

# Case Study / Bass Pro Shops

## THE CHALLENGE

A national outdoor chain hopes to create a deeper connection to each store's local market

With 58 retail stores across the United States and Canada, Bass Pro Shops is undeniably one of North America's premier outdoor retailers, serving more than 100 million customers—men, women and children—a year. But the company wanted to create deeper and more meaningful interactions within each store's markets. Where are the fish biting locally? Which hunting spots are the best at which times of year? What regional events are coming up? What's the latest gear the avid camping family must have? Exchanges like these would help make Bass Pro the go-to leader for local outdoor information.

## THE SOLUTION

Provide a solution for producing content fast, locally and easily

Bass Pro was particularly interested in three areas of production and service for its content marketing hub: First, the site needed to be easy to use so that each store could have its own accounts and pages produced by employees who truly understand the customers and their needs—but who may not be tech-savvy. Second, search results had to be organic, not advertising-driven. Third, the outdoor giant wanted a Compendium account manager to help with the leap into the “digital space.”

## THE RESULTS

A high volume of content brings more visitors than ever to Bass Pro's website

Approximately 200 contributors now generate about 170 articles per month among the 58 retail outlets. With the company publishing 2,249 articles in 2012, visitors to the hub nearly tripled from the previous year. And click-through rates **exceeded a remarkable 15 percent**. This all means Bass Pro's employees were able to easily produce exactly the kind of specific, local, expert information that their social media-connected customers were searching for.



“We connect with our local market and reinforce our brand by capturing and sharing our most engaging content.”

— TODD JONES

senior marketing manager, Bass Pro Shops

- 2,249 total articles and 920,000 visitors in 2012
- Visitor traffic nearly tripled from previous year
- Click-through average: 15.03%



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