

# PPC, SMM & Web Development for Safety Consulting Company

## PROJECT DETAILS



### Web Development



Oct 2021 - Ongoing



\$10,000 to \$49,999



"It gives us peace of mind to know they're always there."

## PROJECT SUMMARY

CAYK Marketing Inc. creates content, handles social media accounts, and manages Google Ads for a safety consulting company. They've also redesigned the website and migrated it to WordPress.

## PROJECT FEEDBACK

Thanks to CAYK Marketing Inc., the client has increased their monthly revenue, and the ads pop up on the top of the search results. The team has exceeded expectations, and they stand out for their communication skills. Overall, the client trusts them and feels they can handle everything on their own.

## The Client

Introduce your business and what you do there.

I'm the CEO of 1st Quality Safety Consulting, an occupational health and safety consulting company.

## The Challenge

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

We needed help with marketing and advertising.



**Marlys Wilson**  
CEO, 1st Quality Safety Consulting



**Consulting**



**Calgary, Alberta**

### C L I E N T   R A T I N G

**5.0** | Overall Score

Quality: 4.0

Schedule: 5.0

Cost: 4.0

Would Refer: 5.0

## The Approach

### ? What was the scope of their involvement?

CAYK Marketing Inc. handles all our social media, including our Facebook, LinkedIn, Instagram, and Twitter. They're also redesigning our website. When we started, we managed it ourselves on GoDaddy, but they've switched it over to WordPress. The main thing we wanted for the website was to look professional. They've taken everything under their wing, including UX/UI design. Now, CAYK Marketing Inc. keeps up the site.

The team also creates content and sends it over to review it. Sometimes we make changes here and there, but whenever they send something, it's pretty on the spot on what we require. When we onboarded them, we had a good discussion on our services. From there, they've come up with the content on their own. Additionally, we're enrolled in Google Ads, and they encompass all the services we offer, including all the keywords they have.

### ? What is the team composition?

We work with approximately six people; they're all assigned different aspects of the project. We have content and social media managers, writers, and an ad specialist.

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

We searched on Google for a Calgary marketing company. One of the main reasons we hired them was because we weren't wellversed in all the technical aspects behind websites.

### ? How much have you invested with them?

We've invested under \$10,000 CAD (approximately \$8,000 USD); it's about \$2,000 CAD (approximately \$2,000 USD) per month for the bronze package. Additionally, we're also paying \$5,000 CAD (approximately \$4,000 USD) to redesign the website.

## The Outcome

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

They've helped us redefine our business process. When we first started with them, they helped us create monthly tiered packages to obtain recurring revenue clients.

Moreover, we've been quite impressed with the campaigns they've put together for our Google Ads. From time to time, we go into Google and search for safety consulting in Alberta and Calgary, and more often than not, our ads pop up at the top of the page. Last week, we noticed that the contact form inquiries weren't coming through because of a glitch in the system. However, we reached out to the team, and they got everything fixed right away. When there are any deficiencies, they fix them, explain what went on, and make sure it doesn't happen again.

In general, they've exceeded our expectations. When I started the business, I knew I'd have to do a lot of marketing, but that knowledge was out of my realm. CAYK Marketing Inc. has lifted an enormous weight off my shoulders, and I can just give everything to them without worrying about it.

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

Everything's been within budget, and all the deliverables have been on schedule. We generally communicate through emails. However, if either of us needs to address something urgently, we do a phone call. Also, we randomly reach out via phone to ask how's everything going.

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

Their communication is their strong point. They're always right there, whether it's on email or phone call, and it gives us peace of mind to know they're always there.

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

Although there's always room for improvement, I can't think of anything off the top of my head.

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

CAYK Marketing Inc. has given me complete peace of mind. Their marketing strategies have allowed me to take my business fulltime; they've shown that it's possible to create the revenue that I need.