



WHITE STONE MARKETING



Glen Gordon Manor

CAMPAIGN MARKETING CASE STUDY

The Challenge

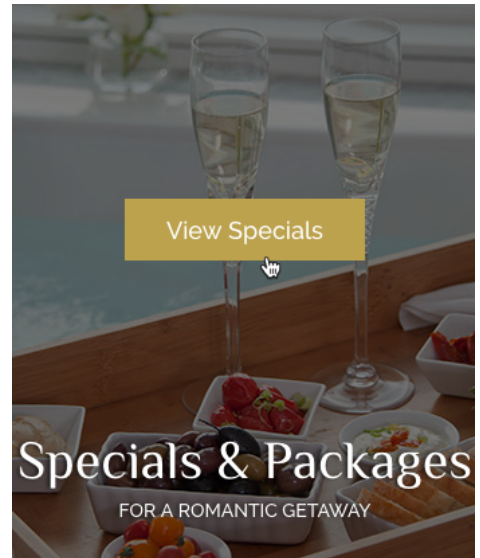
Dayn Smith and Nancy Moon contacted White Stone Marketing in need of a design and marketing package commensurate with their exceptional property. Their current design simply lacked the cache their property clearly portrayed. Thus, to get started, we helped them connect with Mark Smith and Matthew Lovette of Jumping Rocks Photography in order to hit all the right notes for their new design. With an estate as grand as this, nothing but the best would do to capture the beauty of this inn.

The Strategy

The Innkeepers chose the Keystone template – the design has such a simple elegance and easy navigation that it makes sense for a wide variety of properties. The format allows for a stunning visual display of their rooms, their unique packaging, and their gorgeous spa. You'll want to spend some time on their rooms page as the photos are top notch and reveal the upscale nature of these luxury lodging accommodations. Dayn is also the master chef at the property, and the food at their Houndstooth Restaurant is beyond compare! They now have an online presence that they can be as proud of.

The Results (6 Months In)

- \$40,000 increase in Google Organic revenue
- \$193,546 increase in total bookings
- 302.38% average increase in occupancy



Sample Marketing Campaign

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