

# Case Study: Multichannel Campaign - Indian Wells

Build Buzz and Awareness

Increase Traffic to the Website

Drive Special Package Bookings

## Background:

Indian Wells, a city in Southern California near Palm Springs, wanted to promote the Unlimited Golf packages offered by its four world-class resorts to boost occupancy during the Summer. The special packages included resort accommodations, green fee, golf carts, and more. Indian Wells also wanted to increase website traffic and buzz surrounding the destination. The target customer segment for this campaign was golf enthusiasts, businessmen, and affluent couples ages 45 and over in Southern California feeder markets.

## Marketing Goals & Objectives:

The main goal of this campaign was to drive bookings of the Unlimited Golf packages during the Summer. Indian Wells also wanted to increase awareness surrounding its golf facilities and resorts.

## Action Plan:

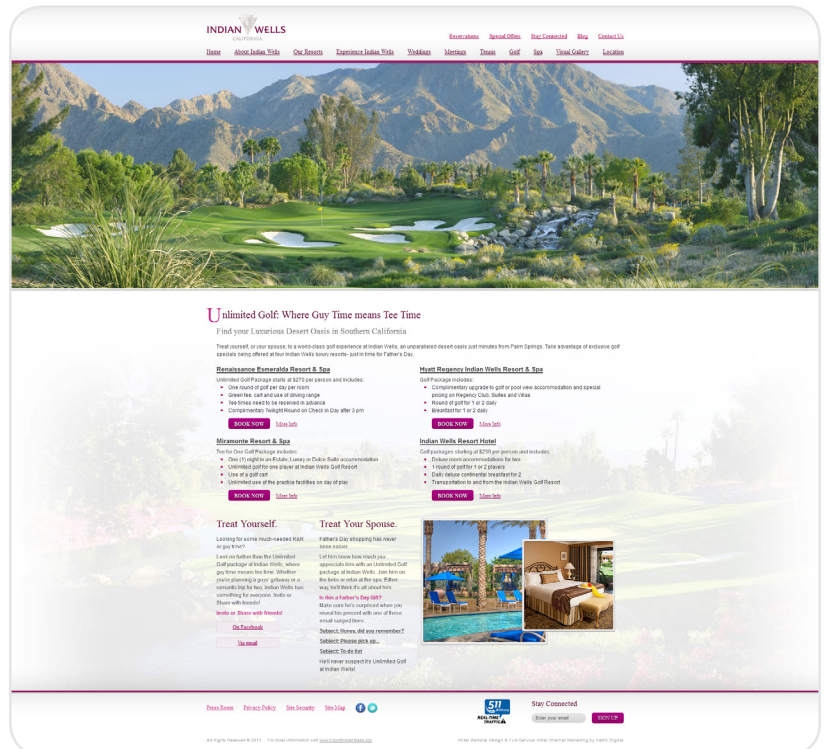
To help Indian Wells achieve these goals, HeBS Digital created the "Unlimited Golf: Where Guy Time Means Tee Time" Campaign, a multichannel campaign running from May through July 2013. The following initiatives were implemented to help achieve the campaign goals:

1. SEM
2. GDN Retargeting
3. eBlast
4. Website Promo Slide
5. Custom Landing Page
6. Banner Creative
7. Facebook CPC
8. Facebook Custom Tab
9. Facebook Promoted Post
10. LinkedIn CPC
11. Adara Media
12. Press Release

With the help of these initiatives, the campaign successfully increased bookings of the Unlimited Golf packages and generated buzz surrounding the destination.

## Results:

- Custom Landing Page:
  - Visits: 29,166
  - Daily Unique Visitors: 29,091
  - Page Views: 53,475
  - Bookings Initiated: 10
- Indian Wells Website:
  - Visits: 51,303 (+50.1% YOY)
  - Unique Visitors: 47,363 (+61.6% YOY)
  - Page Views: 116,060 (+21.1% YOY)

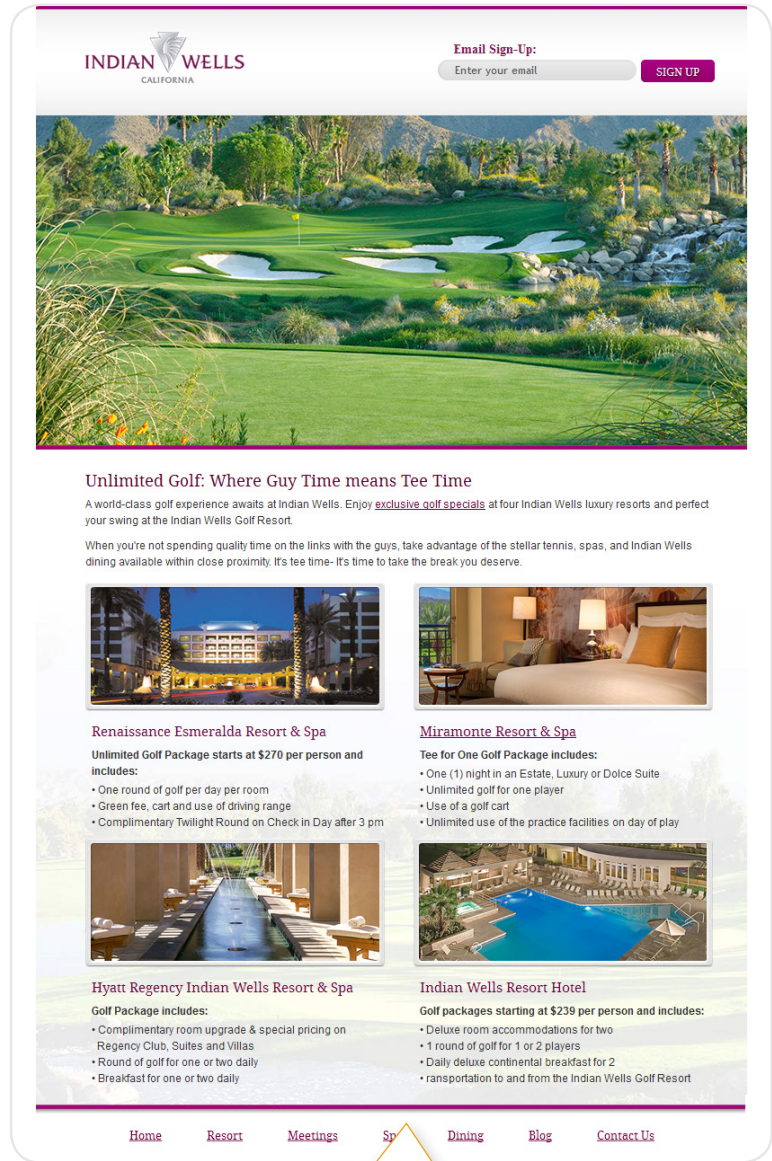


Custom Landing Page

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Banner Ad



Facebook Custom Tab



eBlast