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CASE STUDY

NATIONAL BRAND

SweetIQ Agency Solutions



CLIENT

RESOLUTION MEDIA

250+ LOCATIONS



Resolution Media needed an all-in-one, campaign focused, local marketing solution to consolidate local listings and Google My Business pages under one account, clean up errors and help drive local search performance for their client.

CAMPAIGN PARAMETERS



Creating and claiming Google My Business pages and local listings

Consolidating all listings into an easy-to-manage account

Monitoring reviews in real-time

Managing keywords and analyzing competitors



SOLUTION

SweetIQ built and claimed over 15,000 new listings for Resolution Media's client, one of Canada's largest retailers, with over 250 locations. We also optimized their Google My Business pages and gave them the turn-key solution they needed.



INCREASE IN VIEWS

49%



CLICK-THROUGHS TO DIRECTIONS

13x



CLICKS TO STORE SITES

27%



"For me, SweetIQ is synonymous with local."

—
MAX LUFER, MANAGING DIRECTOR, RESOLUTION MEDIA

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