



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



Increase in calls from GBP QoQ

## 128%

Facebook engagement growth QoQ

## 58%

Faster responses QoQ



Audience growth across social QoQ

#### Overview

Founded in 1961, City Wide is the largest management company in the building maintenance industry. Industry
Business Services
Maintenance and Cleaning
95 Locations

USA, Canada

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.

#### **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**.





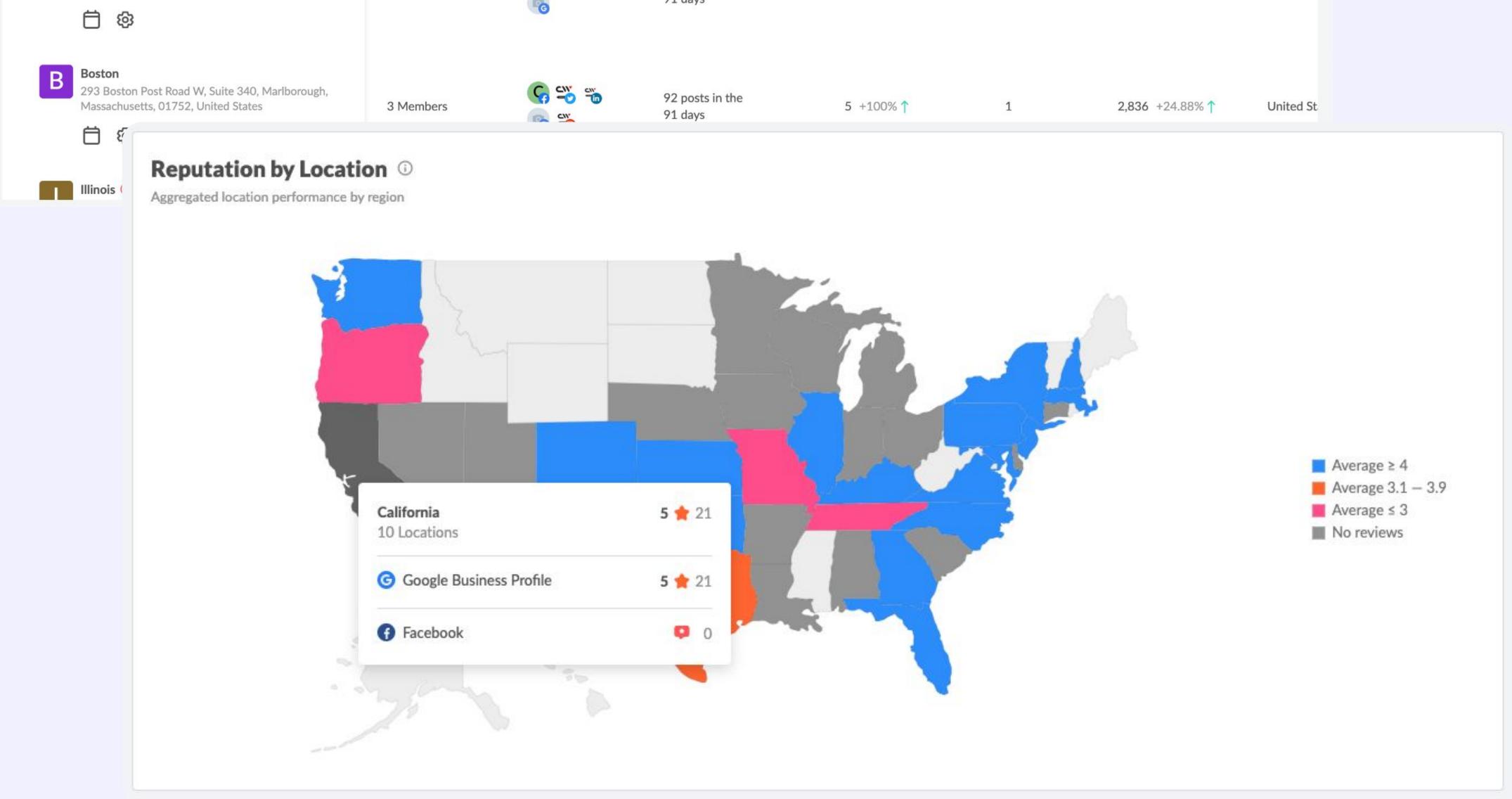
## **Use Cases**

#### 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.

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								Data compared to De	c 14, 2022 - Mar 13, 2023	3/14/2023 - 6/13/2023	EXPORT
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## **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.

Promo Republic							Se .	(?) (maize	ne back social	nedia@go	cityeide.com 🛦 🛛 Eb
+ Add Location 🗸 Profile Sugger	tions							G Export	() START	SYNC	
Search		Count	Account		Sync Status		Location Sta	fus	Directo	ry Conne	ction Status
Search by name, identifier, address Q Sear	ch	89	Al	=	AB	:	A2		All		
Business name and Identifier	Address .	Location status	¢	* :	• :		0 :			\$	0
City Wide Facility Solutions - Kansas City L: COOD1	15230 West 105th Terrace 66219 Lenexa	• 12/08/202	3	41/53	95%	• =	Hail.		4	5	03/24/2023
City Wide Facility Solutions - Silicon Val	1601 El Camino Real 94002 Belmont	• 12/08/202	3	44/53	95%	• 5 • 5	Maii cebook		-	2	02/21/2023
City Wide Facility Solutions - Colorado L: CW001	48 Inverness Court East 80112 Englewood	• 12/06/202	3	43/53	• ***	• E-	Mail cebosk	8	-	8	04/21/2023
City Wide Facility Solutions - Cincinnati L: CW002a	2169 Chamber Center Drive 41017 Fort Mitchell	• 12/08/202	3	43/53	95%	• 6 • Fi	Mail cebook		-	2	04/21/2023
City Wide Facility Solutions - Dayton	9049 North Springboro Pike 45342 Miamisburg	• 12/08/202	3	42/53		• •	Mail		-		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.

LOCATIONS DA	SHBOARD CALENDAR CONTENT	ANALYTICS REPUTATION	Search by keyword Q	CREATE P	оѕт	4	A
Reputation Manager			FROM - TO SORT BY DEFAULT	FILTER	EXPO	ORT	000
Vith Reputation Manager, you are ble to view and reply to reviews nultiple listings from one place.	Detaile	Location	Message				
connected: 63 Facebook Pages 92 Google Business Profile ocations	Venus Pallotto 12 hours ago	City Wide Facility Solutions - San Diego (4849 Ronson Court Suite 104, San Diego, CA, US, 92111)	Great communication all the time. SHOW THREAD	7	~	REPLY	r
AVED VIEWS	Tony Pallotto 14 hours ago	City Wide Facility Solutions - San Diego (4849 Ronson Court Suite 104, San Diego,	Very detailed. Always goes above and beyond.	л	~	REPLY	Y
REATE VIEW		CA, US, 92111)	Response from the owner June 2, 2023 4:14 AM				
oogle - Oklahoma			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!				
	Enrique Miranda 2 days ago	City Wide Facility Solutions - San Diego (4849 Ronson Court Suite 104, San Diego, CA, US, 92111)	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!	y a	~	REPLY	e
			Response from the owner June 2, 2023 4:07 AM 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!				
			SHOW THREAD				
	2 days ago recommends	City Wide Facility Solutions - Jax	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: Email:rochellenelson731@gmail.com WhatsApp:+13016159610 facebook"Rochelle Nelson	7	~	REPLY	r

SHOW THREAD







## **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.

Pages	$\left +\right $	MY CONTENT	UPCOMING EVENTS	S TIME SI	OTS SETTINGS		WEEK MONTH
City Wide Facility Sol	utions	Sun 28	Mon 29		Tue 30	Wed 31	Thu 1 - Today
City Wide Facility Sol	utions		cw()	9:02 AM	9:01 AM		9:00 AN
City Wide Facility Sol	utions			the brave omen who	This month, we partnered with Harvesters—The		On this International Children's Day, let's commit to ensuring the
City Wide Facility Solutions			Their coura	or our country.	Community Food Network to donate and package food for those in need. Harvesters		well-being of every child by providing them with clean, secure, and healt
City Wide Facility Sol					supplies food a		CIII COLOR
Facebook Group	CONNECT		WER				International Children's Day
Pinterest	CONNECT						Cintaren's Day
Connect more					<b>CW</b> 11:01 AM		NEW POST

#### • 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.

