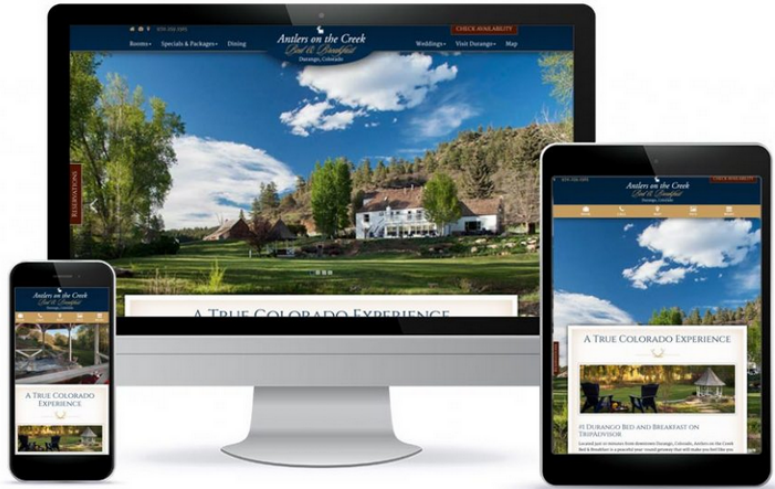




WHITE STONE MARKETING



Antlers on the Creek

CAMPAIGN MARKETING CASE STUDY

The Challenge

Susan Barrett, owner of this Durango B&B wanted to hire the best she could her efforts would catapult her to the #1 Bed and Breakfast choice in the Durango, Colorado area. Of course, in order to accomplish this, she needed an aggressive marketing program along with a stunning website which would immediately capture the hearts and minds of those guests considering a vacation to Durango.

The Strategy

Susan has proven to be an exceptional innkeeper and with our help is now #1 Bed and Breakfast in TripAdvisor for Durango, CO. With her reputation solidly in place, we were able to initiate a corresponding marketing program to continue the upward trajectory she has been experiencing in occupancy and revenue. Since her website launched on January 29th, 2016, we have seen a 254% increase in traffic from then same time period last year alone! The results have been staggering and the glowing reviews continue to pour in for this inn.

The Results (1-Year Post Launch)

- \$106,769 increase in total bookings
- 148 additional nights sold
- 186.26% increase in online transactions



Sample Marketing Campaign

[Blog](#)
[Sample Email](#)