



Case Study: The Planters Inn

The Case

The Planters Inn in Savannah, Georgia sits in the heart of Savannah's historic district. It is a 200 year old boutique hotel that features 60 well-appointed rooms and upscale amenities throughout the entire property. In a town such as Savannah, there is no shortage of hotels and inns. The Planters Inn realized that in order to achieve success in the search engine world they needed to optimize their online presence and aggressively market to potential guests.

So, seeking to improve their search engine rankings, the Planters Inn chose Interactivity Marketing to spearhead its online marketing efforts.

The Solution

By performing deep keyword research of the terms most often associated with the Planters Inn (and Savannah hotels in general), we identified multiple keywords and phrases that fit the description of Planters Inn.

Using this research to create strategically planned Google ad campaigns designed to drive website traffic (and as a result, sales), we helped the Planters Inn reap the rewards of a well-planned search engine marketing strategy.

At Interactivity Marketing, we provide meticulous tracking, reporting, and accounting for all of our clients. We integrated conversion and revenue tracking into the campaign to better illustrate the gains that were made. Doing so allowed us to effectively and efficiently track the Planters Inn's return on investment. We also provided them with full access to their account, ensuring accountability and transparency in regards to spending.

The Conclusion

By hiring Interactivity Marketing to manage its search engine marketing and Pay-per-Click accounts, the Planters Inn saw a return on investment of over 5,000%, which essentially means that the Planters Inn made almost 53 times what they spent on ads during the month of September.

The Results



AD SPEND:

\$ **453.56**

RETURN:

\$ **24,050**



IMPRESSIONS:

x **12,332**

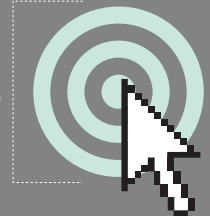


CLICKS:

x **1,123**

CLICK THROUGH RATE:

9.11%



AVERAGE COST PER CLICK:

\$ **0.40**

ROI: **5202.5%** ↑



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Case Study: The Restoration on King

The Case

Recently named the “Top City in the United States to Visit” by Conde Nast’s Traveler Magazine, Charleston, South Carolina is a popular tourist destination. Charleston features many upscale hotels, inns, and bed and breakfasts to accommodate its large amount of tourists. The Restoration on King was looking for a way to distance themselves from their stout competition and better improve their website traffic and online bookings.

Seeking a detailed search engine marketing plan, they hired Interactivity Marketing to manage their search engine marketing and pay-per-click accounts.

The Solution

We began the process by performing keyword and phrase research on search terms that described the Restoration on King (Charleston hotels, downtown hotels, boutique hotels, etc.). After performing extensive research, we crafted and structured Google ads designed to drive traffic to the Restoration on King’s website.

As is standard at Interactivity Marketing, we provided meticulous tracking, reporting, and accounting throughout the course of the campaign. We integrated conversion and revenue tracking into the campaign to better illustrate the gains that were made. Doing so allowed us to effectively and efficiently track the Restoration on King’s return on investment. We also provided them with full access to their account, ensuring accountability and transparency in regards to spending.

The Conclusion

The Restoration on King saw a return on investment of 2008.53% for the month of September. They successfully booked rooms through their Google ads, as was seen by the integrated conversion and revenue tracking that we put in place on their account. In essence, the Restoration on King made roughly 21 times more than what they spent on their advertising. As a matter of fact, our clients, on average, see an ROI that is tenfold of their ad spend.

The Results



AD SPEND:

\$441.07

RETURN:

\$9,300.10



IMPRESSIONS:

x 22,704

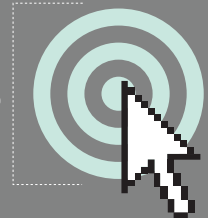


CLICKS:

x 739

CLICK THROUGH RATE:

2.85%



AVERAGE COST PER CLICK:

\$0.60

ROI: **2008.53%** ↑



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