

KAIZEN SIGMA CASE STUDY

Canadian Bowling Centre

How a Local Business Achieved
100% Accuracy with Online Listings



Canadian Bowling Centre

Background

Canadian Bowling Center, formally Bowling Pin house, is a long running business of 47 years. With 20 bowling lanes including five and ten pin, as well as a family friendly lounge, the Canadian Bowling Center in Saskatoon provides a full-scale entertainment experience. The pre-existing business was bought in 2012, and had no online or social media presence or website. This business was running through word-of-mouth only.

Objective

After the purchase of Canadian Bowling Center by a new owner, the company launched a website and quickly came to the realization that maintaining an online presence is essential for success in today's digital world. In November 2015, Canadian Bowling Center partnered with Kaizen Sigma to increase their online presence focusing on three main goals:

1. Get accurate business listings
2. Boost their online presence and manage online reputation
3. Create a social presence and begin marketing through social

Process

Partnering with Kaizen Sigma, Canadian Bowling Center started by claiming four primary listings: Google, Yelp, Bing and Yellow Pages. Once these listings were claimed and verified, with Kaizen Sigma software, the company was able to get more listings onto other sites and correct their basic NAP (name, address, phone number) data. The company also featured Kaizen Sigma's Review Generation widget on their website, making it easy for visitors to leave a review at any time.

In terms of social presence, Kaizen Sigma set up social profiles for the Bowling Center, including Facebook, Twitter, Google plus, LinkedIn and Instagram. With the exception of Instagram, all the other social media channels are updated with four posts per week through Kaizen Sigma's Digital Agency. The Digital Agency team also runs social ad campaigns and responds to proactive Twitter lead searches.



The posts on the company's social media pages are 25% about bowling, while the other posts are usually regarding events occurring in the city. "A good balance with business content as well as interesting content is crucially important when it comes to posting on social feeds. Customers don't want to hear about promotions and advertisements over and over again. The result: people unsubscribing or unfollowing your page," says the owner of Canadian Bowling Center.

Results

Once the listings had been claimed, the company started getting reviews. Without actively pursuing review growth, The Canadian Bowling Center increased their number of reviews by 2.4 times in less than a year. Today, the company is listed on the top of Google local search among its competitors in the city. With nine months of Kaizen Sigma, Canadian Bowling Center has increased its listings, citations, social likes and followers.

In November, the Bowling Center started with a listing accuracy of 72%. Within four months, their accuracy increased to 100%

Citations have increased 395.2%, with a start of 63 citations in their first week to 312

The Bowling Center's social updates have been posted by the content creators of Kaizen Sigma's Digital Agency, which has helped them boost their social media from 470 likes on facebook to 552 (increase of 17.44%)

Followers on Twitter have increased from 40 to 67, an increase of 40.3%

“Over the last year, Kaizen Sigma’s Digital Agency has been able to achieve remarkable improvements in our business listings and social presence. The growth in performance in such a short period of time has exceeded our expectations. The organic search results they have achieved are absolutely top class.”

*— Management,
Canadian Bowling Center*

