

**BRAND
REPUTATION
MANAGEMENT**



**CASE STUDY: CIPR
COMMUNICATIONS AND
LAKE CITY CANNABIS**



Our team was hired to setup and automate reviews for the retail client. The goal was to ensure customers had a quick and effective way to recommend the products and services available at the retail location and to keep them informed about upcoming events and promotions.

Reviews from our peers are one of the most trusted forms of referral for a business. By ensuring there is a robust review management plan in place a steady stream of review will ensure new potential customers are constantly interested.

CIPR COMMUNICATIONS STRATEGIC APPROACH:

CIPR Communications started with an audit of current, CASL compliant lists created by the client and discussing and mapping goals with the client.

CIPR Communications set up Birdeye. Birdeye, as described by their website, “is the #1 software to improve business reputation and customer experience”. In other words, they are a closed-circuit review system. We set up several different review sites to the client’s custom review dashboard – including Facebook, WeedMaps, TripAdvisor, and Google My Business.

We worked with the client to test messaging and narrow down messages to the right call to action to ensure maximum reviews. CIPR Communications worked with the client to ensure new contacts were automatically added and messaged through the software. We set up an automatic review process and consistent review the loop to make improvements and keep capitalizing on review opportunities as we move forward.

CIPR Communications also worked with the client to determine the most important upcoming events and announcements. We used BirdEye email and mobile features to send tailored messages to different customer segments to continue to engage them and encourage them to visit the store.

CIPR Communications continually meets with the client to review reports, upcoming campaigns, and fine tune the automated review process.

CIPR COMMUNICATIONS PROJECT DELIVERABLES:

Tactics that were instrumental in the brand implementation included:

- **Review and Communication Audit**
- **Birdeye Setup and CRM Integration**
- **Birdeye Testing**
- **Birdeye Management**
- **Online Review Management**
- **Campaign Messaging and Communications**
- **Reporting and Analysis**

CANNABIZ SOCIAL RESULTS:

Lake City Cannabis now receives reviews each week on multiple platforms – all working to increase his local search engine optimization, his brand awareness, and his overall brand reputation.