

CASE STUDY

CAMPAIGN MARKETING



Captain Lord Mansion

The Challenge

As a landmark property in business for over 30 years, Captain Lord Mansion needed to spend less of their time marketing and more time focused on their guests' experience. In addition to wanting more direct bookings and to lower reservation acquisition costs, they needed fresh strategies on maintaining relationships with their loyal guests, building loyalty with their newer guests and increasing their social following.

The Strategy

We assisted the property in developing a mix of unique experience packages, specials and contests that were promoted through monthly, multi-channel campaigns. Focusing on strategic content creation and creative social media advertising, we were able to drive engagement through their social channels and significantly increase revenue from repeat guests.

The Results

- \$142,045 year over year increase in repeat guest revenue
- 29.19% year over year increase in Facebook traffic
- 1,440 new Facebook followers
- \$10 year over year increase in RevPAR