

Web Development & Digital Marketing for Education Platform

PROJECT DETAILS



Web Development



Feb 2008 - Ongoing



\$200,000 to \$999,999



"We're very happy working with them, and they're great to work with."

PROJECT SUMMARY

An education platform hired CAYK Marketing Inc. to provide web development and digital marketing. Their efforts include PPC, SEO, and social media marketing, among other ongoing tasks.

PROJECT FEEDBACK

Thanks to CAYK Marketing Inc.'s work, the client increased their clickthrough rates, website traffic, and lead generation. Their promptness and constant reports are key to solid project management. The team also praises their responsiveness and honesty throughout the process.

The Client

Introduce your business and what you do there.

I'm the VP of an online education platform; we offer distance and home education programs.

The Challenge

What challenge were you trying to address with CAYK Marketing Inc.?

We wanted to track potential students for our school.



Allan Brennan
VP, Christ the Redeemer
Catholic School Division



Education



Okotoks, 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



What was the scope of their involvement?

CAYK Marketing Inc. built a website from scratch and is currently doing digital marketing for us. Their efforts include SEO, PPC, and social media marketing.



What is the team composition?

Over the years, I've worked with Dave (Former President), Josh (Wizard of Light Bulb Moments), Danielle (Boss Lady), Dakota (Operations Overlord), and maintenance staff.



How did you come to work with CAYK Marketing Inc.?

We found them through a Google search.



How much have you invested with them?

We've spent around \$320,000 CAD (approximately \$256,000 USD) with them so far.



What is the status of this engagement?

We started working together in February 2008, and the engagement is ongoing.

The Outcome



What evidence can you share that demonstrates the impact of the engagement?

Thanks to their work, we've increased our click-through rates, website traffic, and lead generation — we immediately saw a difference through their numbers. We've also noticed a dramatic increase in enrollments, which we build on every year.



How did CAYK Marketing Inc. perform from a project management standpoint?

Their project management is five stars; they're very prompt, which I appreciate because it helps us move forward. In terms of communication and tools, we use Zoom, Google Meet, emails, phone calls, and meetings. They also share statistics and reports through a project management platform.



What did you find most impressive about them?

They're very responsive to our needs, and it became more than a business relationship. Their team is also very honest and upfront because there's never been something hidden — I trust them.



Are there any areas they could improve?

I don't think there's anything they can improve on — we're very happy working with them, and they're great to work with.



Do you have any advice for potential customers?

Expect promptness, honesty, and an upfront approach from them — they'll do a great job for you.