


AdChoices 

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By sue on Mar 25, 2015 with Comments 0

**Business Name:**

Chicken Armor

**Website URL:**

<http://chickenarmor.com>

**Social Media Links:**

<http://facebook.com/chickenarmor>

**Year Founded:**

2012

**Business Partners:**

David Marszalec

**Number of Employees:**

2

**What does your company do?**

We reinvented the chicken saddle, also known as chicken aprons, which is a protective poultry device that a chicken wears like a vest. It helps to protect the chicken's back from mating and molting injuries. Our patent-pending design now makes chicken saddles very affordable and low maintenance as it needs little to no washing.

**Was there a specific turning point when you realized your business was moving to the next level?**

When we were featured by a niche magazine, Backyard Poultry Magazine, and sales started growing, we realized that the business was moving to the next level.

**What processes or procedures have you implemented that have helped you grow your company?**

We have improved our site and our SEO techniques so that we are higher in relevant search rankings.

**What are some of the best marketing strategies that have worked for your business?**

Pitching our story from different angles to the media has worked well for us.

**How have you leveraged the internet to grow your business?**

Using good SEO techniques including garnering credible press and good backlinks has helped us grow organically online.

**What is most rewarding about running your business?**

We love knowing that our product is helping other chicken-keepers.

**What challenges have you faced and how have you overcome them?**

Having a shoe-string budget and an unconventionally designed product being marketed to a fairly conservative audience was our biggest challenge.

We overcame these challenges by pitching our story in an interesting manner to the media and by offering a very generous money-back guarantee so that our customers would be more open to trying us out.

**If you were starting over today what would you do differently?**

I would have started pitching our story to the media earlier.

**What advice do you have for other business owners?**

The first response to your product may not be favorable. Keep testing and trying, do not let the initial response deter you. Sometimes, it takes a while for people to come around to your product.



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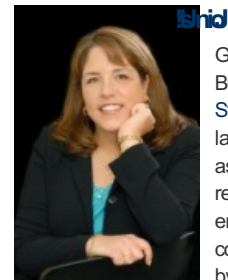
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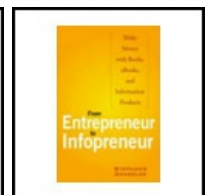
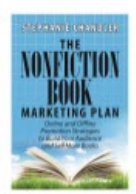
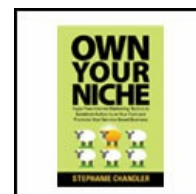
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I like [wix.com](http://wix.com) for website design. They have nice templates that someone with a little coding knowledge can work with.

What is something that people might be surprised to learn about you?

I am currently a published author of 9 books.

Is there anything else you would like to add?

Please visit us at [chickenarmor.com](http://chickenarmor.com)!

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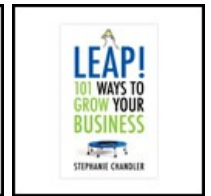
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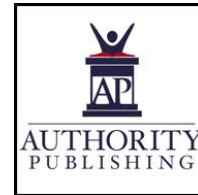
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