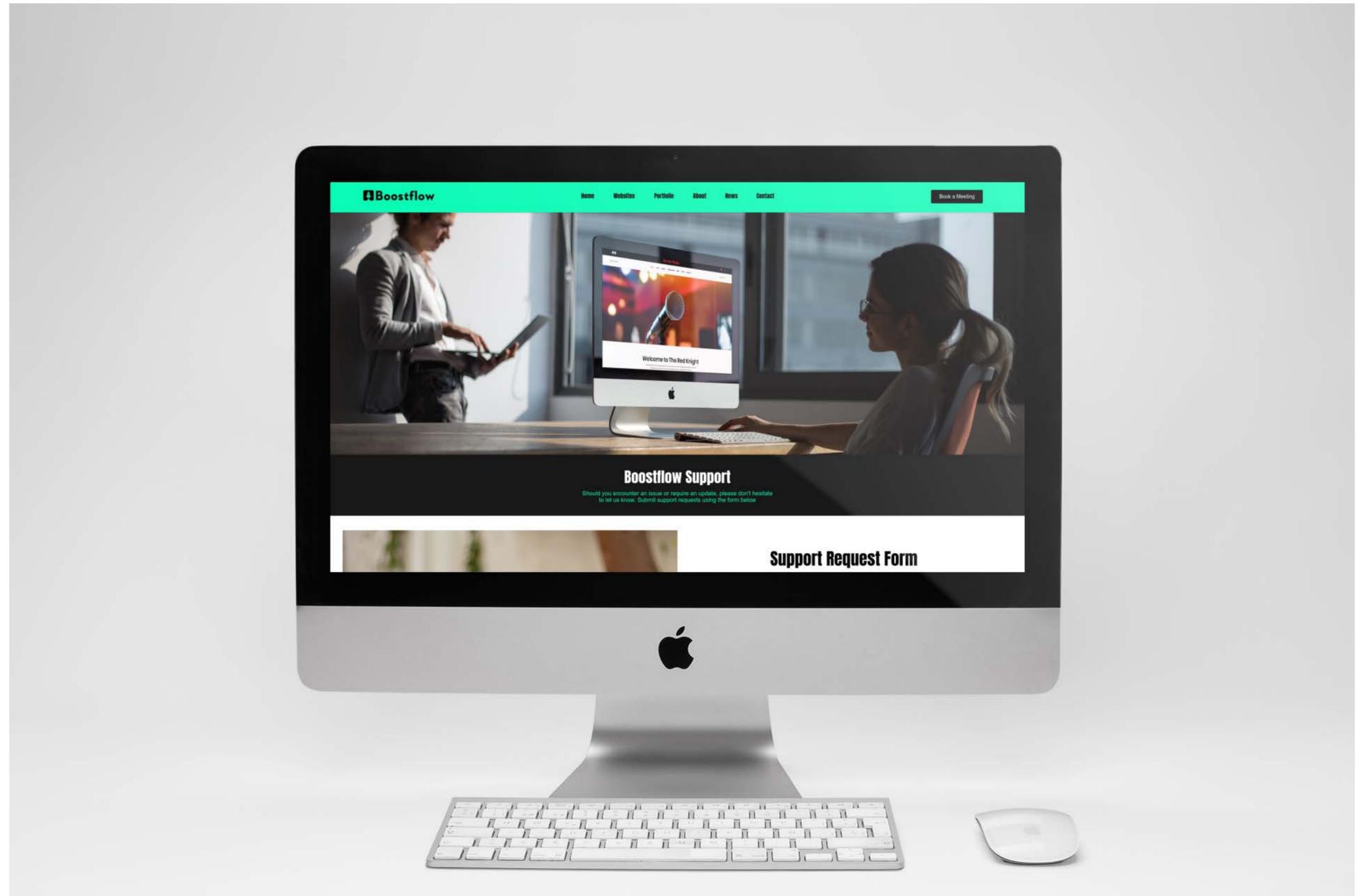
# Boostflow Hosting

Boostflow Hosting is for clients that want a hands-off experience and consolidated billing. We'll manage all of the accounts and charges associated with your website on your behalf, as well as provide monthly analytical reports and ongoing support. This option also includes one branded professional email account.

Boostflow Hosting starts at \$99 and scales depending on website features.

## INCLUDES

- ✓ Consolidated Billing for Website Fees
- ✓ Monthly Analytic Reports
- ✓ Ongoing Updates & Revisions
- ✓ Bug Fixes & Error Corrections
- ✓ Professional Branded Email Account
- ✓ Quarterly Performance Reviews



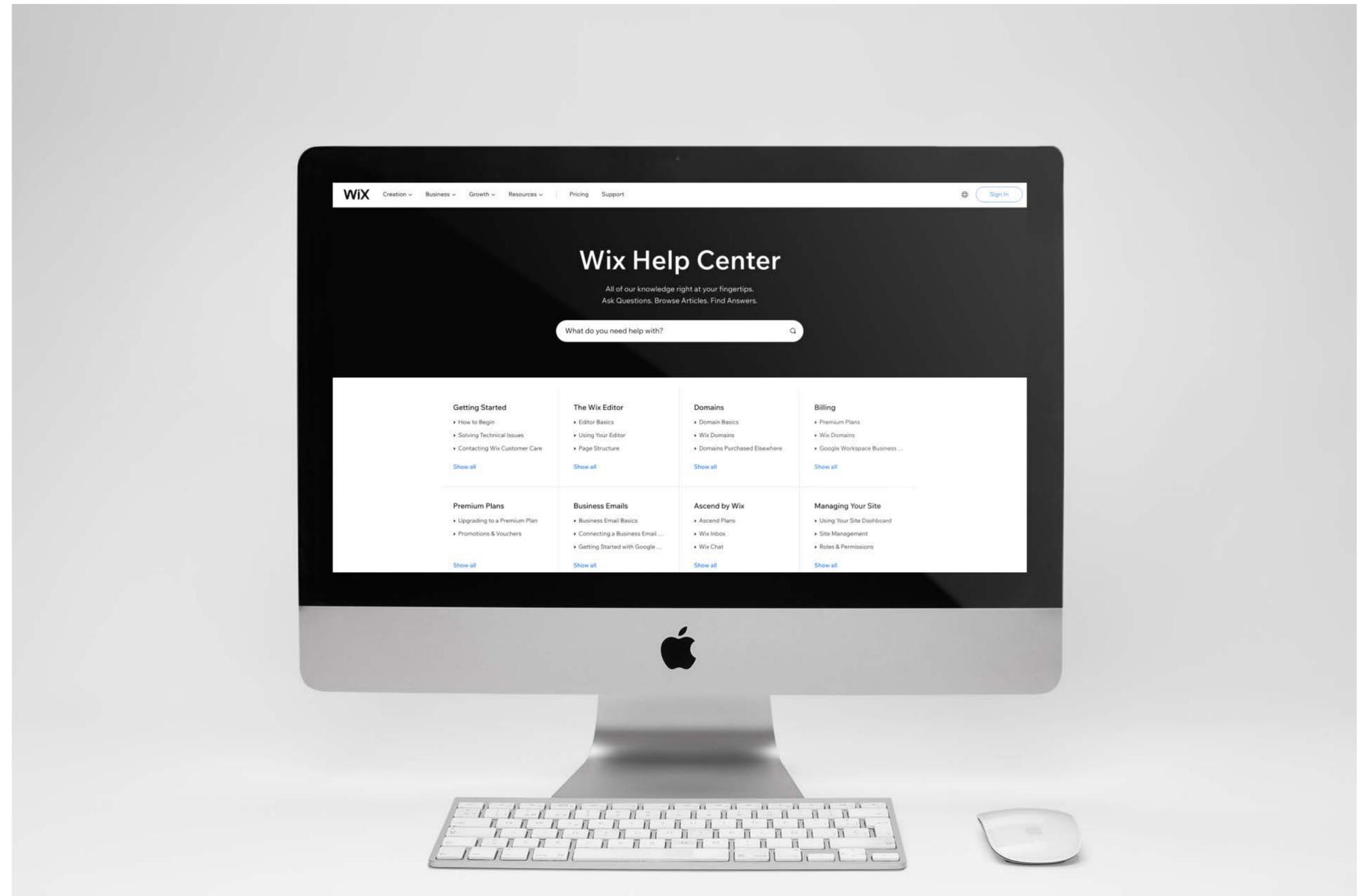
# Self-Hosting

Self-hosting makes sense for those on a budget or clients who would like more responsibility for the future management and upkeep of the website. With this option, you'll be responsible for future content updates and maintenance of the website, as well as any associated billing. Should you choose Self-hosting, we offer post-launch support at an hourly rate of \$100/hour.

Self-hosting fees begin at \$25 USD and scale depending on website features.

## INCLUDES

- ✓ Direct Billing for Website Domain, Email & Hosting
- ✓ Full Ability to Update Website Content
- ✓ Responsibility for Ongoing Website Integrity
- ✓ Support Available at \$100/hour



# Website Advertising

## Boost Website Traffic

Your website has the ability to convert web traffic into leads, appointments or sales. The more traffic that arrives on your site, the higher the likelihood of making conversions. It's crucial to have a plan to drive consistent traffic to maintain a successful online presence.

We offer both paid social advertising and retargeting services to clients to drive quality traffic to their websites on an ongoing basis. Learn more about our services below or book a free consultation to get started.

## Social Advertising

We'll advertise your website on Facebook and Instagram by creating a new ad account and connecting it to your existing channels. We then create, manage and execute paid advertising campaigns that market your business to anyone inside parameters we set.

These ads won't appear on your Facebook or Instagram page feed as posts in the typical sense. Instead, these ads run consistently throughout the month in locations including the news feed, Facebook Marketplace, partner websites and more. Social media marketing allows you to market your business to both existing customers and whole new segments that are currently untapped.

**Starting at \$1,000/Month**

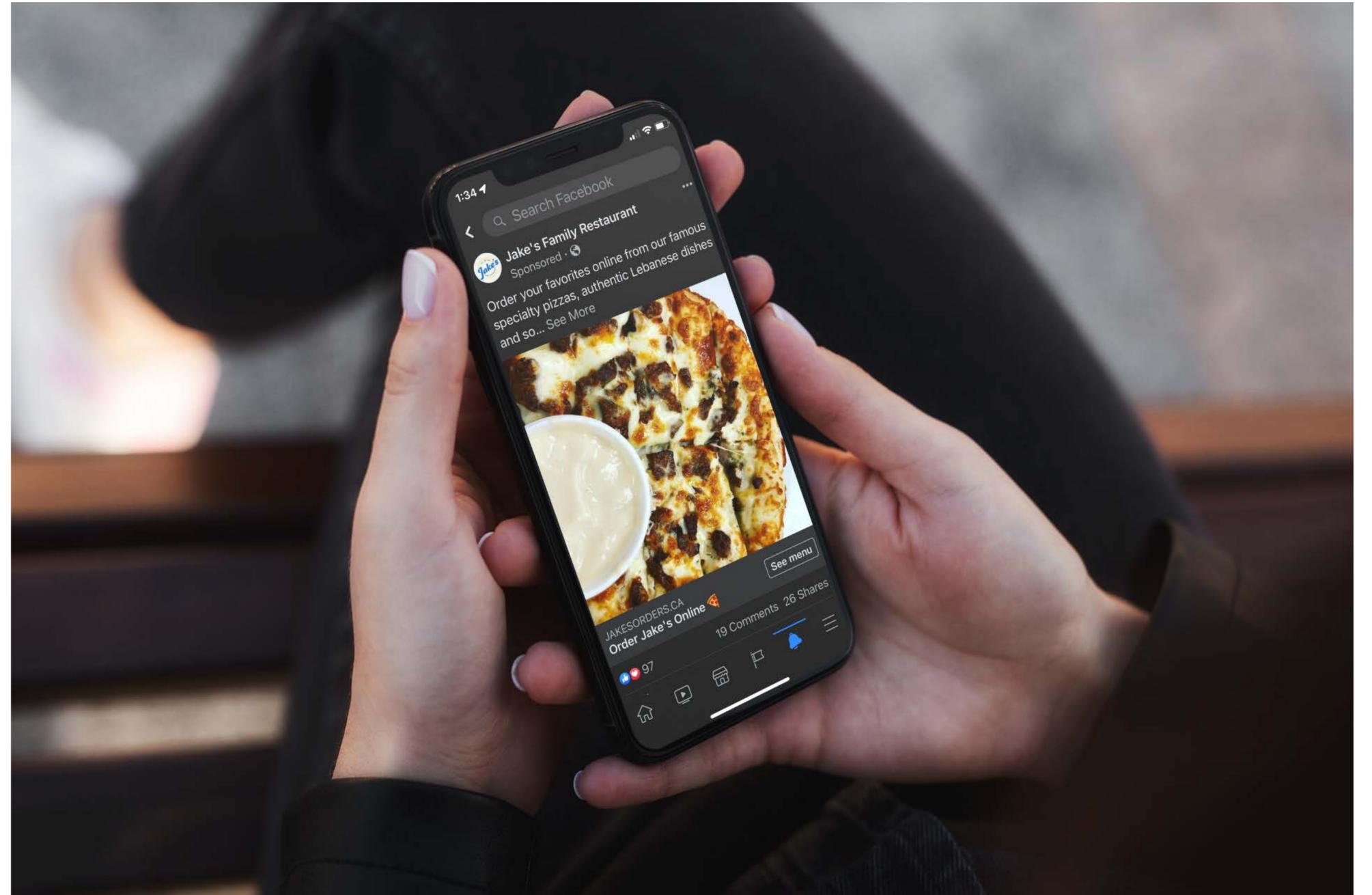


## Retargeting Ads

Our retargeting service shows targeted ads to users who have already visited your website. Whether you're looking to grow brand awareness, increase sales, or drive any other type of conversion, retargeting ads' high click-through rates speak for themselves.

Through a tracking code, retargeting ads will follow users across Facebook and Instagram and entice them to return to your website. Every time your online window shoppers see your ad, they begin to recognize your brand and your products, making them more likely to return and convert. Through utilizing retargeting ads, your business stays at the forefront of past visitors' minds.

**Starting at \$1,000/Month**



# Our Services and Capabilities

## Our Services and Capabilities

We create beautiful, intuitive platforms that help organizations serve their customers more efficiently. We rocket businesses through search engine rankings, provide powerful e-commerce solutions and develop high-ROI digital advertising campaigns that generate results.

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### WEBSITE DEVELOPMENT

E-COMMERCE PLATFORM CREATION  
WEBSITE DESIGN & DEVELOPMENT  
ONLINE RESTAURANT ORDERS  
APPOINTMENT BOOKINGS

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### TRAFFIC STRATEGY

FACEBOOK & INSTAGRAM ADVERTISING  
GOOGLE ADVERTISING  
CONTENT MANAGEMENT SYSTEMS  
EMAIL MARKETING

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### VALUE ADDED SOLUTIONS

WEBSITE ANALYTICS  
DOMAIN MANAGEMENT  
PROFESSIONAL EMAIL  
CONSULTING

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### CONTENT CREATION

PROFESSIONAL PHOTOGRAPHY  
PRODUCT SHOTS  
LOGO DESIGN  
BRANDING

# Testimonials



**Words can't express how happy I am with our website design and new e-commerce store. They have given us the opportunity to grow our business in new ways and to promote our services and products to people far and wide!**

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**Krista Smith**

PRESIDENT & FOUNDER  
THE STYLE MERCHANT SALON & BOUTIQUE



**I can't thank Boostflow enough for all their help! They were extremely knowledgeable and accomplished everything we were looking for in an e-commerce website.**

**We highly recommend working with the team at Boostflow**

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**Gabrielle Hurlburt**

GENERAL MANAGER  
HERITAGE BREWING CO.



**Our company recently worked with Boostflow on creating a new website. We received prompt and helpful support throughout the entire process, and are very pleased with the results! Since launching the new website, we have received a lot of positive feedback**

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Joyce d'Entremont

CEO  
MOUNTAINS & MEADOWS CARE GROUP

# Case Studies

# The Style Merchant

## CLIENT

The Style Merchant Boutique & Salon

## CHALLENGE

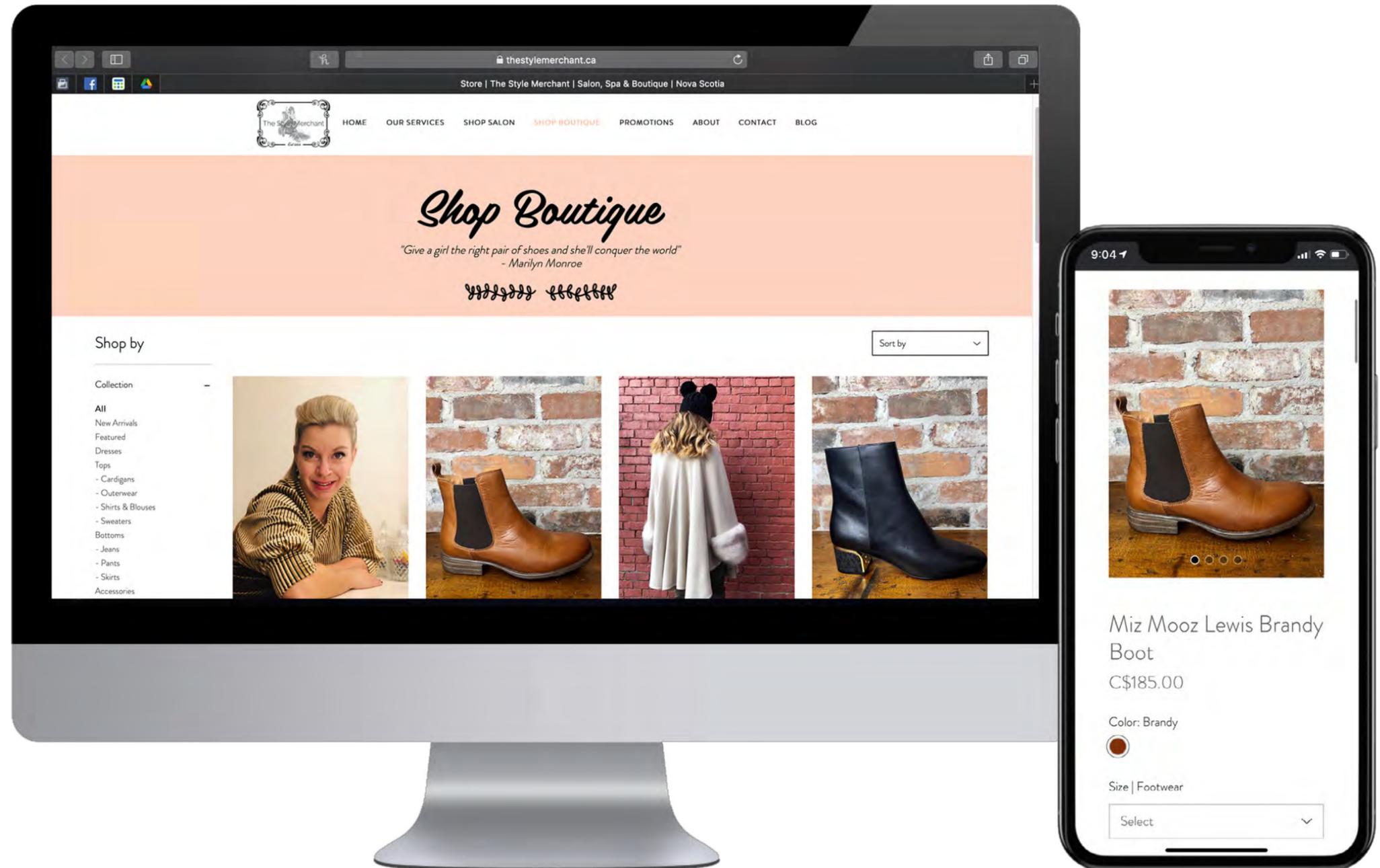
The team spent nearly 3 months in 2019 preparing to launch over 300 boutique products on their P.O.S provider's platform.

Unsatisfied with the design and lack of professionalism, they approached us to take over the project & create a new e-commerce website.

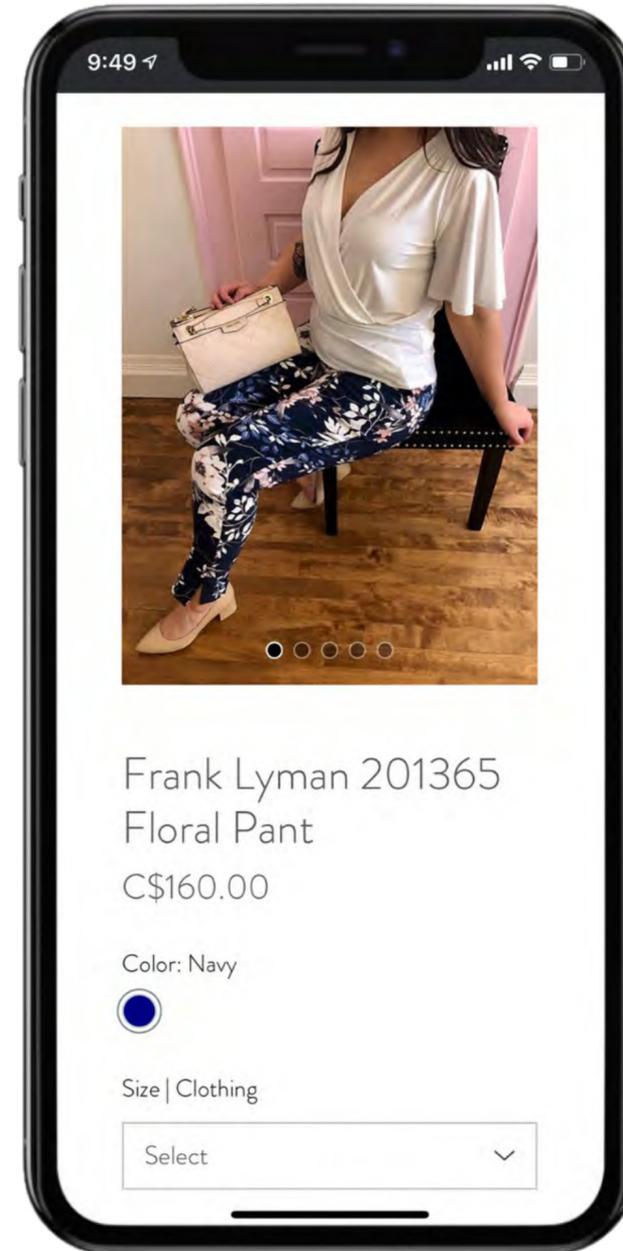
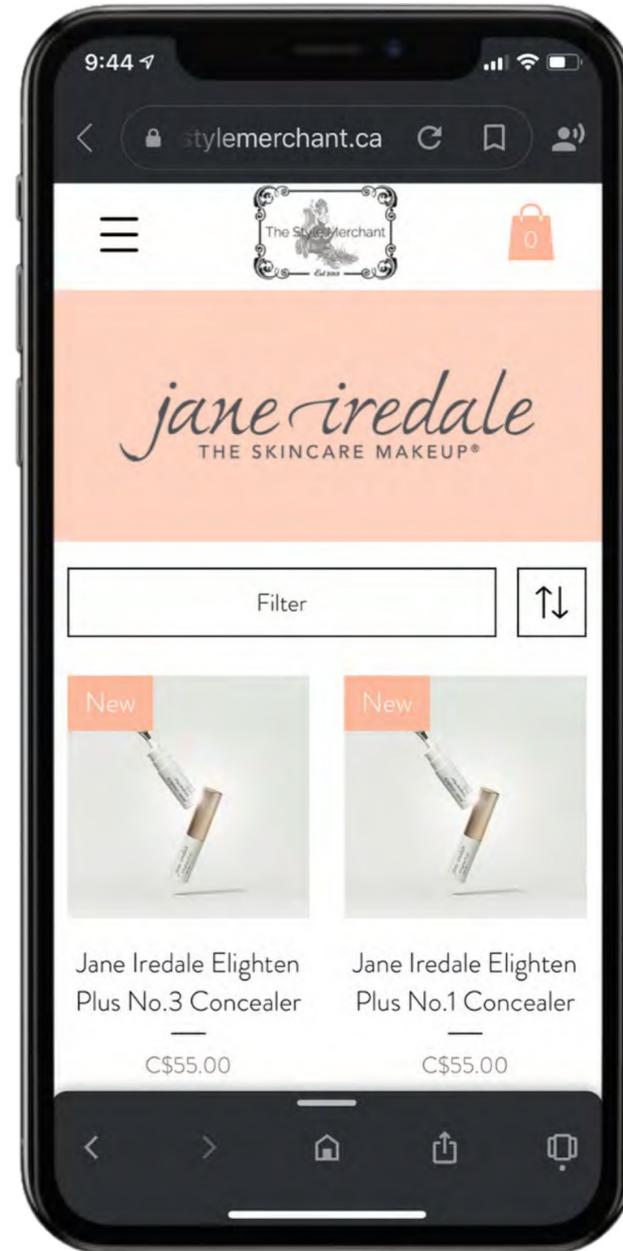
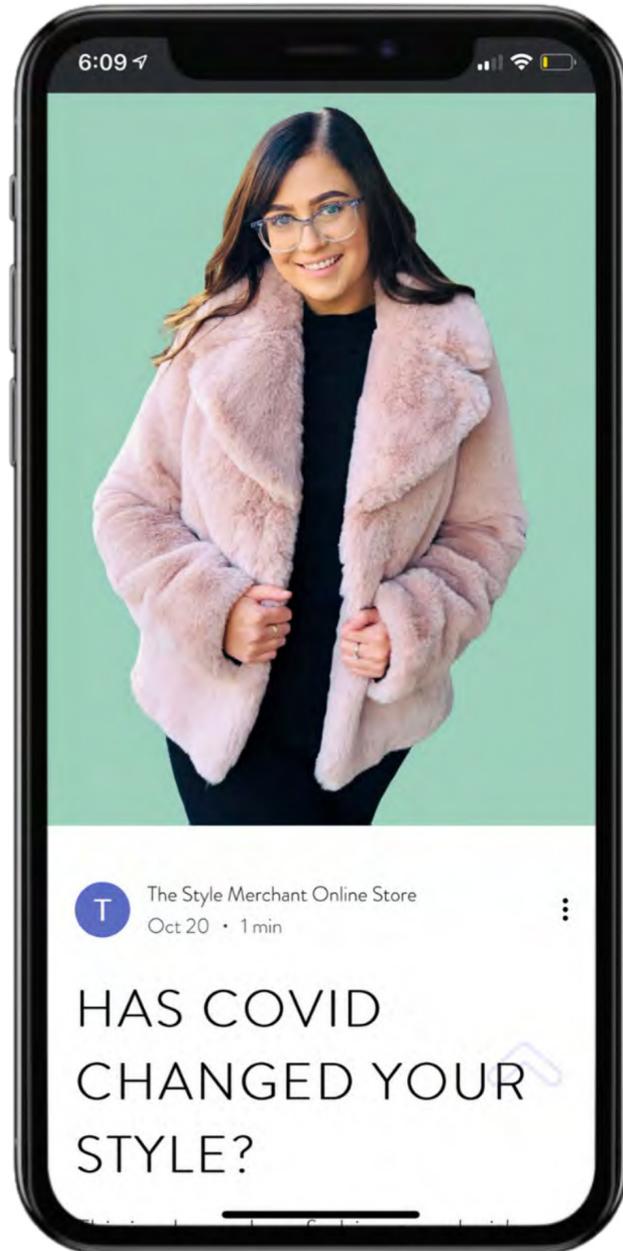
Since launch, they've sold products across Canada, added new products lines from their salon and successfully grown a large email subscriber base

## DELIVERABLES

- Web Design & Development
- E-commerce Creation & Training
- Email Advertising
- Social Media Advertising
- Content Strategy







# Jake's Restaurant

## CLIENT

Jake's Family Restaurant

## CHALLENGE

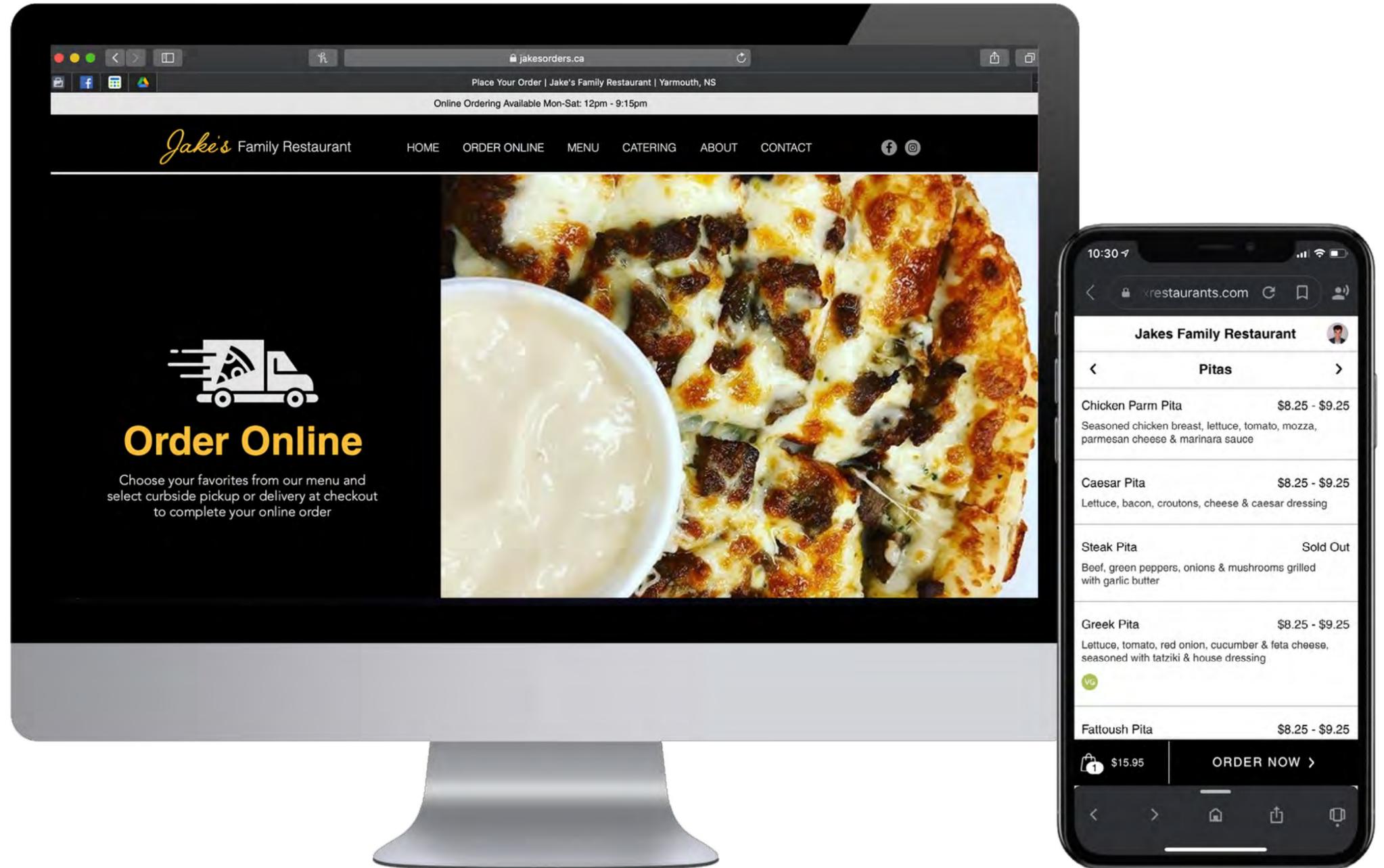
When COVID-19 lockdowns occurred in Nova Scotia, Jake's wanted to adapt and provide contactless payments through online orders.

We created an online ordering system to allow customers the ability to purchase their favorite dishes online, available to pickup in store or local delivery.

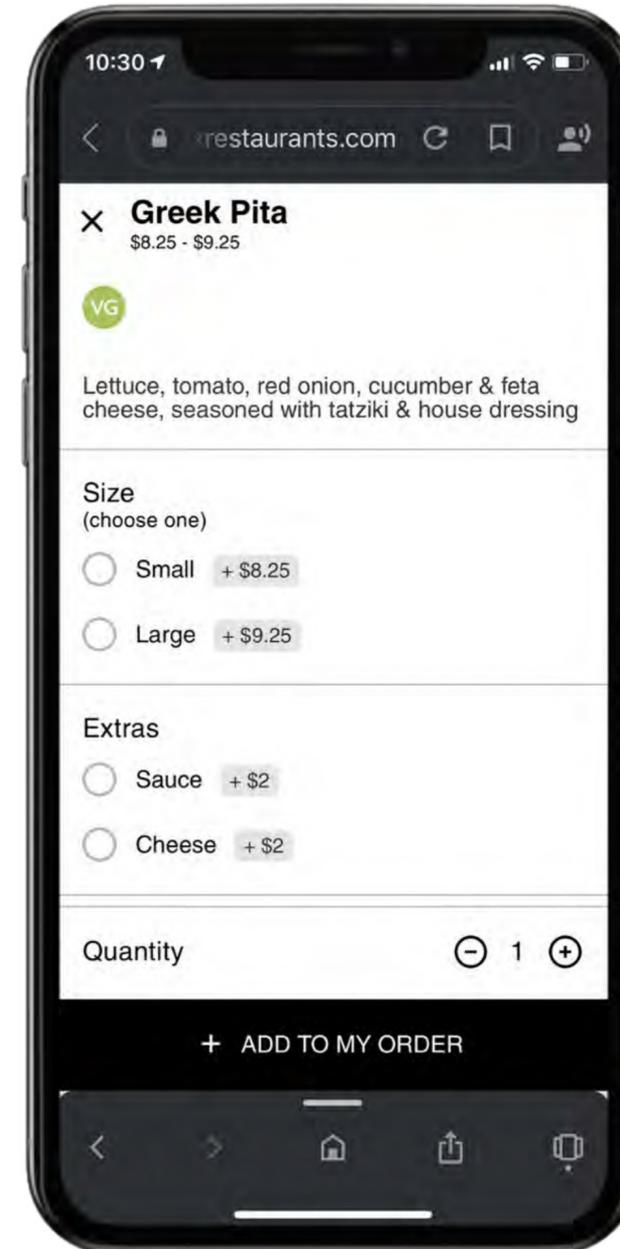
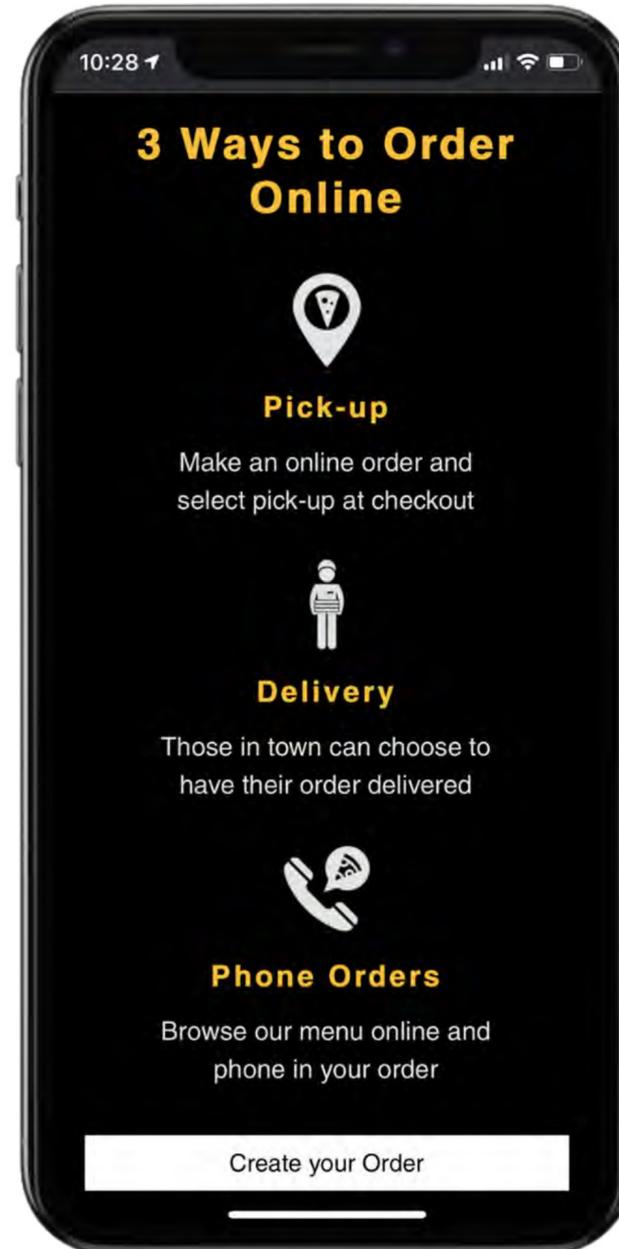
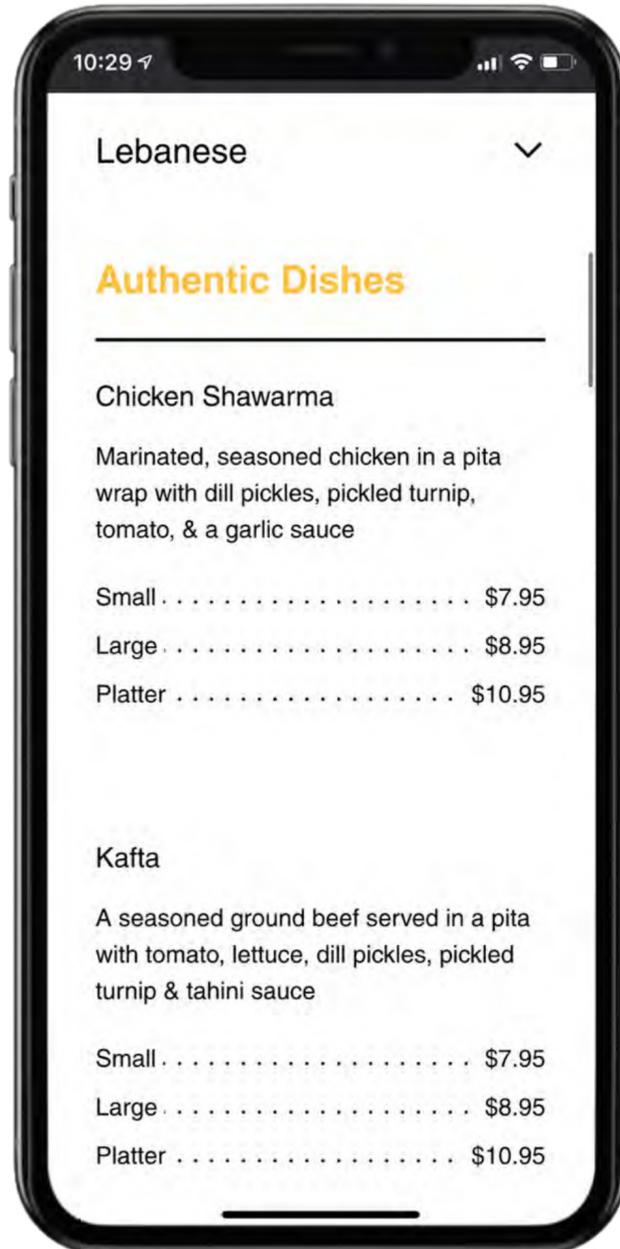
The restaurant is now receiving hundreds of monthly orders, can print order slips on demand for cook staff, and reduce time spent processing phone orders.

## DELIVERABLES

- Web Design & Development
- Restaurant Online Ordering System Creation
- Training
- Email Advertising
- Social Media Advertising



*Jake's*



# DuPrat Designs

## CLIENT

DuPrat Designs

## CHALLENGE

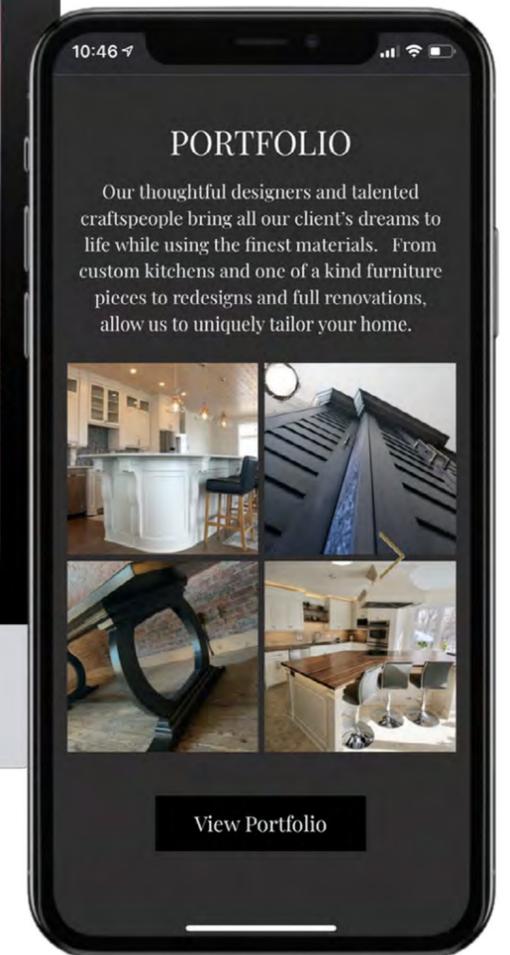
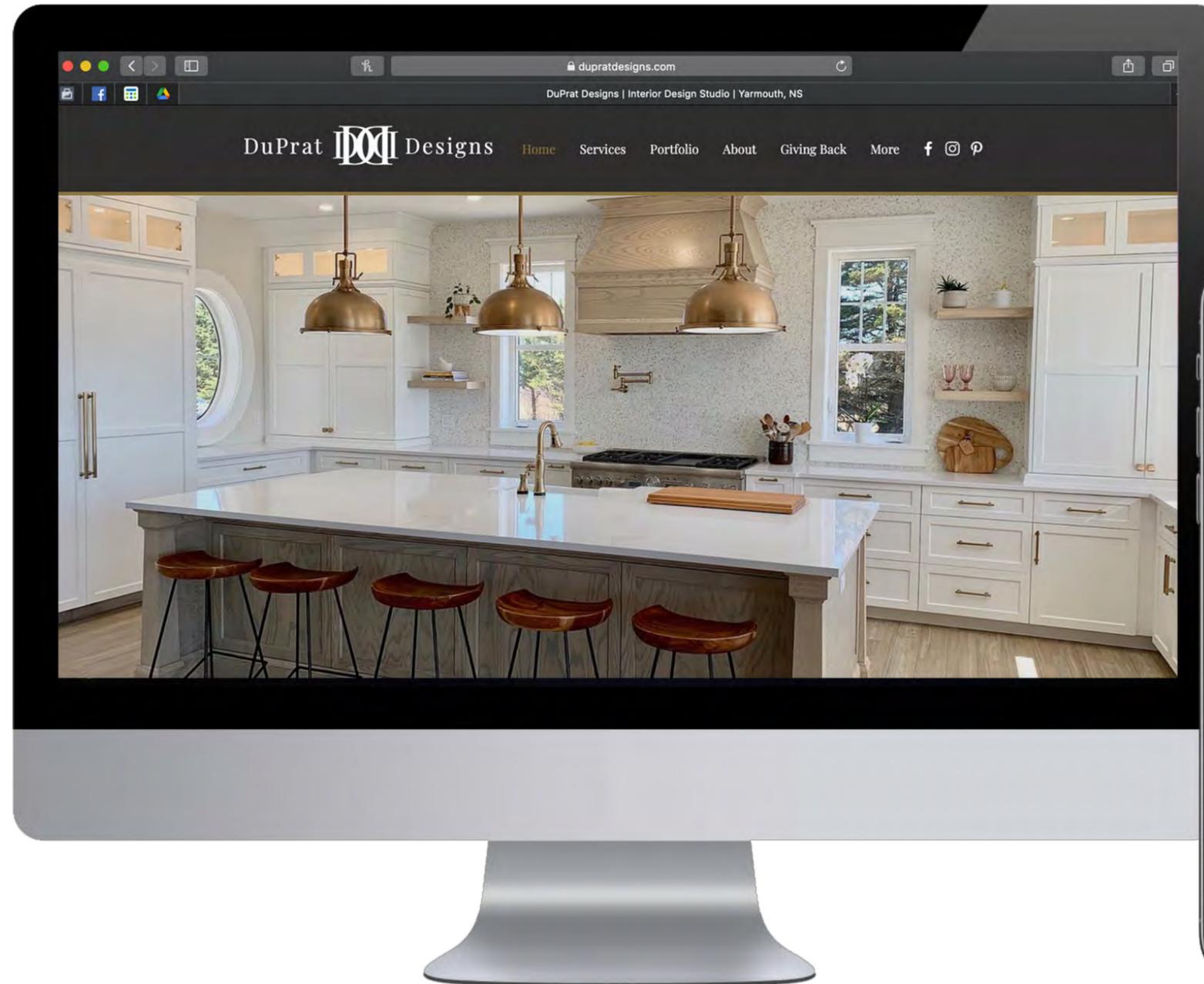
The DuPrat Designs team needed a website with an elegant, easy to use portfolio to demo past projects to prospective clients.

We created a content management system for the team to add completed projects directly to the website, ready to be shared across social channels and rank on search engines.

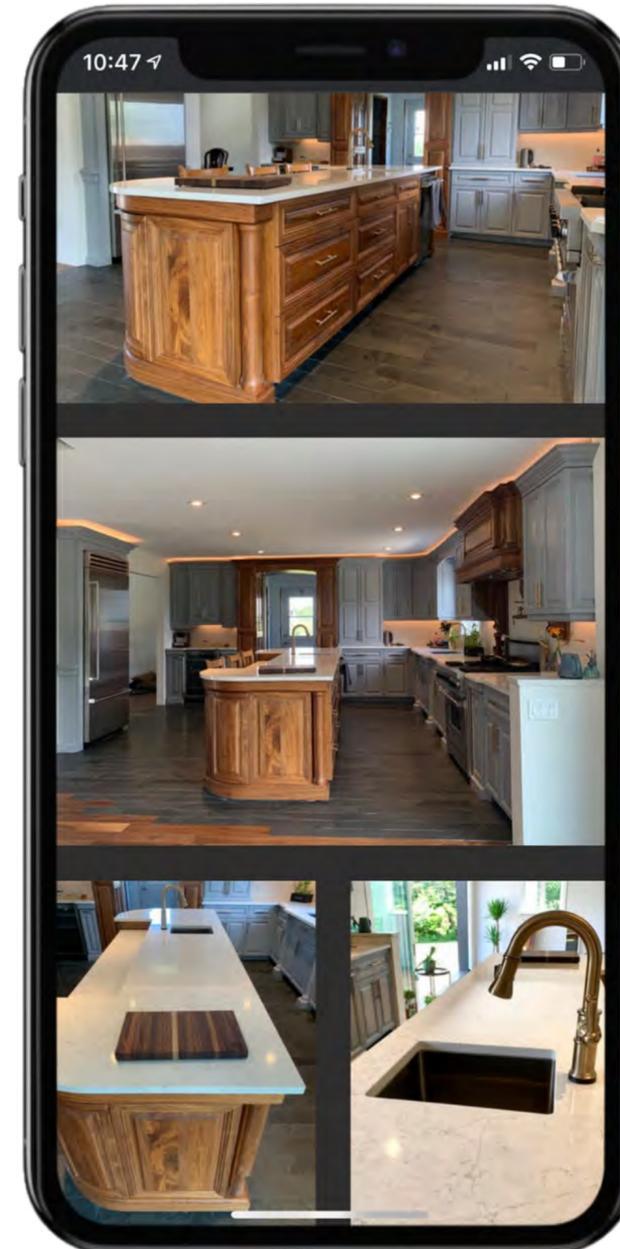
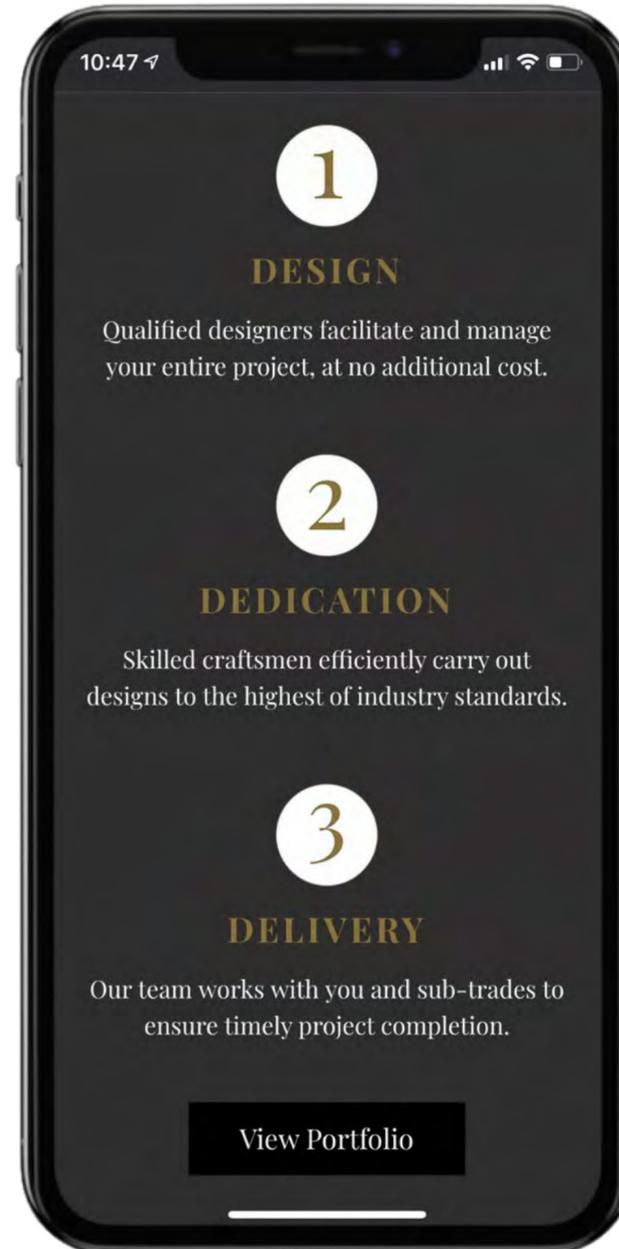
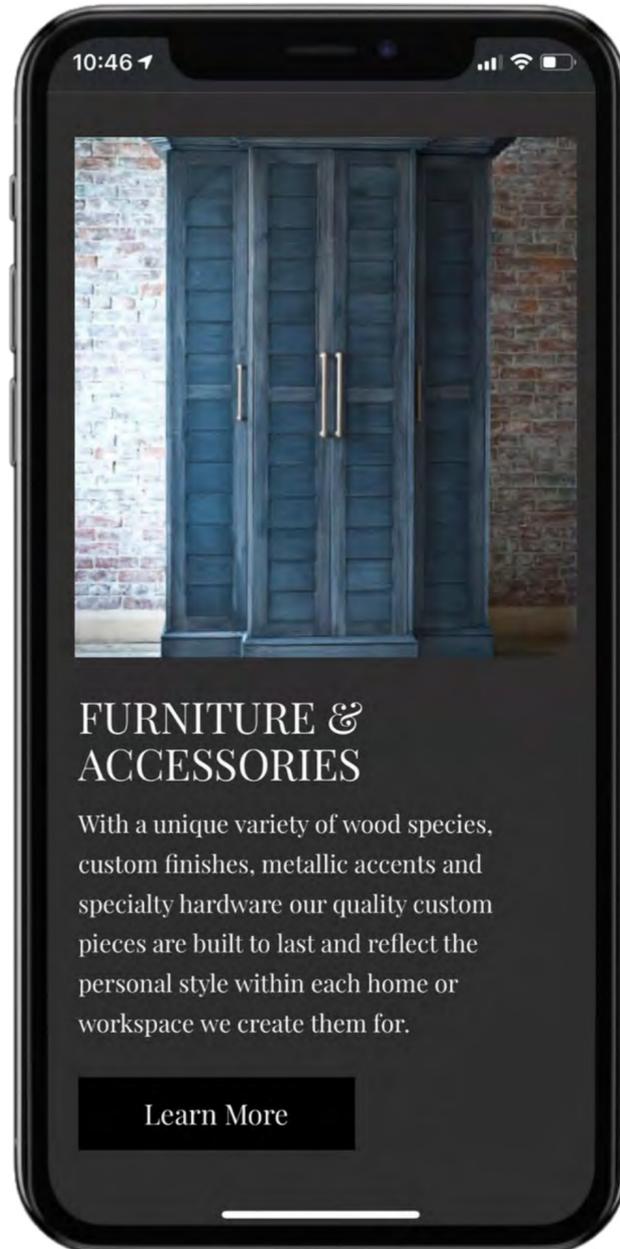
Since launch, they've gained thousands of views and now have a long-standing strategy in place to get future projects in front of new customers.

## DELIVERABLES

- Web Design & Development
- Content Management System
- SEO
- Content Strategy



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**Thank you**