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# CASE STUDY

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## MÉTIS CROSSING

CIPR was the successful RFP applicant in a communications and marketing proposal distributed by Métis Crossing.



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CIPR was the successful RFP applicant in a communications and marketing proposal distributed by Métis Crossing. The commitment from CIPR was to ensure Métis Crossing had a strong strategic foundational base to build out their communications and marketing program moving forward.

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**The strategic approach to communications and marketing developed by CIPR would work to ensure Métis Crossing is able to tell a consistent story about its essence, its messages, and its offering and products. The 500-page approach outlined a holistic and overarching view of the Métis Crossing strategic communications and marketing plan – and included a more granular and a detailed approach to each strategic undertaking. The holistic strategy was an important overarching document to ground each approach, but a deep dive into each individual focus and campaign was also necessary.**



## CIPR TACTICS

CIPR included the following deliverables in our engagement with Métis Crossing:

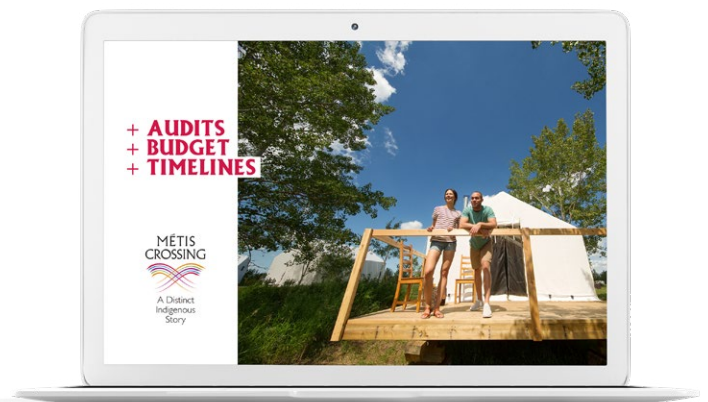
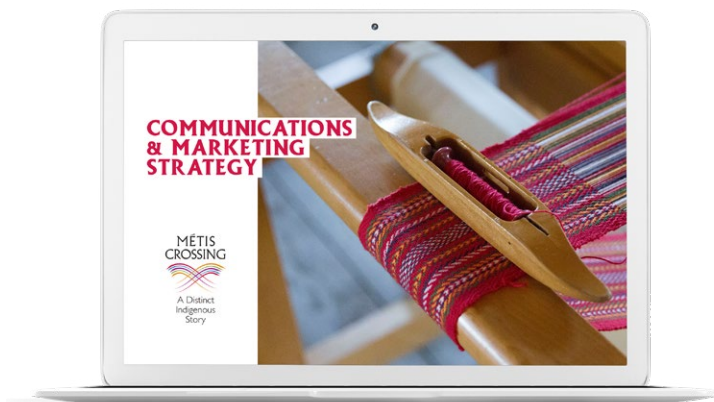
1. Review of existing business plans, interpretive plans and other strategic documents
2. Existing content audit and understanding of current state
3. Facilitated communications and marketing strategy session with Métis Crossing staff, board, and key consultants
4. Collaborative development of strategic communications and marketing documents
5. Marketing Persona Development
6. Digital Marketing Blueprint
7. Communications and Marketing Strategy with 18-Month Tactical Plan
  - Including focuses on: Travel Trade Sales, Media Relations and Earned Media Strategy, Identification of Key Channels for Successful Outcomes, Social Media Strategy, Traditional Marketing (Print, Outdoor, TV, and Radio) Strategy, Digital Marketing (SEO, PPC, Influencer, Travel Sites, Automation) Strategy, Retail Sales Strategy, Onsite Marketing Strategy
8. Marketing Budget
9. Measurement Dashboard
10. Brand Book with Brand Guidelines, Story, Key Messages
11. Website Strategy with Recommendations, Site Mapping, Information Architecture
12. Team alignment on strategic goals and direction
13. Understanding current state of governance (including approvals and empowerment) and resourcing
14. Audit of existing tactical tools and timeline for implementation of revised versions (example: website, social media, marketing materials)



## CIPR STRATEGIC APPROACH

### COMMUNICATIONS AND MARKETING STRATEGY

### COMMUNICATIONS AND MARKETING TACTICAL PLAN



#### COMMUNICATIONS VISION

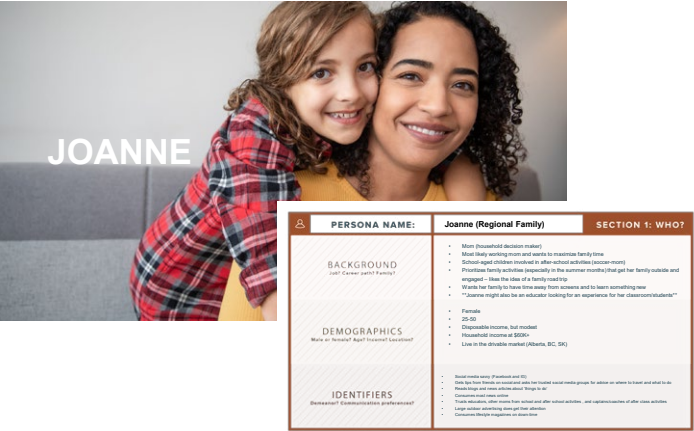
To be the sacred and self-sustaining provincial gathering place for all Métis people; serving as safe place, where everyone is welcome, to celebrate the Métis culture, reconnect with our indigenous heritage and celebrate cultural perspectives and the distinct Métis contribution and world view.

The Métis Crossing marketing and communications program was developed to include three distinct phases. Each phase builds on the last and works to create momentum. Each phase included distinct goals and priorities as well as clear timelines to ensure the communications and marketing program was on track to meet all goals.

CIPR's differentiator is our approach to tangible tactics that compliment the strategy. The Métis Crossing tactical plan built out the strategy in a literal way that allows the team to move forward with confirmed actionables that mirror the strategic priorities and goals. The tactical plan included key components like:

- Travel Trade Outreach and Engagement
- Stakeholder and Community Relations
- Trade shows and Events
- Media Relations
- Social Media
- Traditional Marketing and Advertising
- Digital Marketing
- Influencer engagement
- Marketing automation
- Reporting





Persona Development

CIPR worked closely with Métis Crossing to identify and develop each primary target audience member. Persona development allowed us to understand the target audiences at a strategic level and assign attributes to the audience members in order to bring them to life.

Extensive research was completed to understand each primary audience member including researching 150 individuals online to understand habits and marketing and communications tactics that may resonate with them most.

Marketing Campaigns

CIPR developed several distinct marketing campaigns for Métis Crossing in order to meet the marketing objectives. The digital marketing blueprint helped to outline priority messaging and budget while looking at competitor sites to ensure Métis Crossing would stand out into the future.

Public Relations Campaigns

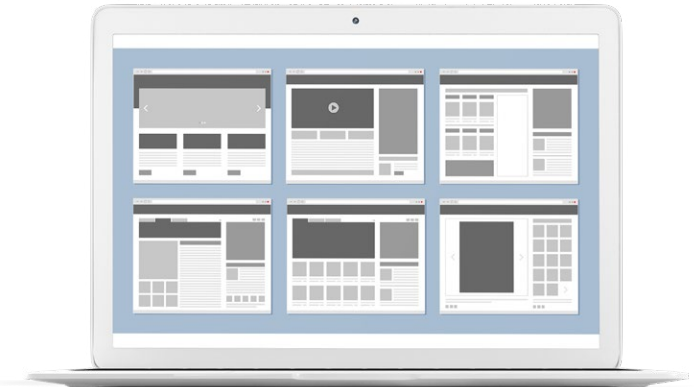
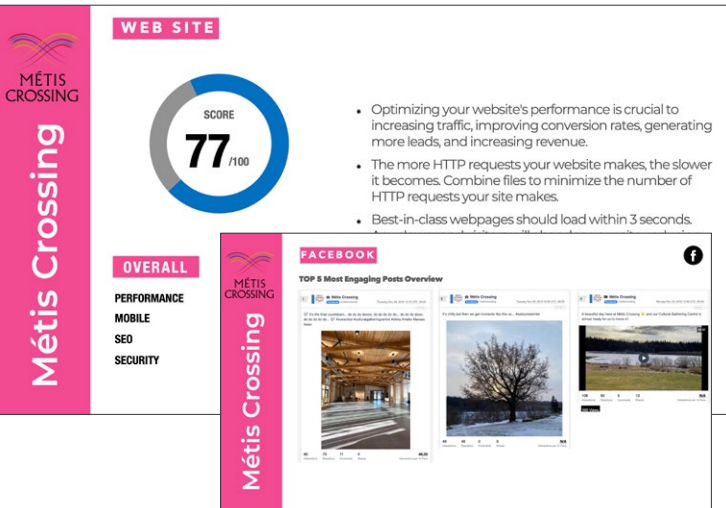
CIPR mapped several distinct public relations campaigns that would bring Métis Crossing to the forefront of media and influencer conversations. These earned-media opportunities allow the organization to meet their communications objectives.

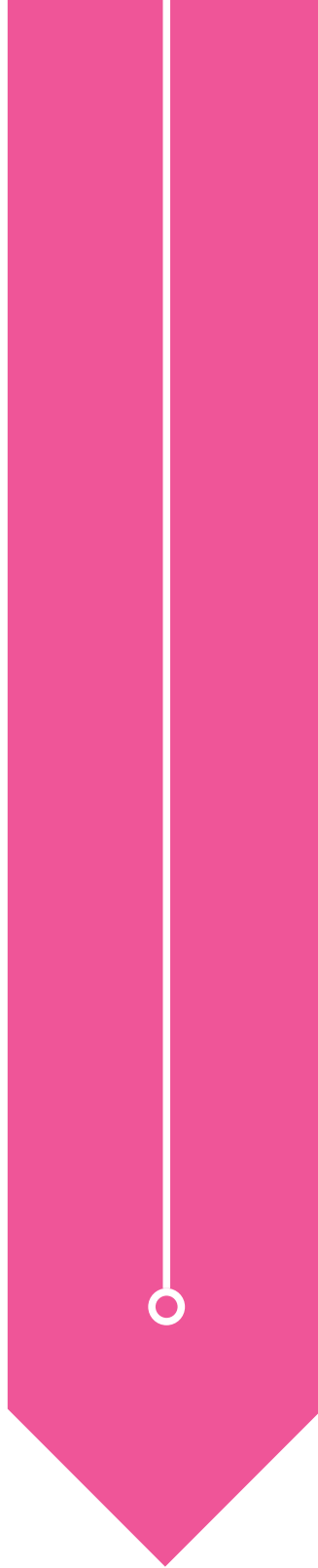
Website

Métis Crossing was led through an extensive site mapping and information architecture workshop by CIPR. This discussion allowed CIPR to put together a strong site map, website needs, and content map for the organization. This gave them a strong leg-up on beginning the website execution as soon as possible.

Measurement Dashboard

CIPR met with the Métis Crossing team to understand the metrics that would be most meaningful to them and to those that they will need to report to. The dashboard is a comprehensive way that the organization will be able to capture and evaluate success into the future.





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