

Marketing & Advertising for Air Purification Manufacturer

PROJECT DETAILS



Design



Jun 2020 - Ongoing



\$50,000 to \$199,999



"I like that CAYK Marketing Inc. is a fullservice agency, which makes them an easy one-stop shop for us."

PROJECT SUMMARY

CAYK Marketing Inc. provides complete marketing support for an air purification manufacturer, including social media ads, Google Ads, SEO, graphic design, website design, presentations, and other content.

PROJECT FEEDBACK

CAYK Marketing Inc. has noticeably improved SEO, increased website traffic, and generated leads through ad campaigns. They've improved the client's website design and navigation, and the client's marketing materials have greatly increased in quality overall. CAYK Marketing Inc. is highly responsive.

The Client

Introduce your business and what you do there.

I'm the operations manager of an air purification manufacturer in Calgary, Canada.

The Challenge

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

We've been competing with other air purification companies, especially during the COVID-19 pandemic. We hired CAYK Marketing Inc. to provide overall marketing help.



Danielle Morrison
Operations Manager,
Air Sniper



Manufacturing



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: 4.0

The Approach

? What was the scope of their involvement?

CAYK Marketing Inc. helps us manage social media posts and advertising, Google Ads, SEO, graphic design, presentation pieces, articles, and other content. They've also redesigned our website.

We're primarily a B2B company, so our marketing materials tend to be very technical. We typically give them a concept, market, or event and ask them to create materials, adjust our site design, or adjust an ad campaign. For example, they helped with a campaign advertising that our unit had gotten COVID-19 testing capability.

? What is the team composition?

We have an account manager with CAYK Marketing Inc., but we work with their entire team, and everyone attends our calls. We primarily work with their president and managing partner.

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

We found them online while looking for an agency. We set up a call and ended up choosing CAYK Marketing Inc. over a few other agencies.

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? How much have you invested with them?

We've invested \$100,000-\$200,000 CAD (approximately \$117,000-\$156,000) with CAYK Marketing Inc.

? What is the status of this engagement?

We began this ongoing engagement in June 2020.

The Outcome



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

We've noticed that our page is easier to find on Google, and we've noticed more traffic to our website, which looks and flows much better. People have called us saying that they saw our ads on websites. Overall, our marketing materials have increased in quality and we've seen a huge improvement in the brand's look.



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

We're resistant to using project management tools, so we just hold weekly meetings with CAYK Marketing Inc. Their team is always accessible to us via Google Meet, Google Suite, phone, and email.



What did you find most impressive about them?

I like that CAYK Marketing Inc. is a full-service agency, which makes them an easy one-stop shop for us. We can ask them to do anything for us, and they'll deliver.



Are there any areas they could improve?

The only thing I would say they could do differently is to provide more strategy — but otherwise, we're very happy with them.



Do you have any advice for potential customers?

Use CAYK Marketing Inc. for everything. Trust them and take advantage of all the services they offer.