

# SEO & SMM for Tank Truck Transportation Company

## PROJECT DETAILS



Web Development



Aug 2022 - Ongoing



\$50,000 to \$199,999



"They're always eager to show me results and pride themselves on backing up their performance with data."

## PROJECT SUMMARY

CAYK Marketing Inc. provides digital marketing services to a tank truck company, focusing on recruitment. These services have included SEO, keyword research, SMM, content creation, and website development.

## PROJECT FEEDBACK

CAYK Marketing Inc. has successfully created a new, streamlined channel for candidates to apply for the client's open positions, helping them increase the quality and quantity of leads. The team is quick, responsive, honest, and data-driven, and they focus on creating a results-based partnership.

## The Client

Introduce your business and what you do there.

I'm the president of Northwest Tank Lines, a tank truck company servicing the oil and gas sector throughout Alberta and British Columbia, Canada. We're a family-owned and -operated business that has been in business for over 65 years.

## The Challenge

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

We wanted to take a different approach to our marketing, so we hired CAYK to help us market and advertise our organization focusing specifically on driver recruitment.



Kyle Porter  
President,  
Northwest Tank Lines



Transportation



Alberta, 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 helps us with marketing and advertising to support our driver recruitment efforts. They're a Google Partner firm, so they're experts in Google. Therefore, they've helped us with Google search optimization to increase our brand awareness and the positioning of our career applications. Moreover, they've redeveloped our website to create a new channel for applicants to find and apply for a job in our organization.

CAYK's SEO techniques have included structural changes to our website, backlinking, keyword research, and content writing. Additionally, they've created a new branding profile and approach to our recruitment process while updating our website accordingly. On top of that, they handle our social media management, advertising, and content creation. Our social media channels include Facebook, Instagram, LinkedIn, Twitter, and



What is the team composition?

We work directly with Josh and Danielle (Managing Partners), although Megan (Project Manager) and Dakota (Advertising Manager) also participate in all of our interactions. Moreover, we've been to CAYK's office and met the rest of their team.



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

When I was searching for a service provider, I looked at the different types of services a marketing company could offer. As previously mentioned, my need was fairly unique, and I wanted to focus more on a recruitment channel than on business sales and marketing. When I was submitting this review, I recognized Clutch, so that was probably one of the tools that contributed to finding different companies.

Throughout this process, I reached out to various organizations, but one of the companies that stood out to me the most was CAYK due to their instant response to my inquiry. Their responsiveness set the tone for our entire engagement. Additionally, I really liked that CAYK was a local company in Calgary, Canada, and the second generation of a family-owned organization, which is rare in their space. Those qualities align with my company's values.

On top of that, I found it interesting that CAYK set up the engagement on a monthly renewal structure. This approach makes their mission to prove themselves as a value add to the organization every month and provide results to support that.

## The Outcome



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

Thanks to CAYK, we now have a new channel to attract and hire more people, which is what we wanted. Thus far, we've seen an increase in both the quantity and quality of applicants, which was also one of our goals.

Before working with CAYK, we had a 1% quality applicant rate. However, since opening the new applicant channel, we've seen a tenfold improvement. On top of that, we've seen an improvement in other minor things, such as our website optimization, keyword research, and social media presence.



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

CAYK has been very quick, prompt, open, and honest — their entire team has been very responsive from the beginning. They're also very data-driven, so they're always eager to show me results and pride themselves on backing up their performance with data, which is very appealing.

Everything that CAYK has done has been within budget, and they've always stuck to our timelines. The fact that our engagement is ongoing is the beauty of it. CAYK always tries to be an integral part of our business, and they don't treat it as just another project.

Most of our meetings are in person, which is very important for us. We've also communicated via Zoom, but their team is always willing to meet us in person. Part of CAYK's approach is bringing cupcakes or some kind of treat to their meetings, which is a huge highlight for many of our staff. That's how they do things, and it is an added touch that has been very well-received internally.



What did you find most impressive about them?

CAYK's transparency is impressive, and they always follow the data. Although they have hypotheses and try different approaches, they let the data dictate where to go next. This skill is outstanding because they don't try to make something out of anything — if the data tells them something doesn't work, it doesn't work.



Are there any areas they could improve?

I don't have any constructive feedback.



Do you have any advice for potential customers?

Work with CAYK as if they were part of your organization and treat them as your marketing team.