

Case Study: Attracting Hotel Guests Using Display Ads

Client Profile

Our client's property is a 183 room, oceanfront hotel located in downtown Naples, FL on the Gordon River and just a short walk to the beach.

The hotel features a resort style pool and four function rooms which total more than 3,100 square feet of event space.

Their onsite restaurant is known for being one of the most innovative restaurants in the downtown Naples area.

Client Goal

As one of the newest hotels in downtown Naples, our client wanted to spread the word about their new property and generate new business.

Strategy

In order to generate awareness for the property, Vizergy set up a display ad campaign with content referring to the new hotel and images that showcased their river views and resort style pool.

As time went on, the "newest hotel" content was removed from the ads and updated with their newest brag stat, "#1 ranked hotel on TripAdvisor".

Tactics

- Set campaign budget: \$3,000 & campaign duration: 4 months
- Focused on prospecting new visitors to increase awareness of the new hotel.
- Midway through the campaign, focus was shifted to re-marketing to targeted guests who had previously visited the website.

Campaign Results

At the end of the display ad campaign, over half a million impressions were generated which resulted in a significant return on investment for the property.

