

Client Spotlight

How City Wide Facility Solutions Used Data to Propel Franchisees' Online Visibility and Interactions by 159%

65%

Increase in calls from GBP QoQ

128%

Facebook engagement growth QoQ

58%

Faster responses QoQ

2X

Audience growth across social QoQ

Overview

Founded in 1961, City Wide is the largest management company in the building maintenance industry.

What sets City Wide apart in the industry is it provides a single point of contact to manage more than 20 commercial maintenance services.

PromoRepublic provides us with a best-in-class platform to manage content creation, social insights, and reputation management, giving us a more comprehensive view across our entire franchise system.

Industry

Business Services
Maintenance and Cleaning

95 Locations

USA, Canada

Products used

- Insights
- Listing Management
- Social Media Marketing
- Review Management
- Digital Asset Management



Kasey Skala

Director of Strategic Marketing
at City Wide Facility Solutions

THE CHALLENGE

- **Collect and analyse data across locations**

In order to enhance the local marketing strategy, the head office needed to understand the areas that required improvement. This involved the collection and analysis of data across search, social media, and reviews.

- **Keep listings accurate and optimized across all locations**

City Wide wanted to ensure that whenever customers search for maintenance services, they can easily find the nearest City Wide location listed, along with accurate business information.

- **Respond to maximum number of reviews in less time**

City Wide prioritizes the maintenance of its online reputation by promptly responding to the majority of reviews. This proactive approach plays a crucial role in fostering trust with customers

- **Give franchisees a revamped social media marketing tool**

In the past, franchisees who did not utilize in-house marketing services were introduced to SOCi, but unfortunately, it did not resonate well with them. So new tool should be both easy and cost-effective.

THE SOLUTION

City Wide needed a versatile tool to implement the brand's online presence growth strategy while catering to the needs of both the head office and individual franchisees.

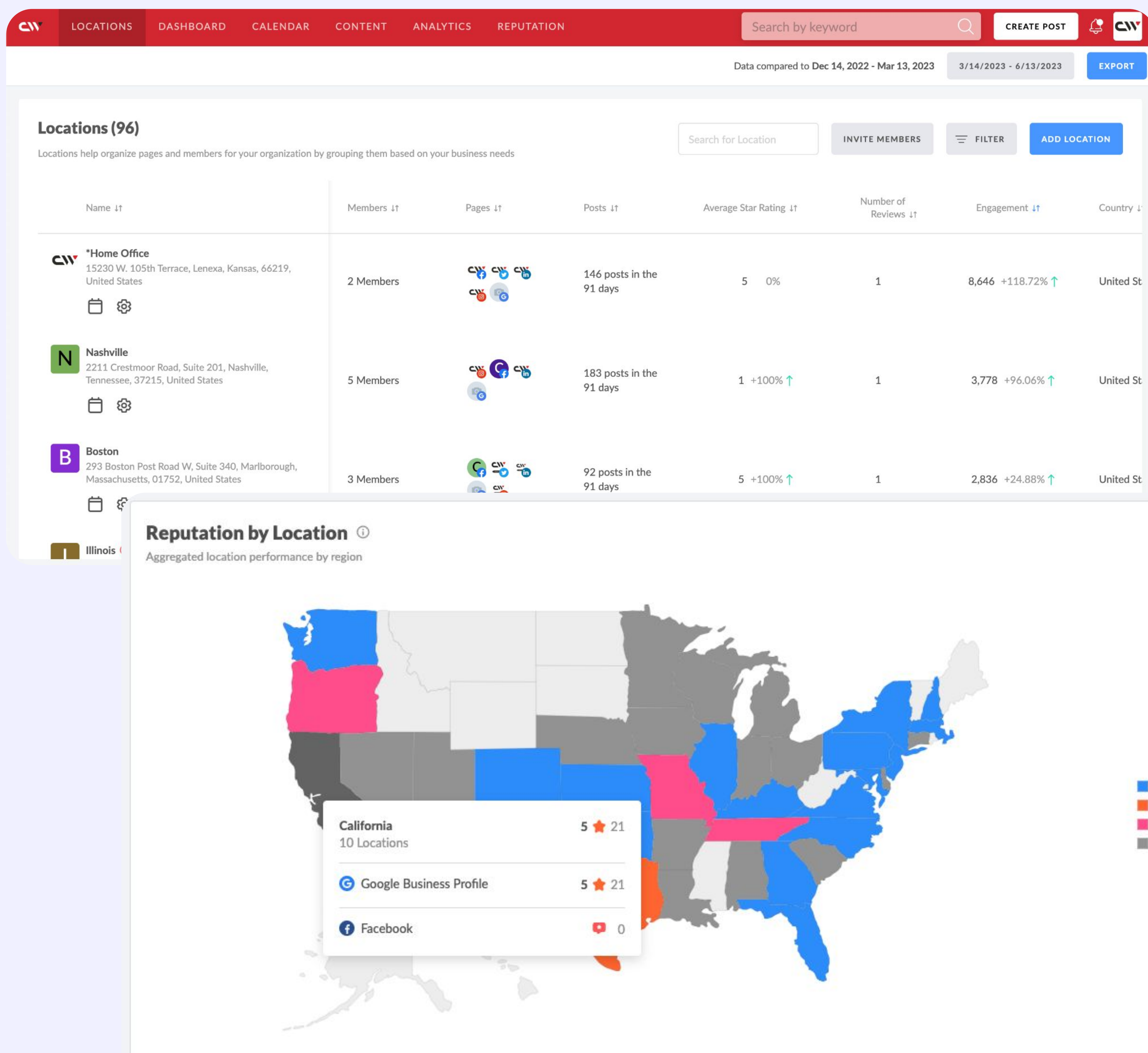
PromoRepublic became the **local marketing intelligence platform** that provided a centralized place to manage the company's social media marketing, review management, and directory management, as well as giving a **360° real-time oversight of their locations' visibility performance**.

Use Cases

• Insights on Local Marketing Performance

Before establishing specific marketing goals for City Wide, PromoRepublic conducted an **audit of brand's local marketing performance** across search, social media, listings, and reviews. We identified the areas that required improvement.

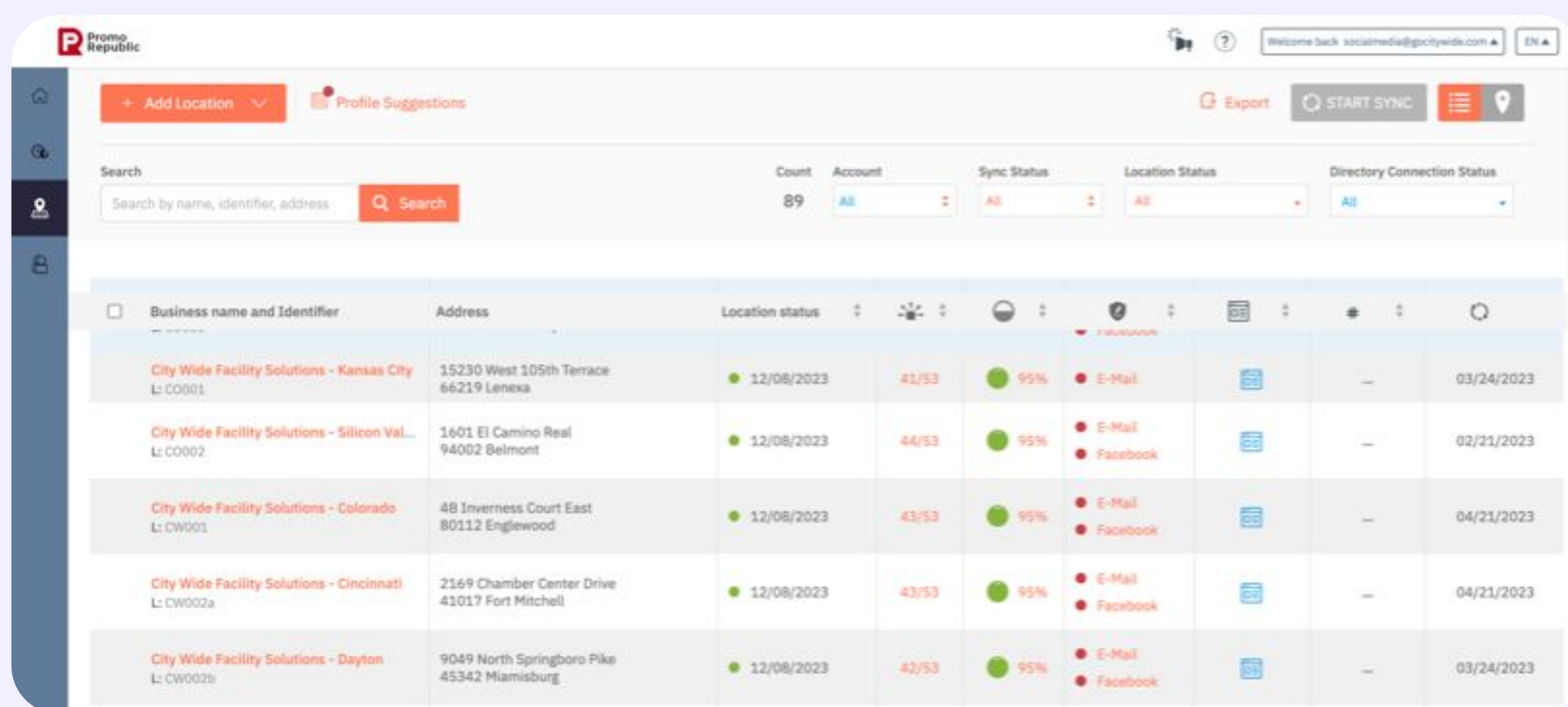
Additionally, City Wide assessed its performance across different locations and provided franchisees with valuable **insights and actionable suggestions** to enhance their visibility and growth.



Use Cases

• Listing Management

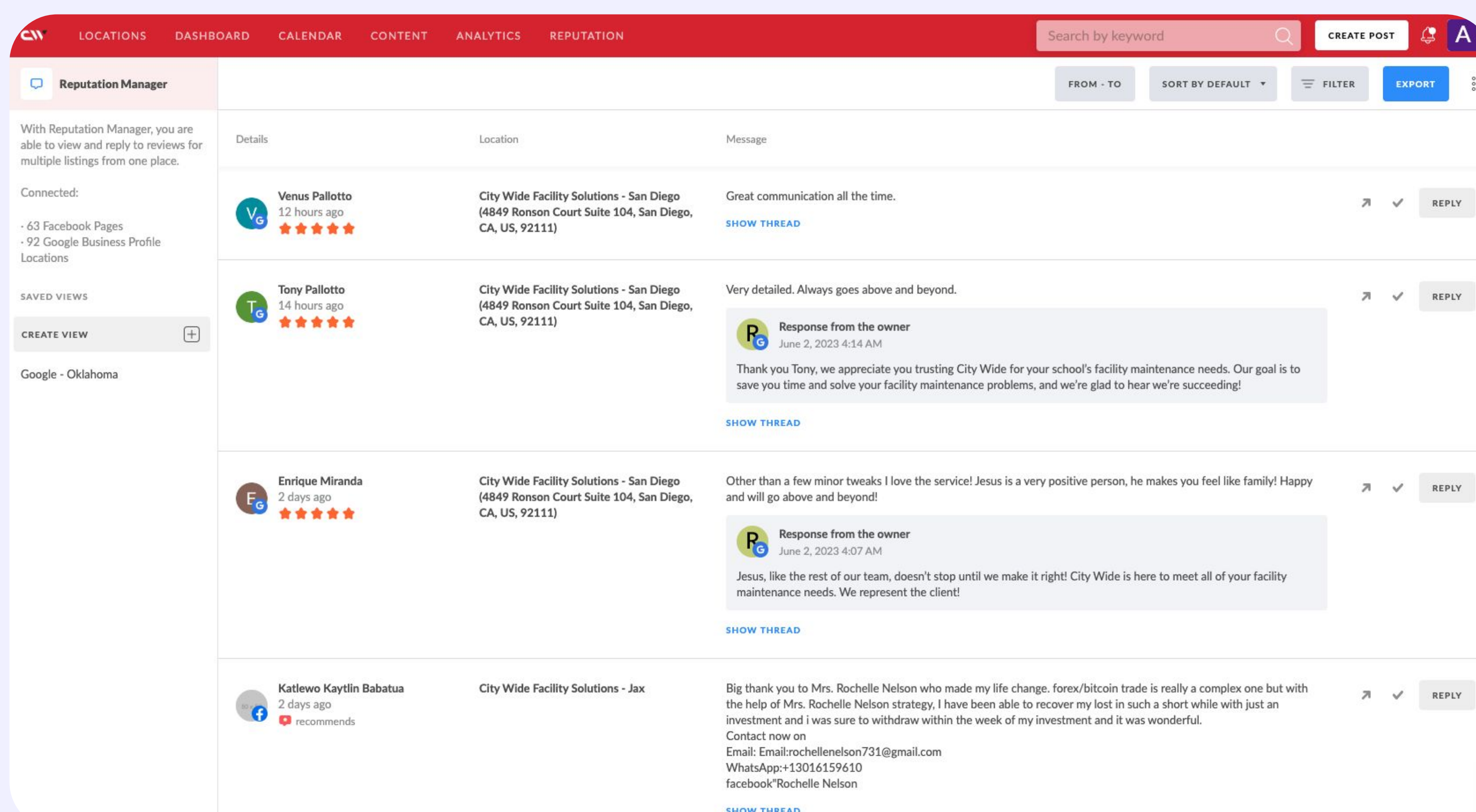
PromoRepublic helps City Wide easily create, manage, and optimize business directories. Now **3,888 listings across 95 locations** are centrally updated and synced automatically, in real time.



| Business name and Identifier | Address | Location status | Sync Status | Location Status | Directory Connection Status | |
|---|--|-----------------|-------------|-----------------|-----------------------------|------------|
| City Wide Facility Solutions - Kansas City L: CW001 | 15230 West 105th Terrace 66219 Lenexa | 12/08/2023 | 41/53 | 95% | E-Mail Facebook | 03/24/2023 |
| City Wide Facility Solutions - Silicon Val... L: CW002 | 1601 El Camino Real 94002 Belmont | 12/08/2023 | 44/53 | 95% | E-Mail Facebook | 02/21/2023 |
| City Wide Facility Solutions - Colorado L: CW001 | 48 Inverness Court East 80112 Englewood | 12/08/2023 | 43/53 | 95% | E-Mail Facebook | 04/21/2023 |
| City Wide Facility Solutions - Cincinnati L: CW002a | 2169 Chamber Center Drive 41017 Fort Mitchell | 12/08/2023 | 43/53 | 95% | E-Mail Facebook | 04/21/2023 |
| City Wide Facility Solutions - Dayton L: CW002b | 9049 North Springboro Pike 45342 Miamisburg | 12/08/2023 | 42/53 | 95% | E-Mail Facebook | 03/24/2023 |

• Review Management

By **consolidating all reviews** in one platform, the head office can reply to all reviews left across Facebook, Google Business Profile, and Instagram and ensure a positive customer experience.

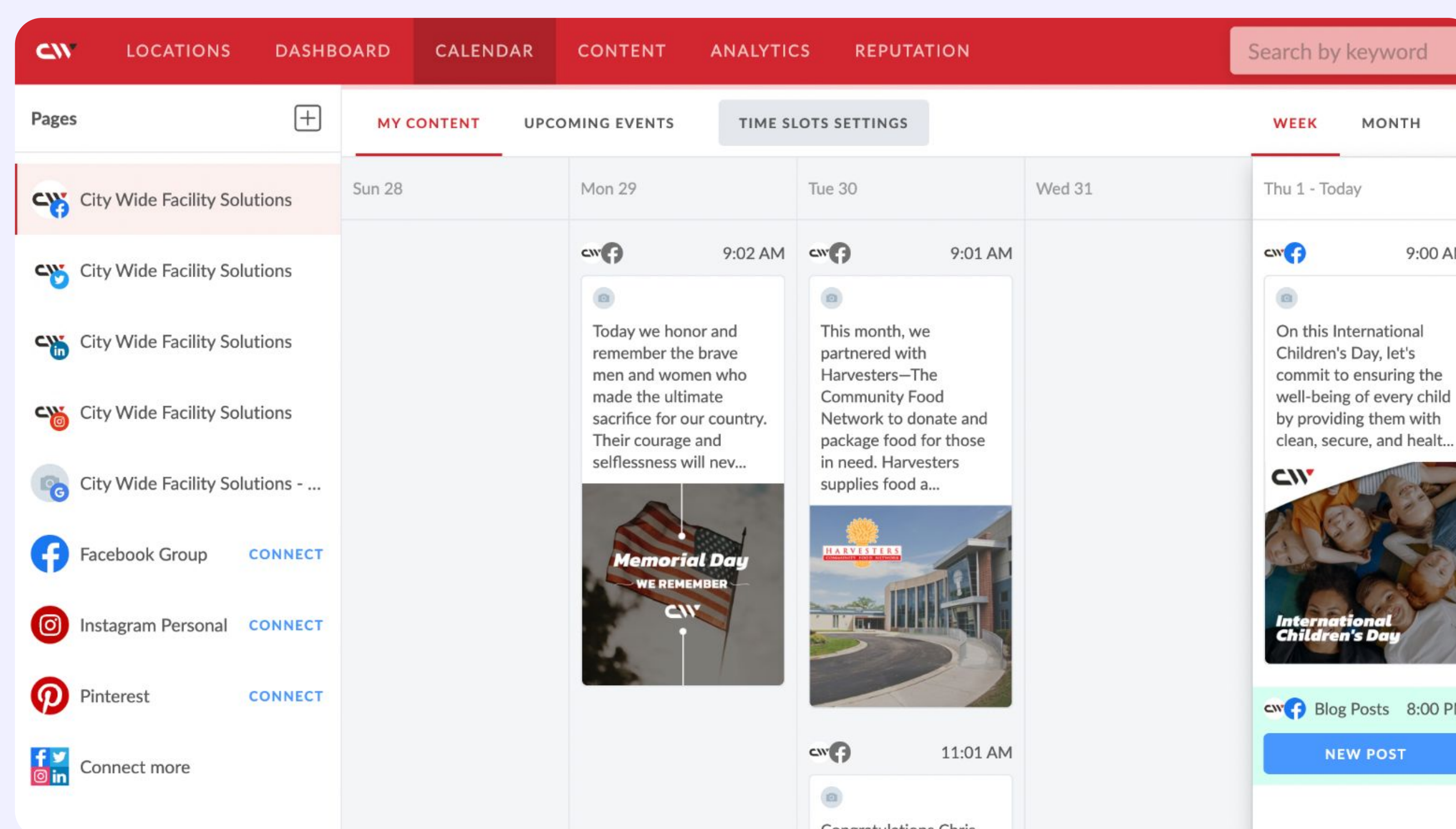


| Details | Location | Message | |
|--|---|--|--------------|
| <p>Venus Pallotto 12 hours ago ★★★★★</p> | <p>City Wide Facility Solutions - San Diego (4849 Ronson Court Suite 104, San Diego, CA, US, 92111)</p> | <p>Great communication all the time.</p> | <p>REPLY</p> |
| <p>Tony Pallotto 14 hours ago ★★★★★</p> | <p>City Wide Facility Solutions - San Diego (4849 Ronson Court Suite 104, San Diego, CA, US, 92111)</p> | <p>Very detailed. Always goes above and beyond.</p> | <p>REPLY</p> |
| <p>Response from the owner June 2, 2023 4:14 AM</p> <p>Thank you Tony, we appreciate you trusting City Wide for your school's facility maintenance needs. Our goal is to save you time and solve your facility maintenance problems, and we're glad to hear we're succeeding!</p> | | | |
| <p>Enrique Miranda 2 days ago ★★★★★</p> | <p>City Wide Facility Solutions - San Diego (4849 Ronson Court Suite 104, San Diego, CA, US, 92111)</p> | <p>Other than a few minor tweaks I love the service! Jesus is a very positive person, he makes you feel like family! Happy and will go above and beyond!</p> | <p>REPLY</p> |
| <p>Response from the owner June 2, 2023 4:07 AM</p> <p>Jesus, like the rest of our team, doesn't stop until we make it right! City Wide is here to meet all of your facility maintenance needs. We represent the client!</p> | | | |
| <p>Katlewo Kaytlin Babatua 2 days ago recommends</p> | <p>City Wide Facility Solutions - Jax</p> | <p>Big thank you to Mrs. Rochelle Nelson who made my life change. forex/bitcoin trade is really a complex one but with the help of Mrs. Rochelle Nelson strategy, I have been able to recover my lost in such a short while with just an investment and I was sure to withdraw within the week of my investment and it was wonderful. Contact now on Email: Emailrochellenelson731@gmail.com WhatsApp: +13016159610 facebook/Rochelle Nelson</p> | <p>REPLY</p> |

Use Cases

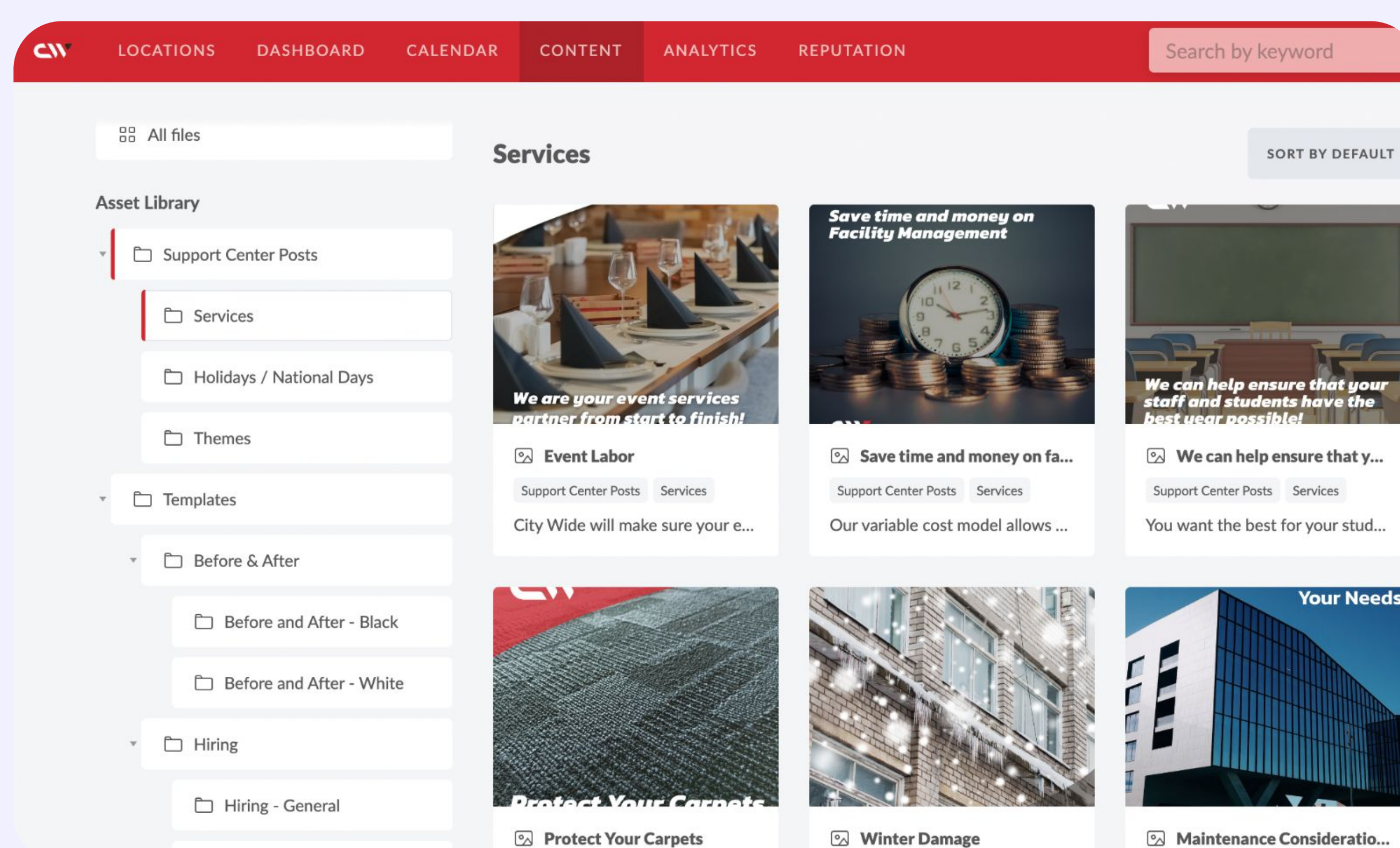
• Social Media Marketing

Franchisees optimize their marketing efforts with a **centralized content calendar** managed by the head office. This process enables franchisees to automate their routine tasks and focus on customer experience.



• Digital Asset Management

Franchisees now create better content faster with easy access to corporate digital assets. **Streamlined collaboration** with the head office and pre-set brand styles ensure consistency and improve social media awareness.



Want the same results?

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