

Website Dev, Marketing & SEO for Landscape Supplier

PROJECT DETAILS



Web Development



Apr 2009 - Ongoing



\$200,000 to \$999,999



"They are a one-stop-shop for anything to do with websites or marketing."

PROJECT SUMMARY

CAYK Marketing Inc. has been hired by a landscape supplier for website development services. The team continues to host and maintain the website, and they provide digital marketing and SEO services.

PROJECT FEEDBACK

With the help of CAYK Marketing Inc., the client has reached their highest sales month-per-month. They can easily reach the team through texts, phone calls, or emails; the team responds quickly to their concerns. The client has been impressed with their website development and marketing expertise.

The Client

Introduce your business and what you do there.

I am co-owner of our company. We sell bulk landscape supplies to homeowners and contractors.

The Challenge

For what projects/services did your company hire CAYK Marketing Inc., and what were your goals?

We have used CAYK since we started in 2009. They created our website soilkings.com and we use them in an ongoing fashion to host the website, maintain it, and do a variety of digital marketing services for us including SEO all of which they are very good at. We are very happy with their knowledge and their service.



Co-Owner,
Landscape Supplier



Construction



Calgary, Alberta

C L I E N T R A T I N G

5.0 | Overall Score

| | |
|--------------|-----|
| Quality: | 5.0 |
| Schedule: | 5.0 |
| Cost: | 5.0 |
| Would Refer: | 5.0 |

The Approach

? **How did you select this vendor and what were the deciding factors?**

I was referred to them by a friend in 2009. I met with Josh and David and decided right away to go with them.

? **Describe the scope of work in detail, including the project steps, key deliverables, and marking tools used.**

There were many steps along the last 13 years but now we have a very popular, easy to navigate functional website that also creates a very unique PDF receipt for the customer and for us to use to make deliveries that is extremely helpful to our business. Digital marketing including google ads, twitter ads/posts, facebook ads, remarketing ads are all part of the service.

? **How many resources from the vendor's team worked with you, and what were their positions?**

We have worked with everyone at CAYK and I really like that Josh and Danielle who are managing partners are accessible to me if I need them.

The Outcome



Can you share any measurable outcomes of the project or general feedback about the deliverables?

We had our best year ever for sales in 2022 and our highest months for sales in July, August, Sept, and October ever. CAYK Marketing Inc. has done a fabulous job of getting people in the door, exceeding our target metrics for generating tours by more than 50%. Given our budget, they've far exceeded our expectations.



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CAYK is always reachable by phone or email even text and I really appreciate that. They communicate well and they always get back to you.



What did you find most impressive or unique about this company?

They are a one-stop-shop for anything to do with websites or marketing websites and they can adapt to seemingly any request.



Are there any areas for improvement or something they could have done differently?

In the past sometimes my requests got lost in the shuffle but that has been corrected.