

Client Case Study

Search Marketing

Canyon Bakehouse

Social media has become one of the most important mediums available to marketers, so to better understand the all the positives and negatives of their customer base, Canyon Bakehouse reached out to Clay Pot Creative to help better understand and utilize the data available to them via Facebook.

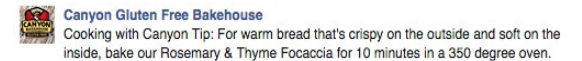
By developing a custom script, Clay Pot Creative was able to capture over 16,000 comments for analysis. This provided the gluten free bakery copious amounts on information for strategic use throughout the company. From keyword usage on their website and email marketing campaigns to better understanding trending on product demand, Canyon Bakehouse was able to get a more realized picture of their customers.

With this quality, user provided data at their fingertips, Canyon Bakehouse has been able to improve sales, capitalize on user trends, and continue to delight their customers.



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POST MESSAGE →



POST PICTURE →



COMMENT MESSAGES →



NUMBER OF LIKES →



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