

Web Dev, Marketing, & SEO for Co-Warehousing Facility

PROJECT DETAILS



Web Development



Aug 2021 - Ongoing



\$10,000 to \$49,999



“They’ve treated our business as their own, and they’ve always gone the extra mile.”

PROJECT SUMMARY

CAYK Marketing Inc. has created a warehousing facility’s entire online presence with the goal of increasing occupancy. They’ve handled web development marketing strategy, SEO, design, and content marketing.

PROJECT FEEDBACK

The client’s facility has reached 100% occupancy and now has a long waitlist. The client’s impressions across all platforms have increased by at least tenfold. CAYK Marketing Inc. has performed all work on time and within budget, and they’ve far surpassed the client’s expectations.

The Client

Introduce your business and what you do there.

I'm the general manager and founder of Shedpoint, a coworking and warehousing facility in Calgary, Canada. We offer real estate and business support services to e-commerce companies and innovative industrial businesses.



Jesse Brown
General Manager, Shedpoint



Calgary, Alberta

The Challenge

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

We hired CAYK Marketing Inc. to help us create our entire digital presence. Our goal was to generate impressions and get more prospects to tour our facility, ultimately bringing more members into our real estate facilities.

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?

I explained our goals to CAYK Marketing Inc. In the first iteration of our online presence, they built our website from scratch and set up Google Ads.

Next, they set up our online presence on Google, Facebook, Instagram, and other channels, setting our advertising strategy across all platforms. They conducted keyword research, SEO, and content marketing. They wrote blog posts and created design and marketing materials. After the first iteration, we shifted to continuous keyword optimization and strategies based on the first few months of performance.

? What is the team composition?

Josh (Managing Partner) was our main point of contact during the initial stages, and he has always been part of our monthly check-ins. I've had direct contact with multiple facets of the organization: their web development lead, design team, SEO and advertising team, and content marketing specialist.

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

I searched online for local digital marketing partners, casting a wide net to find the right digital partner for our business. We met with 5–6 different companies, but we loved CAYK Marketing Inc. because their team had good experience and a great portfolio.

? How much have you invested with them?

We've invested \$40,000 CAD (approximately \$31,000 USD).

? What is the status of this engagement?

We started working with CAYK Marketing Inc. in August 2021, and the partnership is ongoing.

The Outcome

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

They've increased our impressions by at least tenfold across all platforms. Our facility is now at 100% occupancy, and we have a long waitlist. We opened for business just six months ago, so these are almost unthinkable results.

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

CAYK Marketing Inc. has stayed right on budget and schedule throughout the engagement. Their communication is solid — we coordinate via email, Slack, and phone calls.

We have a certain number of hours as part of our consulting arrangement, and I direct them on how to use those hours. If I don't use all of those hours, I lose them — but they've taken the initiative a few times to look very thoughtfully at our marketing and do creative work during that extra time. They're always optimizing, which has been great.

? **What did you find most impressive about them?**

They've treated this partnership like it's more than a mere business exchange. They've treated our business as their own, and they've always gone the extra mile.

CAYK Marketing Inc. has felt like our company's marketing department, not a traditional dollars-for-hours consultancy. They've taken a vested interest in what we do, trying to learn more about our business and identify things that I miss. They've done some really cool things with our digital marketing and branding.

? **Are there any areas they could improve?**

Some of the blog posts that they wrote for us seemed just a little uninspired, so maybe they could spend a little time making blog posts more communicative and less like cookie-cutter SEO. Sometimes the posts read like the goal was to jam in as many keywords as possible, which detracted from the substance of the messaging. That's the only real complaint I've had throughout the whole engagement.

? **Do you have any advice for potential customers?**

I recommend working with CAYK Marketing Inc — and I've recommended them to others several times. Invest yourself in the partnership and get them invested too. Give them ideas and help them understand your business — that will enable them to be more creative, take more initiative, and serve your business's needs better.