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CASE STUDY

THE CANNALYSTS

The Cannalysts approached CIPR to improve their overall web presence and online reputation.



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The Cannalysts approached CIPR to improve their overall web presence and online reputation. The client had built a following through their simple online blog and community on Reddit. In order to better monetize their offering and keep users on their site longer it was their desire to build a website that could host a robust blog that was gated for subscribers only and could archive posts that were dated. The Cannalysts also wanted to host their community conversations on their own website rather than a third-party social media platform. The Cannalysts wanted a polished, professional website that could generate more leads, boost legitimacy, and deliver on more subscription sales.

A dynamic, attractive, and easy-to-navigate website is the first step to ensuring a business is available for their online leads. An attractive website can ensure online lead generation is successful. A refreshed website that stands out provides positive brand reputation – especially in the crowded cannabis online space.

CASE STUDY



CIPR STRATEGIC APPROACH

CIPR began with an in-depth audit of the previous client website. Through interactive mapping and workshopping CIPR was able to identify the most important content and the key calls to action for potential customers. The audit led to the creation of a site map and the organization of content through a detailed information architecture.

CIPR led the client in the content collection process ensuring that the appropriate visuals, links, and copy was completed and allocated to each page. CIPR took an active role in writing and editing content to ensure it would resonate with potential leads.

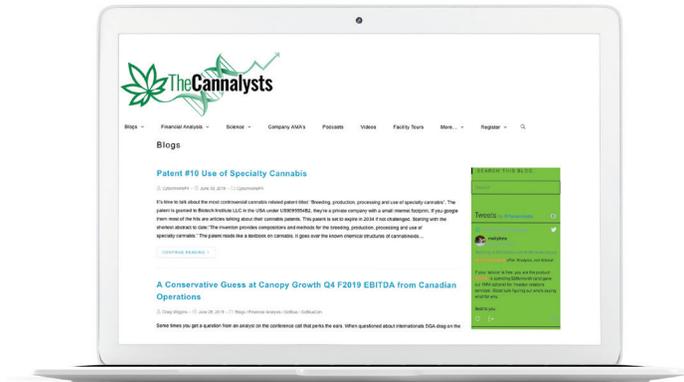
Website development, including the forum and subscriber-only blog, took approximately 10-weeks. CIPR chooses to engage clients at certain points in the website development process so they can provide feedback before their website is launched.

CIPR TACTICS

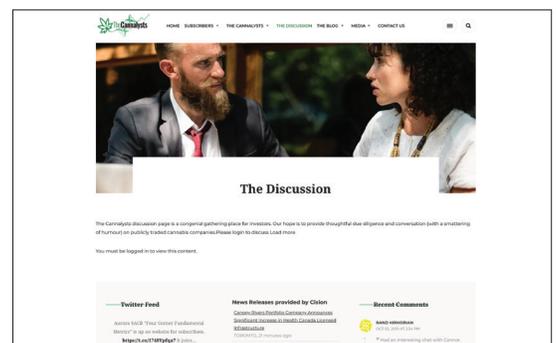
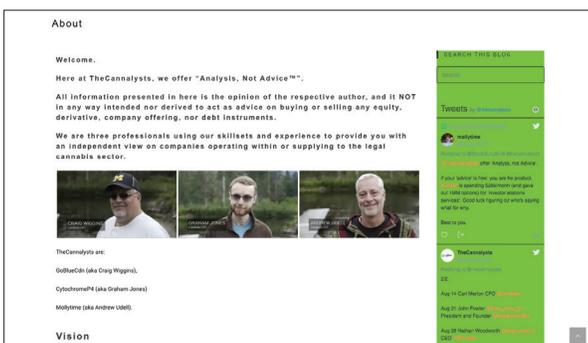
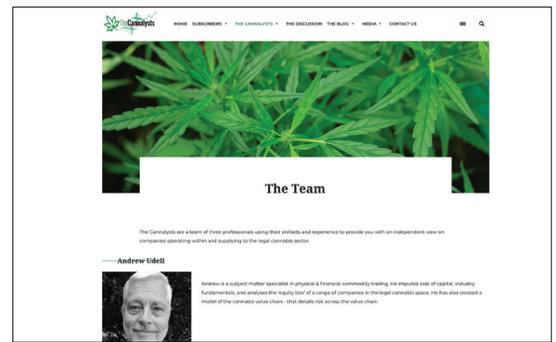
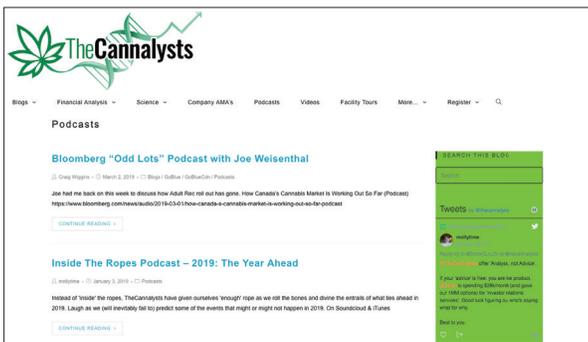
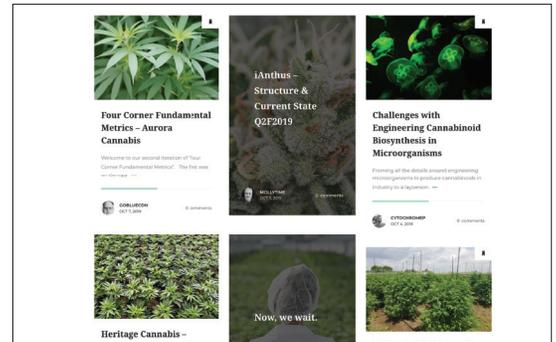
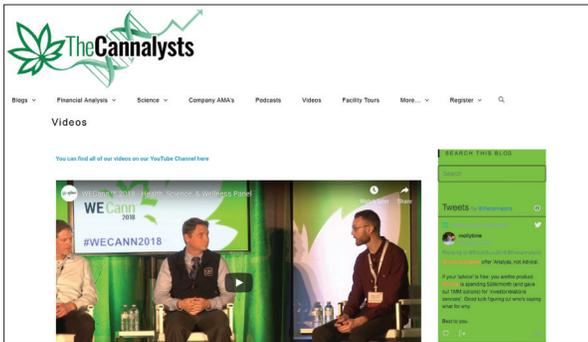
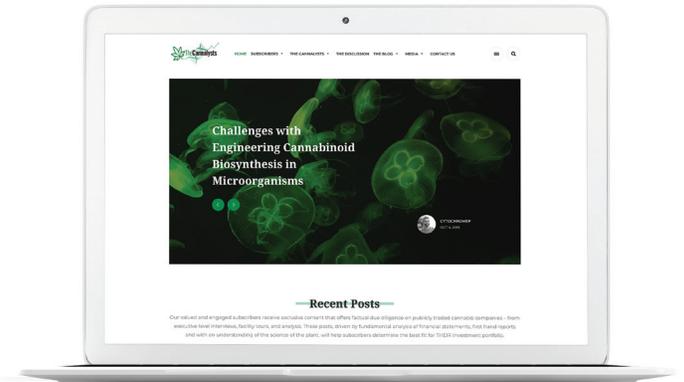
- Content and Communications Audit
- Site Map and Information Architecture
- Website Development

- Forum Development
- Subscription/E-Commerce Configuration
- Content Creation, Direction, Editing

OLD WEBSITE



UPDATED WEBSITE

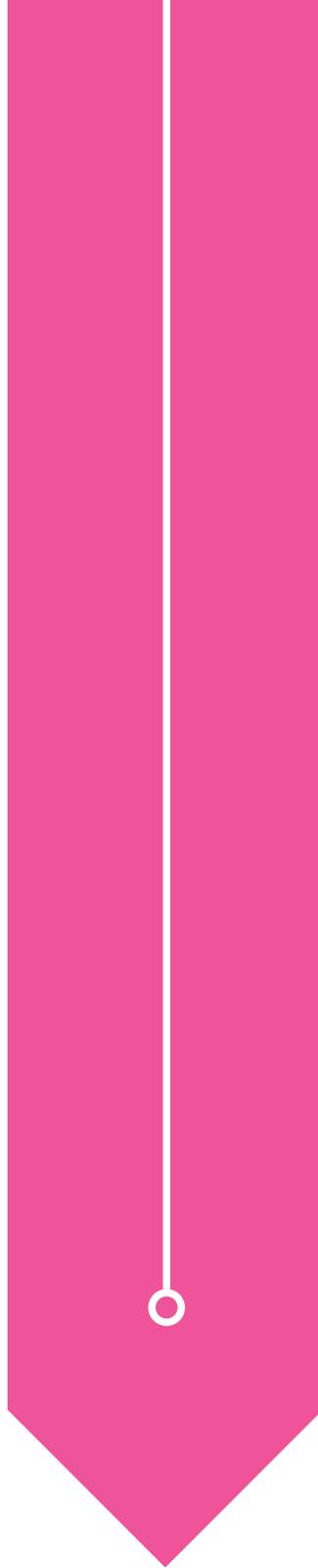




CIPR RECOMMENDATIONS

Looking forward CIPR would recommend the following digital marketing tactics to The Cannalysts in order to ensure the continued success of its website as a reputation management and lead generation tool:

- **Search Engine Optimization (SEO):** a rich content marketing strategy can ensure that The Cannalysts take advantage of the blog created on the site while at the same time helping its organic search ranking. Content developed for SEO can be leveraged on the business' social media accounts and in newsletters. All content they are creating for subscribers should be optimized for SEO.
- **Email Marketing:** A consistent e-newsletter to subscribers, or leads that have given consent to receive emails, can be a powerful way to solidify a positive reputation by sharing expertise, deals, events, and interesting information. Engage subscribers are more likely to renew – increasing their lifetime value.



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