



2018

YEAR IN REVIEW

NORTHERN

Canada's Leading Digital Agency



2018

YEAR IN REVIEW

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PART 1

NORTHERN ACHIEVEMENTS

After gaining new noteworthy clients, launching cutting-edge websites, winning major awards, and achieving record-breaking sales figures, 2018 has been a year for the books.

OUR GROWING LIST OF
**INDUSTRY
PARTNERS**



Magento Enterprise
Solution Partner



Google Premier
Partner



Shopify Partner



Mailchimp Agency
Partner



BigCommerce Elite
Partner

★ ONLY PARTNER IN CANADA



Facebook Marketing
Consultant

★ 1 OF 20 WORLDWIDE



Facebook Pro
Partner

★ AMONG THE FIRST IN NORTH AMERICA



Snapchat Partner



Adobe Solution
Partner



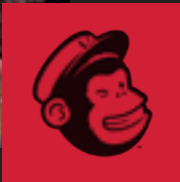
NEW ECOMMERCE LAUNCHES

NEW CLIENTS



See the full list—
northern.co/portfolio

EMAIL MARKETING



A Trip To Mailchimp Headquarters

As one of our Agency Partner benefits, Mailchimp flew our VP Marketing and Email & Communications Lead out to their headquarters in Atlanta. They spoke with experts at Mailchimp and partners from across the globe about new features, product direction, and the best ways to use the platform for clients.

We're looking forward to working more with Mailchimp in this program and bringing new marketing automation strategies to our clients.

Learn more about our email marketing services—
northern.co/ecommerce-email-marketing



↑ 700%
INCREASE IN AUTOMATION
REVENUE

↑ 26%
LIST GROWTH IN 2 MONTHS USING
TARGETED LEAD GENERATION ADS

↑ 346%
INCREASE IN SUBSCRIBERS

DIGITAL ADVERTISING

CANADA POOCH

↑ **900%**

INCREASE IN ECOMMERCE REVENUE
FROM FACEBOOK & INSTAGRAM ADS



REXALL

↑ **80%**

INCREASE IN STORE VISITS
FROM GOOGLE ADS

Rexall TM/MC

WEST COAST KIDS

↑ **135%**

INCREASE IN REVENUE YEAR
OVER YEAR FROM AD TRAFFIC

westcoast•kids



FACEBOOK ADVERTISING: TENTREE



TEN TREES PLANTED FOR EVERY APPAREL ITEM SOLD

In early 2018, our Digital Ads team leveraged Facebook’s value optimization bidding for tentree, which resulted in an 85% increase in revenue and 50 new retail accounts.

In August 2018, our team partnered with Facebook to launch a Facebook Stories campaign in order to demonstrate the ad placement’s effectiveness for Direct Response advertisers.

With this campaign, we saw exceptional results:

 **322%**
INCREASE IN REVENUE

 **70%**
LOWER COST PER VIEW*

* 70% lower cost per view than other digital ad placements.

Learn more about this case study—
facebook.com/business/success/2-tentree

SHOPIFY: PULP & PRESS



RAW, FRESH, ORGANIC COLD PRESSED JUICE

Pulp & Press Juice Co. first came to Northern wanting to explore the opportunities of eCommerce after seeing great success with retail chains.

Our client required an easy-to-manage order fulfillment process, so we leveraged Shopify’s feature-rich app integrations to allow Pulp & Press to efficiently manage products. This also enabled us to integrate the online store with offline POS, allowing Pulp & Press to effectively manage all sales channels on one platform.

Utilizing Shopify to expand the eCommerce side of the company, we were able to help Pulp & Press achieve an incredible ROI:

\$1,000,000+
IN FIRST YEAR OF ECOMMERCE SALES

5,000+
ORDERS PROCESSED

Learn more about our Shopify development services—
northern.co/shopify-development-services

Branding Case Study

CANTINA DRINKABLE VEGGIES



DRINKABLE VEGGIES FOR ON-THE-GO

Cantina approached Northern asking for our creative teams to brand their image, logo, name, bottle labels, online presence, and marketing assets. We were delighted to accept the challenge.

We worked with Cantina throughout the year to create a brand that is engaging, consistent, and relevant to their audience. The result was a cohesive brand that has generated high demand within retail chains.



BRAND IDENTITY



PACKAGING DESIGN



PHOTOGRAPHY



SITE DESIGN



PRINT MATERIALS

Learn more about our creative services—
northern.co/services/#service-item-inner-design

Search Engine Optimization Case Study

OXFORD LEARNING



TUTORING SERVICES FROM PRE-SCHOOL TO UNIVERSITY

Our team developed an ongoing SEO strategy that took advantage of untapped keyword opportunities with the aim of increasing the visibility of Oxford Learning’s tutoring services on search engine results pages (SERPs) and driving more organic traffic to the website.

Performing ongoing technical and on page site optimizations, competitor analysis, keyword research, and content creation, Northern has driven significant growth in organic traffic to Oxford Learning’s site in 2018.

↑ 148%
INCREASE IN ORGANIC TRAFFIC*

30,000+
CONTENT SOCIAL SHARES

* 148% increase in organic traffic year over year.

Learn more about our search engine optimization services—
northern.co/ecommerce-search-engine-optimization



PART 2

NORTHERN CARES

Northern places a great emphasis on giving back to the communities in which we operate by supporting local organizations, offering donations, and volunteering.



PROUDLY
SUPPORTING



Humane Society
London & Middlesex



Children's Health
Foundation



Big Brothers Big Sisters
of London & Area



Community Living
London



Windsor Pride



Pets of the Homeless



EarthWatch Institute



London Adopt-A-Park



Canadian Cancer
Society



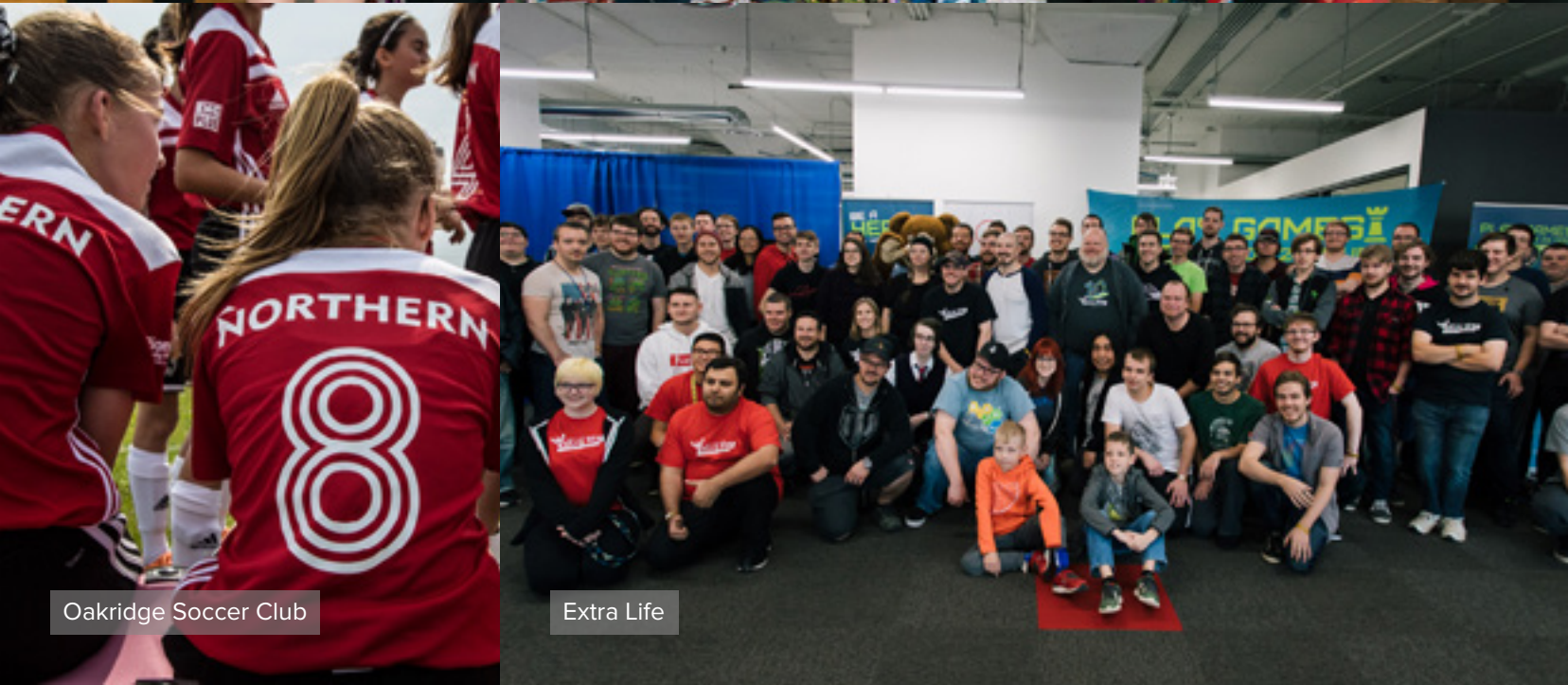
Community Cleanup



Extra Life



Community Living London



Oakridge Soccer Club



Extra Life

Learn more about our charitable initiatives—
northern.co/cares



This year, Northern Cares announced its charitable partnership with the London Humane Society, committing \$150,000 towards the complete rebrand of the charity. Northern is exceptionally proud to relaunch the brand as the Humane Society London & Middlesex (HSLM).



PART 3

TEAM UPDATES

Our team has been rapidly expanding—with 17 new Northerners added to the team in 2018.



\$150,000 COMMITTED



NEW MARKETING ASSETS



WEBSITE REDESIGN



COMPLETE REBRANDING





JUSTIN



NIKO



VINCENT



BRANDON



SHANNON



NICOLE



NIGEL



JULLIANA



CHRIS



JON



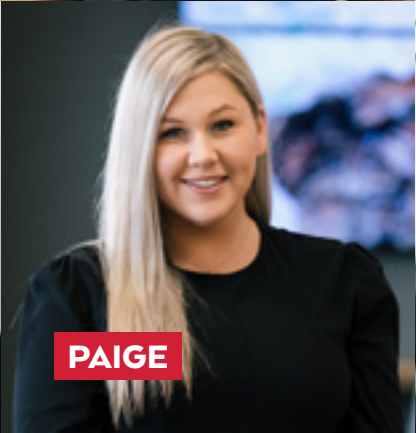
PAUL



JACK



SAMANTHA



PAIGE



ANDY



COLE



DAVID



ADAM



GEORGIE & BUCKEY



AMANDA



INTERNSHIP PROGRAM

This year, we brought 12 interns on board to gain hands-on experience from our seasoned experts.



Learn more about our internship program—
northern.co/internship

PART 4

AWARDS

This year, Northern was recognized by some of the industry's most prestigious partners and awards.

AWARDS

DEVELOPER
30 ↓ 30

Nate Wiebe – Director
of Development

Developer 30 Under 30

★ AWARD RECIPIENT

20
IN THEIR 20s

Michael DeLorenzi –
President & CEO

Business London's
20 In Their 20s

★ AWARD RECIPIENT

Search
Engine
Land

Large SEM Agency of
the Year

Search Engine Land's
Landy Awards

AWARD FINALIST

eTail

Website Redesign of the
Year – Carnivore Club

eTail Best-In-Class Awards

★ AWARD RECIPIENT

Magento™

Best Commerce Launch –
Carnivore Club

Magento 2018 Imagine
Excellence

AWARD FINALIST

London
Chamber
of Commerce
BUSINESS
ACHIEVEMENT
AWARDS

London Chamber of
Commerce Business
Achievement Awards

Large Business of the Year

★ AWARD RECIPIENT

Learn more about our awards—
northern.co/blog



PART 5

OUR CULTURE

Northerners don't just work together—we have fun together, too. Between launching award-winning digital campaigns, team members are rewarded with monthly team building and appreciation events.





Humboldt Jersey Day



Pan's 5 Year Anniversary



Mexico Leadership Summit



Halloween Party



Halloween Party



Mentorship Program



Developer 30 Under 30



Fanshawe Speaker Panel



Kayla's Baby Shower



Christmas Party



Fanshawe Speaker Panel



Secret Santa

REPRESENTING THE NORTH

Northern employees were invited to share their insights at a number of industry events this year.

OFFICE EXPANSION

A growing company calls for a growing office. We are excited to fill new office spaces and boardrooms with fresh new faces as we continue to expand the Northern team.





HERE'S TO ANOTHER
AMAZING YEAR IN
2019!

"I could not be more proud of what our team has accomplished this year. We produced award-winning content and achieved record-breaking results. Our incredible success would not be possible without the continued passion and support of our truly outstanding clients & partners; so thank you for continuing to push the boundaries of digital commerce with us."

— **MICHAEL DELORENZI**
PRESIDENT & CEO OF NORTHERN COMMERCE



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