

CASE STUDY



NORTH COUNTRY
WEBSITE DESIGN



MEET THE TICK TERMINATOR

Brian Anderson, better known as The Tick Terminator, has had a wild fascination with ticks since he was a kid. A desire to keep ticks out of the house turned more serious when a close friend of his nearly died from Lyme disease. At that moment, an interesting hobby then turned into a new mission to prevent Lyme disease at the source.

The Tick Terminator's goal is to share solid, practical information about ticks in a way that's both fun and memorable for all. Humor goes a long way in helping people retain that information. Through his book, speaking engagements, and the products he sells, Brian wants everyone to know how to stay safe in tick territory, how to stay protected, and what to do if bitten.

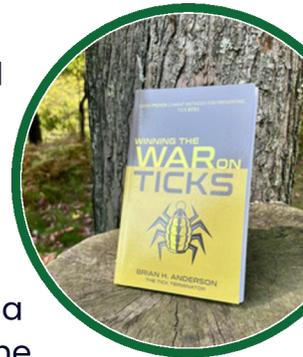
THE TICK TERMINATOR'S CHALLENGE

A website was one of the first things Brian launched; however, after years of business growth and change, the outdated site was no longer functional, and a new site was needed. Brian also wanted to add Online Sales functionality for the products and items he promotes. North Country Website Design was tasked with creating a new website that could support and platform the next level of growth. Beyond his website needs, Brian wanted to explore marketing ideas and strategies to help him facilitate business growth.

THE SOLUTION

- Four weeks later, a brand-new, modern build site was launched and we
- migrated their hosting to our managed platform. This ensures their digital presence will stay secure, up to date, and high-performing moving forward.
- This new site was not only a step forward in the professional appearance of the brand, but also added an online store for convenient and quick product ordering.

A few months later, after navigating a marketing journey together, The Tick Terminator had NCWD launch a monthly educational & informational newsletter titled "The Communication Network" to their customer base.





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THE TICK TERMINATOR COMMUNICATION NETWORK



THE RESULT

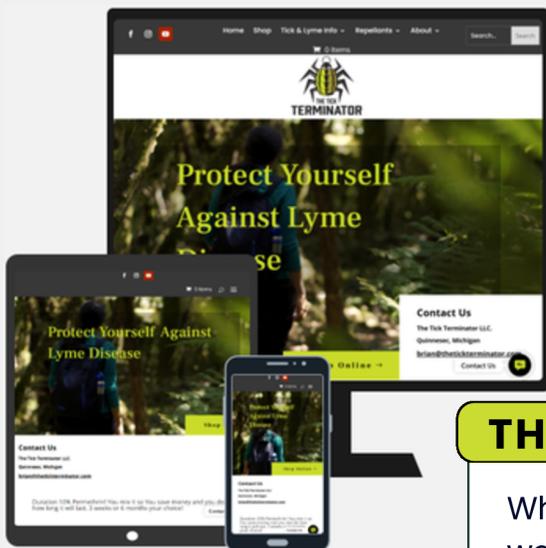
The new website is secure, supported, updated, and now maintained by NCWD. Along with the ease and functionality of the new online orders, a quick chat feature on their site gives visitors a quick way to contact, call or message The Tick Terminator directly.

The Email Newsletter was and continues to be a success with the Tick Terminator's customer base. Monthly, it provides customers with a "Field Report" of educational information, videos, and helpful reminders for the battle against ticks.

In the first 10 months of publication, it accounted for over \$830 in linked product sales.



I CAME TO NCWD A YEAR AGO BECAUSE I REALLY NEEDED AN UPGRADE ON MY WEBSITE. THEY DID A GREAT JOB, AS IT LOOKS SO MUCH BETTER, VERY PROFESSIONAL, AND DID NOT BREAK THE BANK.



**LEARN MORE AT:
THE TICK TERMINATOR.COM**

THE TAKE-AWAY

Whether you need a major website update or you simply want to add new ideas to your marketing mix, North Country Website Design is here to help you! Contact us today to schedule your free website consultation or marketing overview. We are ready to join your team and help with the navigation of your next business journey!

Find us at: NorthCountryWebsiteDesign.com