

Digital Marketing Case Study

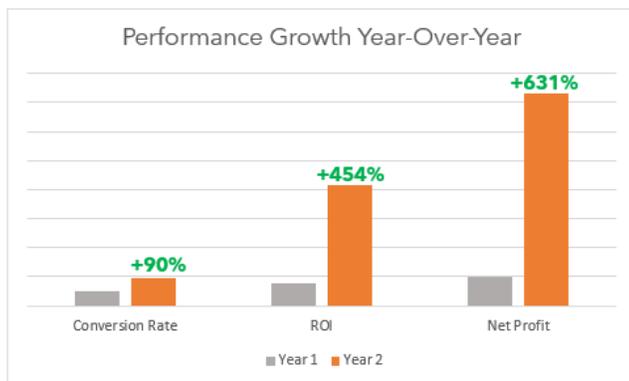
Subject: Ocean Gate Resort, seasonal lodging property with ~60 accommodations.

Introduction

Standing out from the competition in a busy summer tourism market is not easy... Ocean Gate Resort, a seasonal oceanfront resort located on Southport Island, near Boothbay Harbor, ME, sought to improve occupancy and drive revenue via digital marketing campaigns. Strategies executed by previous digital marketing agencies were not driving new visitors to the website, merely capturing brand terms search of those already familiar with the hotel.

Process

We revisited brand terms and re-targeting campaigns setup by previous agencies and optimized them for return on investment and brand protection. We launched a new geo-generic Google prospecting campaign designed to target searches for "boothbay harbor resort" and similar keywords to bring new traffic to website, with the intention of converting them into bookings.



Results

Over the course of one year, and compared to performance by the previous agency, conversion rate was increased by 90%, return on investment for paid campaigns was increased by 454%, and net profit for paid campaigns increased 631%.

Services

Digital Marketing, Google Pay Per Click



MIGIS HOTEL GROUP

Creative, Experienced, Nimble

Hospitality Management Solutions &
Consulting for Owners, By Owners