

Chic's Limousine and Transportation

Chic's Limousine and Transportation was founded in 2003 and is a full service limousine company providing quality service throughout the Mid-Atlantic region.

Based in Blue Bell, PA, a suburb of Philadelphia, Pennsylvania, Chic's Limo continues to expand and serves clients in Pennsylvania, Delaware and New Jersey. Chic's offers door-to-door service 24 hours a day, seven days a week.

In 2004 just months after Chic's first limo rolled out of the garage, they called FSM Consulting and asked them to help grow their company. After a brief study, FSM felt Chic's should do the following: Initial Brand Design/ Creation, initial Sales Collateral (brochure, business cards & letterhead), new website including new forms and reservation capability, on-site technology support, web-hosting, including new domain

and company email(s) and initial Search Engine Optimization plan. All submissions were accepted and shortly after all were completed successfully.

A year or so later, Chic's Limo asked FSM to take Chic's to the next level. FSM studied the market and Chic's strengths and proposed additional search engine optimization and started promoting Chic's new Party Bus and stretch Hummer. FSM recently added professional videos throughout Chic's website. Most recently FSM began a pay per click campaign promoting- the Party Bus, Phillies tailgate packages with the Party Bus, and a few other campaigns that will run for the next year.

Today, Chic's Limo is winning new customers weekly and larger opportunities as a direct result of FSM's work.



“FSM listens better than other marketing companies; they continue to deliver and keep current our company's website in the same professional way they keep our marketing off line, always delivering real results. We have decided to outsource all our marketing and interactive to FSM Consulting, because they understand our business and how to grow it. FSM keeps providing excellent results and understands return on investment.”

Michael Ciccarone, President Chic's Limousine & Transportation