



# Yellow Pages Canada Streamlines Social Content Approvals for 350+ of Their Clients

## About Yellow Pages Canada

Yellow Pages Canada is a digital media and marketing solutions company that helps local businesses reach new customers and foster stronger relationships with existing clients. Yellow Pages is also a leader in national digital advertising through its various channels and services devoted to North American businesses.

## The Challenge: Social Media Content Approvals

Yellow Pages needed to get social content approved by more than 350 small businesses across Canada in a productive and efficient way. The company needed to have social media content approved by multiple stakeholders - internal and external - without numerous client calls, meetings, sending many emails, and all in a transparent manner.

## The Solution: Gain

**“Approval rounds are the MOST important and is what sets Gain apart in the industry.”**

Gain allows Yellow Pages Canada to be more productive with their time when it comes to creating social media calendars, gathering client approvals, and automatically publishing their content. Gain speeds up the approval process and ensures content is timely and relevant to each of the company’s small business clients.

**4,100+**

Social Posts that Yellow Pages Canada creates, schedules, and publishes per month for clients

**350+**

Yellow Pages Canada clients that utilize Gain for social media approvals

## Why Yellow Pages Chose Gain



Gain allows Yellow Pages to no longer send numerous emails in regards to social media content approvals. Gain eliminates the need for spreadsheets that keep track of the posts, assuages the problem of getting lost in different document versions, and ends the process of copying and pasting posts which can result in costly mistakes.

***“I really feel like our clients benefit the most - using Gain provides them with transparency into the content we are creating for them, and an easy way for them to either approve or reject our posts.”***

- Tamara Grominsky, Senior Manager, Social Media Solutions, Yellow Pages Canada