

COOLAID Studios

Digital Marketing

How Can We Help You Grow?





who we are

COOLAIID Studios is a full-service agency specializing in social media, paid online advertising, search engine optimization, email marketing and more.

Strategic content paired with meticulous research and stunning visuals; it's how we stay ahead of ever-changing trends to deliver results.

what we do



how we do it



your full-service team



why COOLAID?



We are digital marketing experts



We value integrity and our clients



Always looking to the future and the next great idea



Everything is done in-house, ensuring brand consistency



Solutions are customized for each client and their specific audiences

what's in it for you?

awareness

COOLAID creates brand awareness by using measurable tactics such as social media, paid advertising, email marketing and more to increase online exposure.



discoverability

We increase the visibility of your product/service online, gaining new customers in the process.



reputation

By harnessing positive influence and brand control through email marketing, high search rankings and reviews, we help you build and maintain a positive brand image.



conversion

All our marketing strategies help you achieve actual conversions, whether it's sales, registrations or bookings, always maximizing your ROI.



advocacy

Through consistent marketing efforts, we focus on positive consumer experiences to win long-term clients and foster effective relationships.



social media marketing

A powerful way to reach and engage with your audience in real-time.



Customized Strategies:

Whether it's Instagram, TikTok, LinkedIn, Facebook or Twitter, you need more than a cookie-cutter solution. Your business determines our strategy, allowing us to best establish your online presence and create brand advocates for you.

Authentic Engagement:

We don't 'just post' on social. We actively engage with your audience to maximize customer touchpoints and generate real leads from your campaigns.



Vigilant Social Listening:

We listen to what your customers are saying and hear it first, allowing us to seamlessly manage your reviews and reputation online.

Data-Driven Solutions:

Like any marketing effort, social media campaigns need regular improvements. Our social media approach is dynamic and data-driven, always.

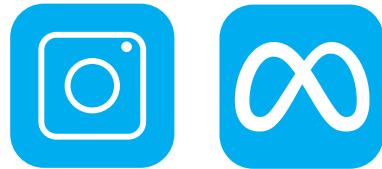
Top-Notch Calendars:

Using our content management system, you'll be regularly updated about your content, which you can review anytime and anywhere, making sure we convey your brand messaging the best way possible.



paid online advertising

An effective tool to boost direct leads and interest for your business, without waiting.



Distinct Approaches:

There are countless sponsored ad platforms out there; don't just spend your hard-earned money on any of them. Let us tailor your strategy to fit your audience, goals and budget to attract leads and convert them into paying customers.

Daily Adjustments:

We check the performance of your campaigns every day, adjusting keywords, audiences and more to constantly improve your campaign's performance.



Scroll-Stopping Ads:

We make digital ads that stop people in their tracks, so you don't spend ad dollars on bland creative. From TikTok videos to Instagram stories ads to LinkedIn feed ads, we completely customize the creative to your chosen platforms.

Detailed Reporting:

Every week you'll see exactly what worked, how much was spent, how many results were generated and how we plan to take your daily spend as far as possible.

Competitive Research:

Don't let your competitors' ads draw your customers away. By regularly reviewing competitors' activities, we make sure you are winning ad space and maximizing your discoverability without being beaten.



search engine optimization

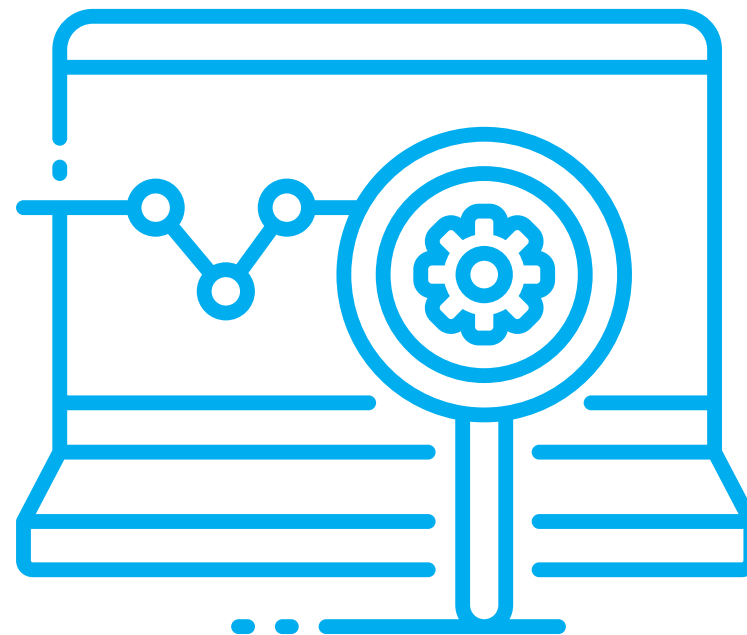
Having a website isn't enough; you need a way for people to find it.

Research & Strategy:

We research necessary keywords to implement on your page so that your online audience can find you while they are searching.

Improved Website Traffic:

More than just increasing website visitors, we optimize your website content so that the right people searching on Google can find you.



Improved Networking:

Outside of your website, we create backlinks to strengthen and increase your website's credibility and online ranking.

Visible Performance:

Don't just take our word for it. Over time, we show you how your search presence has improved with solid metrics.

Strategic Blog Writing:

Our dedicated team of blog writers craft articles that increase your visibility on Google and get you closer to the first page search result, without spending additional money on ads.

web development

Be accessible to anyone, anywhere, anytime.

Unmistakable Design:

No templates or cookie-cutters here. Your website belongs to your business and should be tailored to your audience with a custom look built from the ground up by our team of web designers.

Responsive Displays:

From mobile to tablet and of course, desktop, your website should flow freely and beautifully across all devices to ensure your customers have a seamless experience, no matter where they are. Our expert coders and web designers are here to make that happen.



In-Depth Analytics:

Your website should be more than just a pretty face. We provide access to in-depth analytics so that you know how your website is performing, allowing us to measure customer behavior and create a better user experience.

Always-On Maintenance:

Sleep well at night knowing that your website is always running smoothly and securely. From software updates to front-end changes to speed checks and SSL certificates, let our expert team of programmers watch over your website with care.

Beautiful Back-Ends

What's behind the curtain matters, too. Whether it's maintaining a database of website leads or actively updating a database of store locations, let us handle the back-end business to make sure website information is organized and accurate.

testimonials



“COOLAID is a turnkey solution provider. Custom strategy and creative with results. Timely reporting, analysis, reconciliations and more. Would recommend!”

Eden Oak Homes

“The COOLAID team knows their stuff and always goes above and beyond for Lancaster. They work within our marketing budget to deliver the best possible results, present weekly analysis reports with fresh recommendations and consistently bring new ideas to the table.”

Lancaster Homes

“Results driven and thorough with inspired branding. The COOLAID team never fails to bring their full effort and passion to every initiative. Highly recommend.”

Sterling Group

“With COOLAID’s social media support, we know our homeowners and prospects receive a high level of responsiveness using educated builder expertise that is unmatched.”

Brookfield Residential (Ontario)

“The COOLAID team provides expert knowledge and a strong attention to detail with both project advertising and community outreach. They prioritize data-driven strategies to provide the best return on investment possible and the results speak for themselves.”

Cachet Homes

“COOLAID always strikes the balance between business and fun. Entertaining and informative videos for TikTok and Instagram help highlight MDM’s local community initiatives and features, and their sales content is delivered with precision and care.”

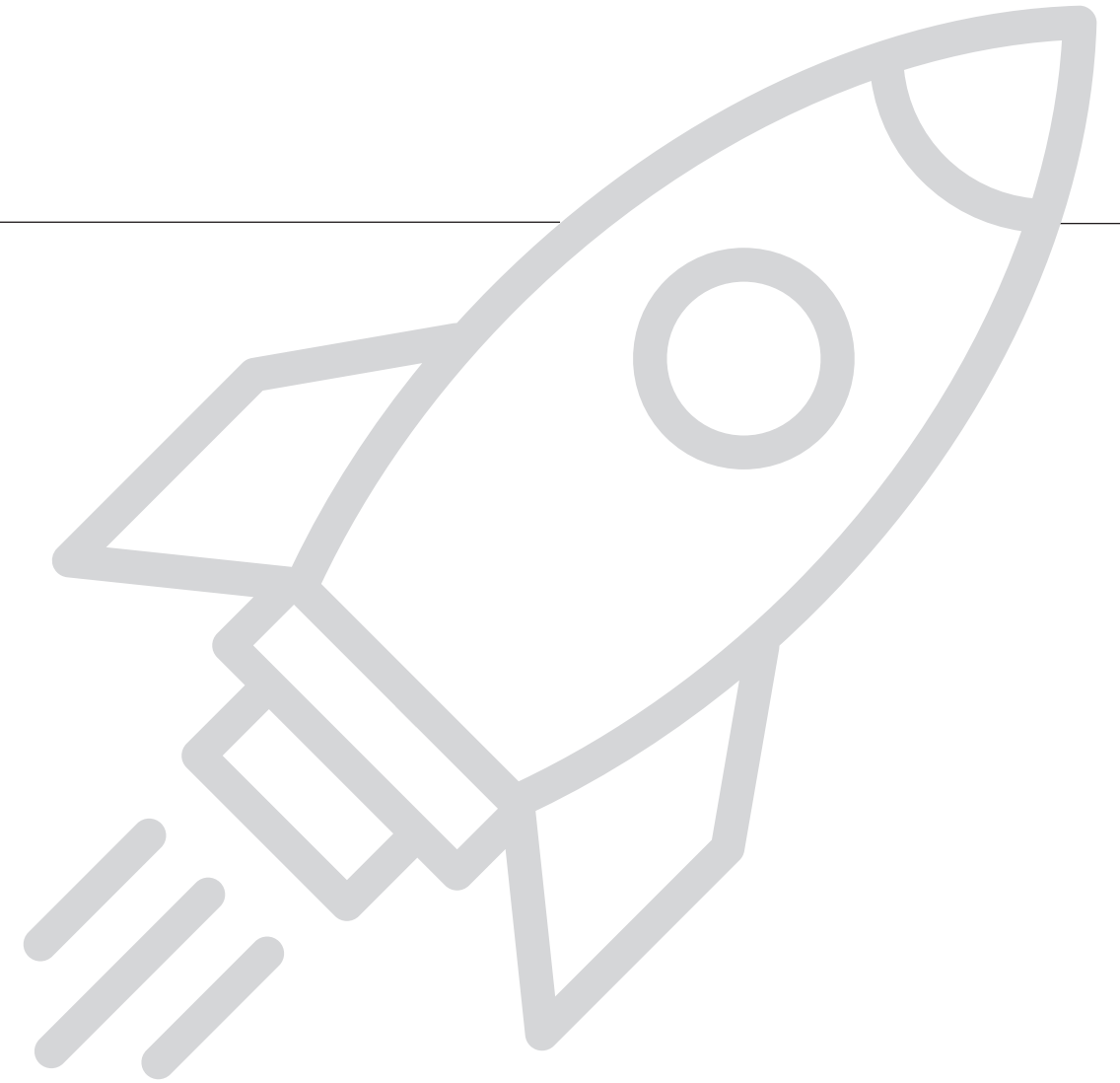
MDM Developments

“COOLAID possesses an extensive knowledge of the digital marketing space and is always willing to customize its services to best meet our company’s goals.”

StoneRox / Bradstone

are you ready?

**Reach out to discuss
a social media audit
or digital marketing
assessment, and to get
a custom proposal
for your needs!**



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