



SMITTY'S CANADA INC.

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BULLETIN #94/21

DATE: June 10, 2021
TO: All Franchisees & Corporate Managers
FROM: Parry Roy, Regional Manager
RE: **Announcing New Chatmeter Partnership**

Hello everyone,

The busy Summer season is fast approaching, and we are pleased to announce a brand-new partnership that will improve Smitty's digital presence and make your restaurant more searchable to travelling and potential guests online. Introducing Chatmeter!

As mentioned in our last quarterly update meeting, Chatmeter is a well-established digital partner that helps to bring together all online information about a brand, and gives you one, cohesive set of actions on a dashboard that is simple to use, and update. This is including guest reviews on multiple platforms, social media posts and responses, listings management, and search. We are very excited to be able to bring this partnership forward, as it will simplify your day-to-day brand management, and improve how a potential guest finds you and ultimately makes a purchase. The cost of this new service will be covered completely by the Marketing Fund. To find out more about the company and what they do, please visit their website, www.chatmeter.com.

The first step in getting our brand underway is to add Chatmeter as a partner on your Google My Business page. This is simple to do, and **required by June 17th, 2021**. Your location(s) should each have a Google listing associated to them. If you already have this login/listing claimed, proceed to step 2.

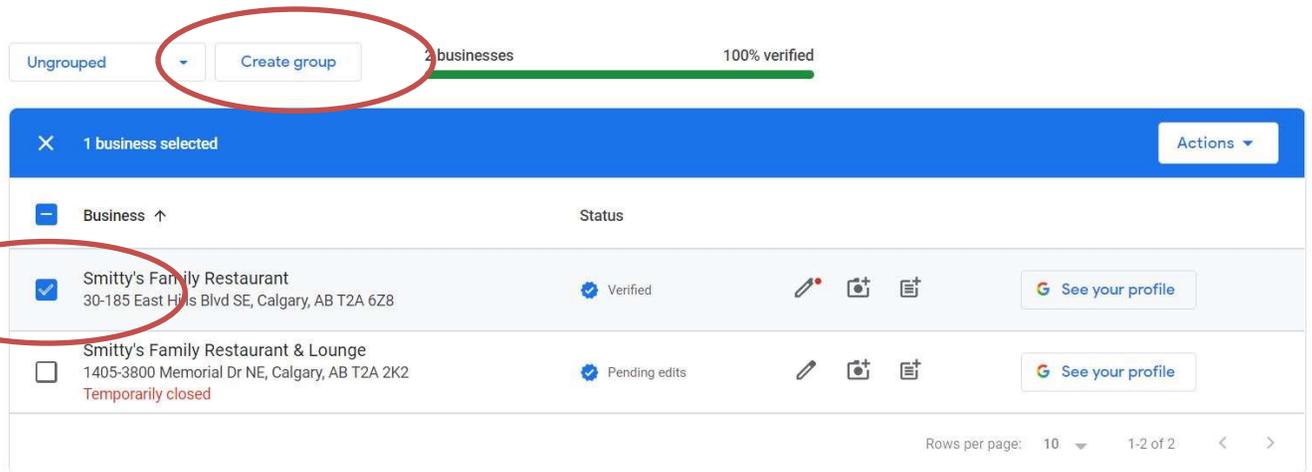
Step 1: Claim the Google listing for your location(s)

1. On your computer, open Google Maps.
2. In the search bar, enter your business name.
3. Click the business name and choose the correct one.
4. Click 'Claim this business'. Manage now.
5. Select a verification option, and follow the on-screen steps.

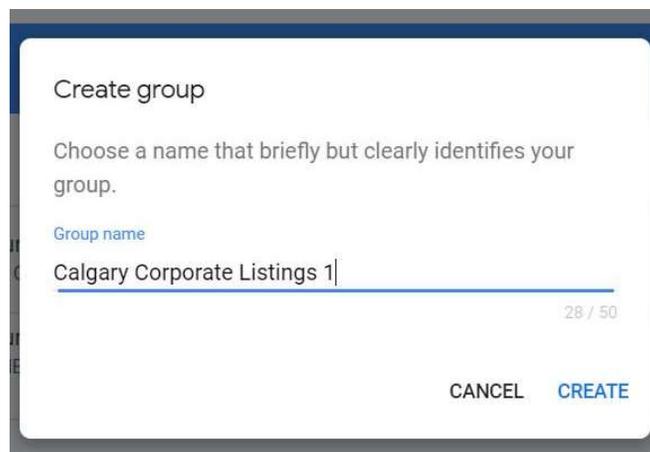
Step 2: Add Chatmeter (Location Leaders) as a partner on your Google listing

1. Login to your Google My Business page, check all your existing locations and choose 'Create group'

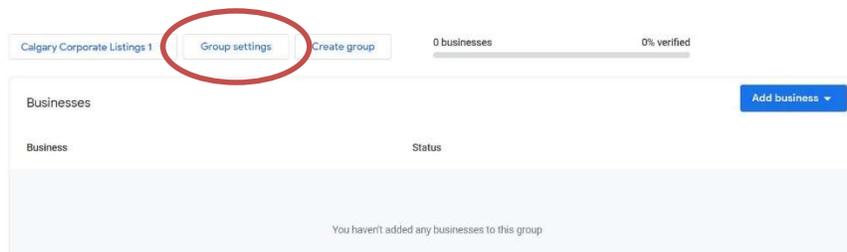




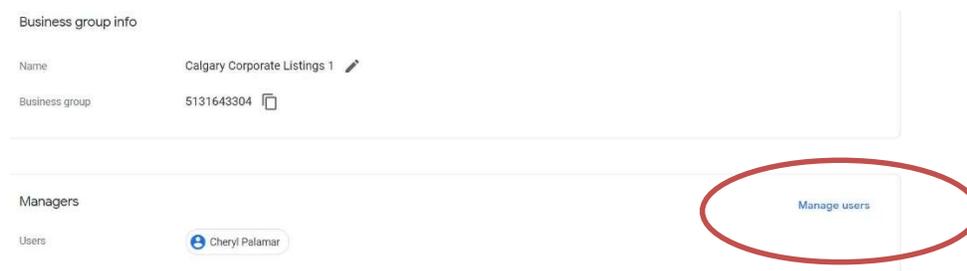
2. Name your group something that is relevant to you, and choose 'CREATE'



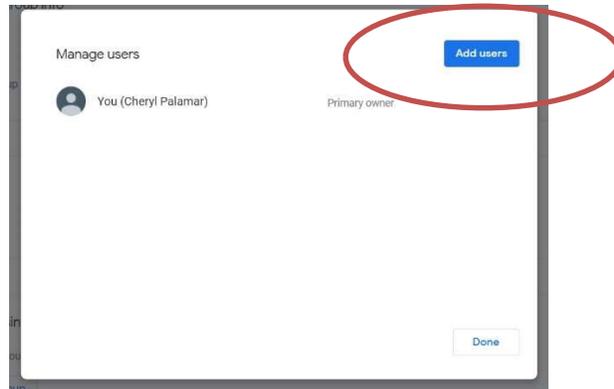
3. Once your group is created, choose 'Group settings'



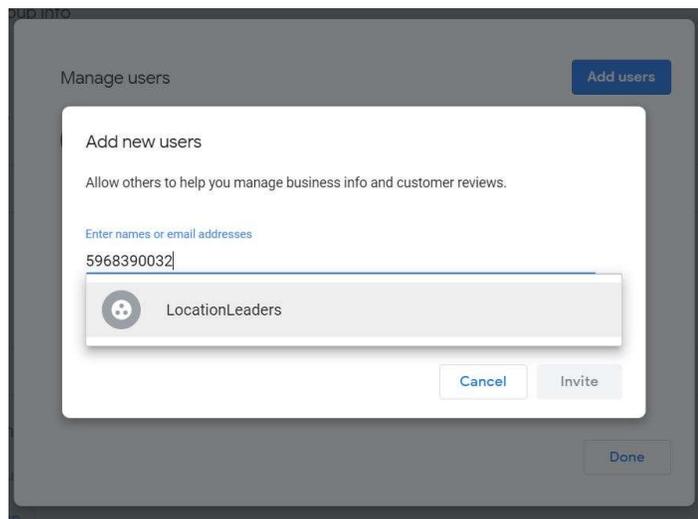
4. Scroll down and choose 'Manage users'



5. Choose the blue 'Add users' box

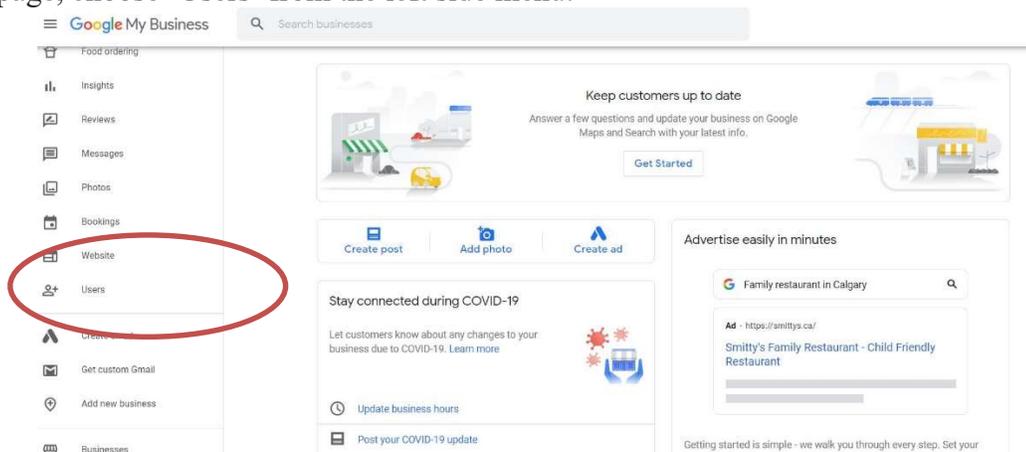


6. Add User 5968390032 (Location Leaders) as a Manager, choose 'Invite'

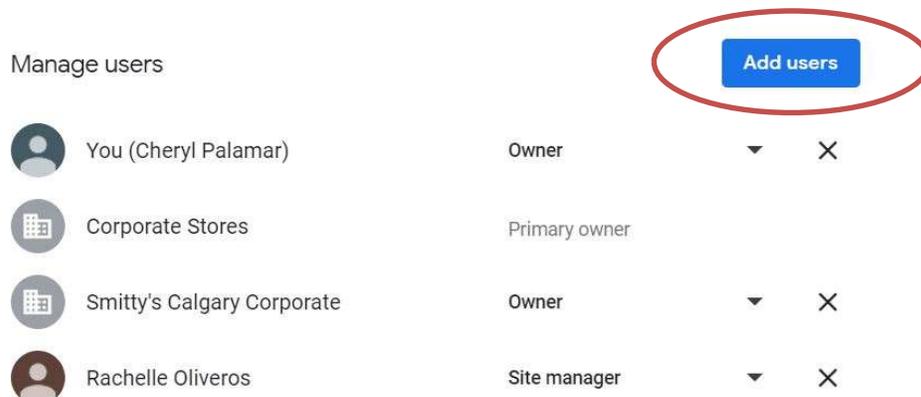


7. You will see a message in the bottom left of your screen indicated that the user has been invited.

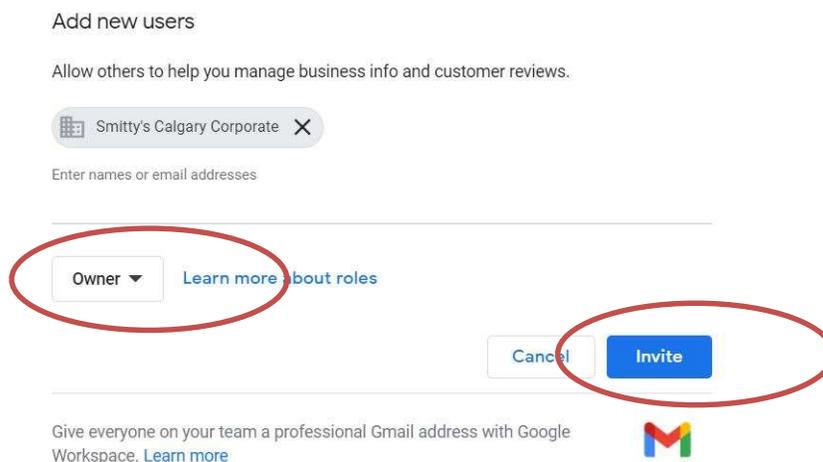
8. You will then need to also add each listing you own into that group that you just created. From the listing page, choose 'Users' from the left side menu.



9. Choose 'Add users'



10. Start typing the name of the group that you just created. It should automatically populate. Choose role as 'Owner' and choose 'Invite'. You will see your new group added to the list of users for this listing.



We are currently in the initial onboarding phase, where we are gathering information to ensure that each restaurant has access to all your reviews and listings. In-depth training and login information will be provided to each of you, and your teams in the coming weeks on how to use and manage the dashboard. There is even an app, so you can make changes and responses on-the-go! We are excited to get this tool into your hands, so that your guests can find you easily!

Again, please add the Chatmeter credentials as a user to your Google My Business account by June 17, 2021.

Should you have any questions do not hesitate to contact me at proy@smittys.ca.

SMITTY'S CANADA INC.

Parry Roy

Parry Roy
Regional Manager

