

SEO & Digital Marketing for Advertising Agency

PROJECT DETAILS



Digital Marketing



Jan 2017 - Ongoing



\$50,000 to \$199,999



“The CAYK Marketing team knows digital marketing and analytics better than anybody I’ve ever met.”

PROJECT SUMMARY

An advertising agency hired CAYK Marketing Inc. for digital marketing and SEO services. They executed a paid advertising campaign, including analytics, and provided SEO training for the client’s team.

PROJECT FEEDBACK

Thanks to CAYK Marketing Inc., the company saw a 20% increase in revenue and a 50% increase in first-page SEO rankings. Honest and organized, the team takes the initiative and communicates openly via Google Meet, email, and phone calls. Their digital marketing expertise stands out.

The Client

Introduce your business and what you do there.

I'm the former director of innovation for Phoenix Advertising Group, an advertising agency.

The Challenge

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

We needed to get better performance out of our digital marketing campaigns and training on digital marketing activities such as paid advertising and SEO.



Kevin Hayes

Former Director of Innovation,
Phoenix Advertising Group



Advertising & marketing



Saskatchewan, Canada

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 executed a paid online advertising campaign with the creative materials we supplied. They also provided analytics on the business results of the campaign; they set up a sophisticated analytics measurement system.

As for SEO training, they built a program for our staff who'd never done SEO before. They worked closely with our team on keyword research. Through a 12-month engagement, CAYK Marketing helped us build an SEO department.



What is the team composition?

I've worked with Joshua (Managing Partner), Danielle (Business Owner), and the client success manager.



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

We found them through a referral.



How much have you invested with them?

By the time I left the company, we'd spent close to \$100,000 CAD (approximately \$78,000 USD).

The Outcome



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

Thanks to the advertising campaign CAYK Marketing executed, the company saw a 20% increase in revenue. As for SEO, we saw a 50% increase in first-page rankings for many of our keywords.



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

They're really good at project management; they're very processoriented. I have open and honest communication with them through Google Meet, email, and phone calls.

At my former company, they held us accountable to deadlines. While many other agencies put the onus on the client to move things ahead, CAYK Marketing took the bull by the horns and made sure we were all in line and got them what they needed when they needed it.



What did you find most impressive about them?

CAYK Marketing knows digital marketing and analytics better than anybody I've ever met.



Are there any areas they could improve?

No. If we have any challenges, we address them immediately.



Do you have any advice for potential customers?

If you're looking for data-driven digital marketing, there's no other shop to go to but CAYK Marketing.