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# CASE STUDY

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## CANALTA LODGE

Canalta Lodge approached CIPR in 2018 to overhaul its online presence. They wanted their new, modern brand to stand out amongst the wide range of hotels and accommodations on Banff Avenue.



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**Canalta Lodge approached CIPR in 2018 to overhaul its online presence. They wanted their new, modern brand to stand out amongst the wide range of hotels and accommodations on Banff Avenue. When Canalta Lodge approached CIPR their brand was newly established with little name recognition in the area. They were creating something unique and wanted their online presence to capture the fun, excitement, and carefree atmosphere of the Lodge.**

## CIPR STRATEGIC APPROACH

CIPR led the Canalta marketing team through a half day workshop to understand the brand, the stories behind it, and the aspirations for the hotel in the coming years. The workshop gave CIPR perspective on the brand story, voice, and key messages. After the workshop we were able to present a full strategy and tactical plan for their social media channels and content creation. Alongside the Canalta team, CIPR perfected the social media content calendar and created a digital presence that stood out.

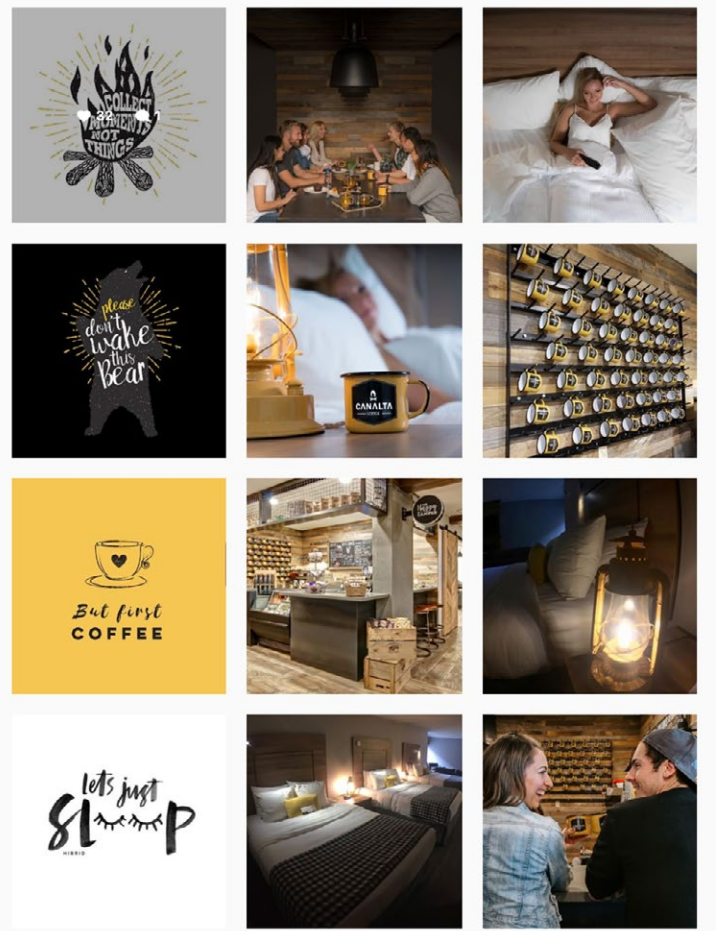
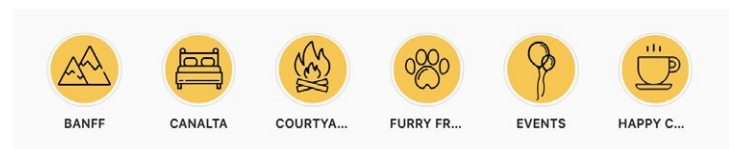
Month over month the reporting and analytics have proven the success of CIPR's social media and online approach. Leaving Canalta Lodge with a sharp online footprint with hundreds of reviews, and engaged audience, and an ever-growing base of followers.

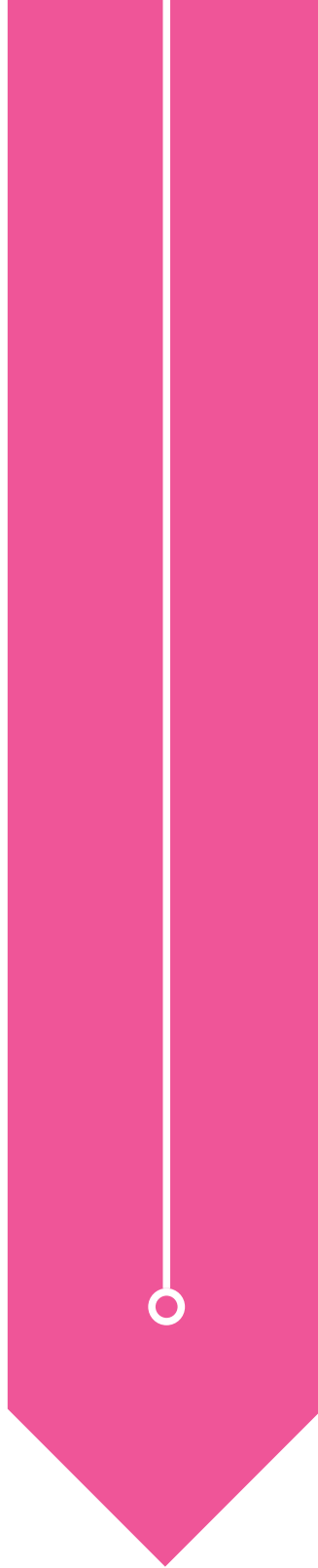
CIPR still works with Canalta Lodge and has added the online presence for Canalta Hotels (over 40 proprieties across Western Canada) to its client portfolio.

## CIPR TACTICS

CIPR's contribution to the Canalta marketing team includes, but is not limited to

- Annual Strategy and Tactical Plan
- Annual Themes, Campaigns, and Content Calendar
- Content Creation (including blog posts, LinkedIn Pulse posts, and other long forms of content)
- Social Media Monitoring and Management (Facebook, LinkedIn, Twitter, Instagram Grid and Stories)
- Influencer Management
- Content Collection Onsite (video and photos)
- Graphic Design for Social Campaigns
- Public Relations (outreach locally to build relationships and unique campaigns)
- Social Media Advertising
- Digital Marketing Advice, Support, Coaching
- Extensive Monthly Reporting
- Competitive Analysis





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