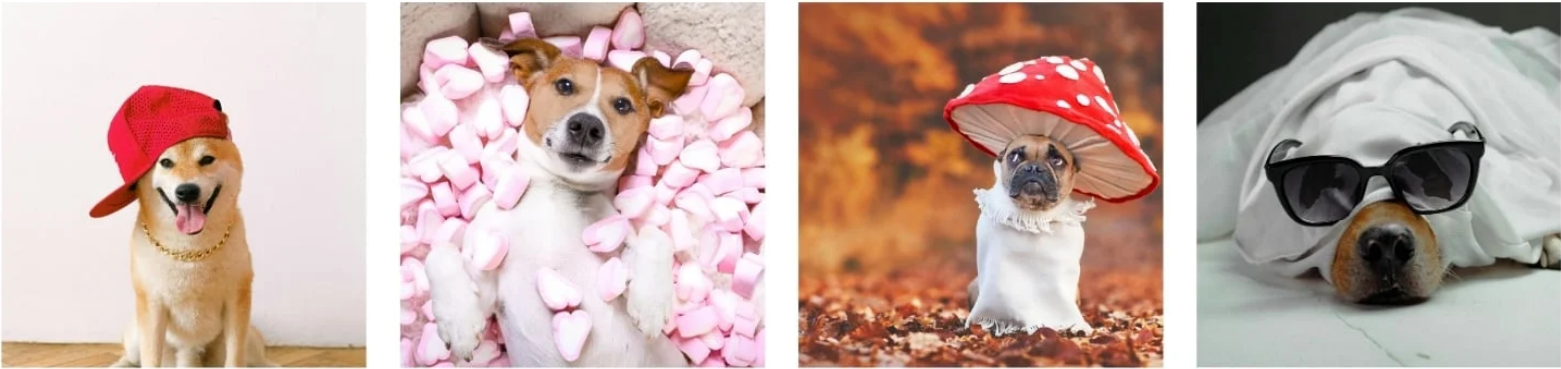


#DYK: DID YOU KNOW?

Discover fascinating tidbits about our departments!



Marketing Department

Did you know...

...we're the smallest department at Cole (2 branding nerds), and we're behind most of the things you see, read, and share about **Cole International**—both internally and externally?

...we align the company around a clear value proposition and ensure consistent messaging across markets, channels, and teams — turning **strategy into customer-focused campaigns**, insights, and experiences, all backed by data to guide decisions and measure impact?

...we're the **Brand Ambassador for Cole International (Canada)** — managing brand governance, **logo use**, and consistency across all platforms, including protecting our registered trademark and service brands like ColePac, Cole Portal, and Optix?

...we manage **20+** active social media campaigns and oversee Cole's full online presence — from trade shows and **golf tournaments** to Google reviews, social media comments, tags, and shares — all to raise awareness, support sales, and showcase what's happening across the company?

...we maintain all **Google Business profiles**, including updating branch hours before holidays, so customers always have the right information?

...we run **Gaggle AMP**, Cole's Employee Advocacy Program that helps staff easily reshare company content on LinkedIn? (yes, your clicks really do help — we reached over **27 million accounts** last year alone!

...we manage all forms (**150+**) used throughout the company? — All new or updated forms must be pre-approved by the Department Leader and sent to **form.request@coleintl.com** (with the approving leader cc'd). We make sure every form is properly formatted, branded, and uploaded to the correct spot on the website and/or intranet.

...we support teams across Canada with AI tools (**Coley AI**), templates, campaign ideas, promotional materials, and yes, those polished slide decks too.

...we manage Cole's branded merchandise — including **business cards**, event displays, and materials for trade shows and golf tournaments, as well as the **online store**? From inventory to shipping, we make sure the right gear gets where it needs to go (yes, even your hoodie upgrade.

How you can help Marketing 💡

1. Share photos from events, office activities, or team wins. Send them to: **social.media@coleintl.com**, along with the names of all employees appearing in the photo, and attach their signed waiver forms.
2. Tag Cole when posting on LinkedIn **@ColeInternational** and use **#FaceOfCole**
3. Forward us client testimonials, success stories, or content ideas. We promise, we **LOVE** this stuff.

(Yes, Marketing makes things look good — but we do a whole lot more than pretty pictures.)

Stay tuned for a different featured department next month!

Cole International Inc. 1111 49 Avenue NE Calgary Alberta T2E-8V2 Canada

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