

19 November 2024

Subject: Reference Letter

I am delighted to write this letter of reference for Electric Pencil. Knotion engaged Electric Pencil in 2021 to redesign our website and have continued working with them since. The results of our collaboration have been nothing short of exceptional.

From the start, the Electric Pencil team demonstrated an in-depth understanding of our business and took the time to learn about our goals and target audience. Their expertise in website strategy, design and digital marketing transformed our vision into a digital presence that not only looks fantastic but also drives real, measurable results.

Key Highlights of Our Collaboration:

- **Creative and Effective Design:** The new website design has significantly improved our user experience.
- **Strategic Approach:** Electric Pencil's well-thought-out strategy aligned perfectly with our business goals, ensuring that every element of the website serves a purpose.
- **SEO & Online Marketing:** Thanks to their SEO and Google Ads expertise, our online visibility has improved, resulting in new business.

Electric Pencil stands out for their professionalism, creativity, and commitment to delivering quality work. They are incredibly approachable and easy to work with, always keeping us informed and ensuring we feel like a valued partner throughout the process.

I wholeheartedly recommend Electric Pencil to any business looking for top-tier website design, digital strategy, or online marketing services. They are a dependable and innovative partner who genuinely cares about your success.

Sincerely,



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