



WHITE STONE MARKETING



The Results (2.5 Months In)

- 53.97% increase in online conversion rate
- \$50,693 increase in online bookings
- \$74,564 increase in total bookings

Washington House Inn

CAMPAIGN MARKETING CASE STUDY

The Challenge

Washington House Inn is an historic, classic boutique hotel in the small town of Cedarburg, Wisconsin. Long-time clients and consummate hospitality professionals, the inn team knows when it's time to up their game. Even though we had designed their previous site years ago, the time had come to take the leap into developing a stand-out custom design. Innkeeper Wendy Porterfield, gave us the green light to begin the journey of rebranding and refining a truly custom look for the recently remodeled inn. True to their character and the charm they exemplify, our team had their work cut out for them in order to capture the essence of the character and beauty of this hotel.

The Strategy

This custom website shines! A work of beauty and true talent, the website took several months to develop and deploy. With new professional photography of recently redesigned rooms, the website had to exceed the success of the previous site we built for them years ago. As Wendy commented, we were able to make an intimidating project into a manageable project and skillfully guide the transition.



BREAKFAST AND WINE &
CHEESE HOUR

Sample Marketing Campaign

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