



Let's Talk Business



The Lighthouse Cottages and Camping is a family oriented resort centrally located in Sprucedale in the beautiful Algoma Highlands. It's a welcome relief from the stresses of the city.

What about The Lighthouse?

- Purchased in 2014 by the Boyds
- Family owned and operated with an onsite manager
- 3 season operations with openings from May to September
- 4 Cottages that can sleep from 2—10 people
- Fishing boats, canoes, paddle boats
- Trailer sites for permanent home away from home and storage
- 3 camp sites for single families and group events

You've bought a business. Do you know what questions to ask about communications?

Let's find out what should be on your list.

Like a lot of small business owners, Paula and her husband John bought an existing business. It was well established resort, relatively successful and fit the bill for the next phase of their life.

While Paula and her husband thoroughly investigated the revenue potential of the business, they didn't know what to ask about the existing marketing and social media accounts that the previous owners sold to them as part of the deal. Everything looked good or at least manageable. What they didn't know was:

- the existing domain wasn't transferrable
- the horrible website that existed couldn't be edited or changed (spelling mistakes, outdated info, wrong contact info: yikes!)
- the business Facebook account had not been set up correctly and was missing key information and the admin account was set up incorrectly
- there was no other social media platforms driving traffic to their website
- the original Illustrator files for their business logo were not available
- the original files for the existing marketing materials were no longer available or had never been purchased from the graphic designer
- Passwords for accounts were missing or incorrect
- No client list had been created or was transferrable for email marketing
- the reservations platform was not transferrable

What does all this mean?

It means we had some fixing to do.



What did we fix?

- Creating a drag and drop website that gives more control to Paula and John when they are ready.
- Updating the Facebook admin credentials and all the info on the page
- A basic Wordpress based blog that has a theme that is consistent with their branding, easy to add content and provides an inbound link to their website.
- A booking system that builds upon Paula's current online skills. Google calendar allows her to keep the online calendars that are integrated in to the website up to date so people can easily see what's available for the cottage or campsite they are choosing
- A business Pinterest account that provides an opportunity to curate and share camping / cottaging based information as well as a place to pin their blogs.
- A new domain that is owned by them

All of this was necessary but an unexpected nuisance and expense for John and Paula. How could they have avoided this? By knowing some key questions to ask about communications:

What should John and Paula have asked?

1. Where is the website hosted and who owns the domain?
2. How many domains are there for this business?
3. What platform was the website created in and can it be accessed, edited or updated?
4. What is the contact information for the current website manager?
5. Who is handling the social media accounts?
6. What social media accounts are set up and what are the passwords?
7. Where are the actual design files for the logo and marketing materials?
8. Who designed them and what is their contact info?
9. Is there a mailing list for the business?
10. What communications are currently happening with the mail list?

Are these the right questions for your business?
Let's talk and we'll make sure they are!



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