

## Your Ideas ... Our Expertise

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### Shaker International, Inc.



**Shaker Consulting Group** was changing rapidly; new, outside investment in the company meant a need to demonstrate both the desire for and ability to achieve growth quickly. In addition to ramping up their sales and marketing, they quickly realised a new website was needed to support that growth, and hired 43Folders to help them get there.

The primary goal of the website was to help Shaker generate a reputation as providers of the highest quality pre-hire HR assessment products, and as trusted thought leaders for both savvy and non-savvy pre-hire assessment HR professionals. In short, they wanted to showcase the extensive and valuable content library - or "ocean" - they had created, and use that library as a resource for inspiring current clients and engaging with potential new customers.

43Folders worked closely with Shaker's internal staff, newly hired marketing and IT departments, as well as external vendors such as Starr Conspiracy and Chief Outsiders to create a modern, engaging, and effective site within their budget and on time. Extensive integration to Salesforce via Marketo, connection to tracking and other SEO tools, and development of new code and layouts to support best practices from the various groups involved was a challenge - but one we successfully met.

## Featured Tools

- **WordPress**
- Marketo Integration
- Genesis Theme
- **Smart Slider 3**
- **Gravity Forms**
- Custom PHP, SCSS, and JS development
- AJAX content search capabilities