



WHITE STONE MARKETING



The Results (1-Year Post Launch)

- \$132,607 increase in total bookings
- 122.79% increase in conversion rates
- 254.02% increase in online transactions

Bayfront Marin House

CAMPAIGN MARKETING CASE STUDY

The Challenge

Mike and Sandy are the innkeepers at this #1 property in TripAdvisor. They knew relying on a top position in TripAdvisor alone would only get you so far. They sought our services for their beautiful St. Augustine hotel.

The Strategy

When you are a running high occupancy inn with an excellent online reputation, it's time to up your game by investing in the best image of your property with new photography, compelling website design and increase rates. With a higher ADR and the new image, the property is now actually making much more money! The numbers reflect the immense success the site has had right out of the gate. Furthermore, the site easily paid for itself in less than a month! Truly, you never know the power of a professional, custom web design until you realize that the money you are trying to save could actually be blowing the doors off what you didn't think possible!



Sample Marketing Campaign

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