



# Métis Crossing

How CIPR Communications, a WSI certified agency, helped Métis Crossing's new website attract more than 25,000 visitors per month!

## BACKGROUND

Métis Crossing is Alberta's first major Métis cultural destination. The company is dedicated to preserving and showcasing Métis heritage and aims to promote and share the distinct Métis culture, history, and way of life.

Métis Crossing, located in Smoky Lake, Alberta, provides exciting cultural experiences, hosts annual events and celebrations, and offers a range of educational programs and interactive experiences throughout the year, such as exploratory tours, workshops, cultural demonstrations, traditional crafts, and storytelling sessions. And to ensure a complete experience, Métis Crossing also offers accommodation options such as camping, glamping, sky-watching domes, and a boutique lodge.

Visit: [www.metiscrossing.com/](http://www.metiscrossing.com/)

## CHALLENGES

Once they connected with CIPR, their WSI certified agency, Métis Crossing shared the many business challenges that needed to be addressed:



### Staff shortage

Métis Crossing had three employees with multiple responsibilities. Considering its aim to evolve into a prominent Indigenous tourism destination, team expansion was a must.



### Limited company exposure

Due to the absence of a dedicated marketing or communications team, Métis Crossing had not undertaken any substantial efforts to enhance its visibility or generate leads.



### Lack of digital presence

Métis Crossing needed to attract visitors and generate revenue with its newly developed infrastructure. To achieve this, a new and engaging website was essential.



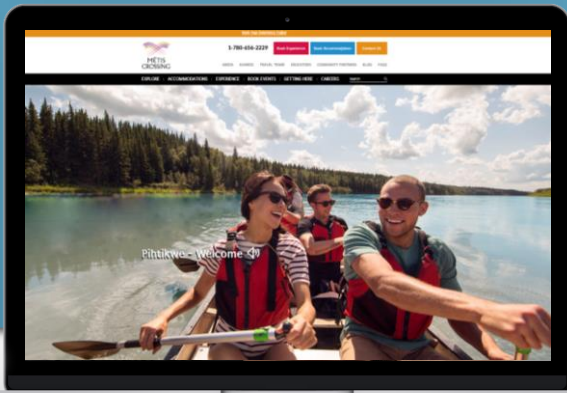
*"Working alongside the team to establish the marketing and communications program at Métis Crossing has been an incredible partnership. Together we have moved Métis Crossing from an unknown entity to becoming one of the leading Indigenous Tourism operators in Canada."*

Leon Boychuk-Hunter  
Director of Business Development  
at Métis Crossing

## SOLUTION

After meeting with the Métis Crossing team and understanding their struggles, the team developed a strategy to help them grow their online presence and boost their PR and media relations coverage. This included a complete marketing and communications solution that provided Métis Crossing with the support needed to overcome their challenges. The strategy included the following:

1. A comprehensive digital marketing blueprint to reassess their marketing efforts in the post-COVID market.
2. Creating and executing annual marketing strategies tailored to the requirements of the Métis Crossing organization.
3. Enhancing visibility by adopting a consistent PPC campaign, establishing a solid social media presence, and implementing a reputation management system. These efforts increased marketing presence and media coverage and improved public relations.



## RESULTS

With the assistance of CIPR, their WSI certified agency, Métis Crossing witnessed a notable rise in its website's visibility. Here are some of their most notable achievements:

+ 25K  
VISITORS

The website's visibility improved immensely, going from nearly no visitors to 25,000 visitors per month

+150  
CONVERSIONS

PPC campaign generated more than 150 conversions per month



The number of organic visitors reached an average of 3,000 per month



The website won a Web Marketing Association WebAward for Education Standard of Excellence

## FUTURE PLANS

The team worked alongside the Métis Crossing marketing, sales, operations, and business development teams to grow the company into a global Indigenous tourism destination. CIPR remains dedicated to supporting Métis Crossing in bringing its business to the forefront of Alberta tourism.

Is your organization in need of similar support and results?  
Get in touch with WSI and start unlocking a world of possibility for your business.

[www.wsiworld.com/speak-with-a-wsi-expert](http://www.wsiworld.com/speak-with-a-wsi-expert)