



CASE STUDY

Conveniently located just a 5-minute drive from Heathrow Airport, the 4-star Heathrow Hotel Bath Road features spacious, soundproofed guest rooms, a 24-hour front desk and parking.

Our rooms are designed with comfort and convenience in mind; providing the perfect space to revitalize or to catch up on work. With some of the rooms offering excellent views of the runway, you can rest easy in a peaceful and calm environment.

CHALLENGES



Decrease in online visibility and market share due to direct competition within the online marketplace. The hotel does not have the optimal visibility and search share.

The increase in competition was a direct hit to their brand equity, which resulted in a loss of brand awareness and lead generation.

Decline in market share and return on investment.

Less CTR and impressions on website.

Landing page was not optimized.

Lower conversion rate.

OBJECTIVES



To block the competition, increase sales and enhance brand equity.

Generate revenue.

Brand awareness.

Optimization of landing page in order to increase CTR and Impressions.

Better ad copies, so that quality score is high.

To retarget previous visitors.

ONLINE MARKETING STRATEGIES

Developed an aggressive pay-per-click (PPC) campaign :

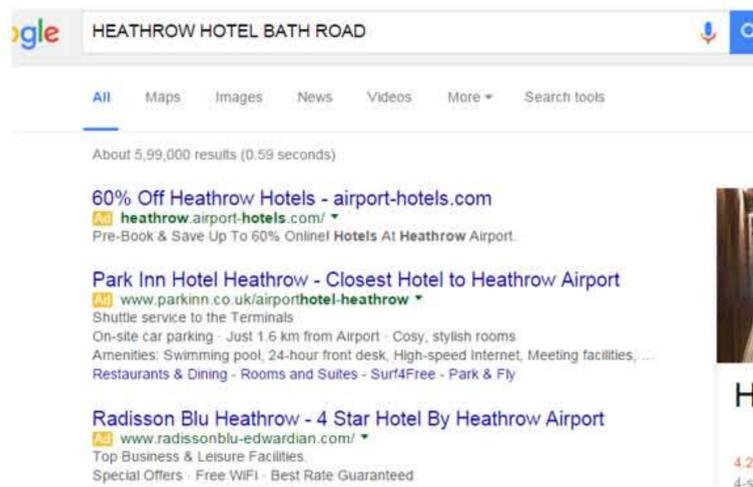
We developed an aggressive pay-per-click (PPC) campaign that would combat the competition through a systematic approach of designing keywords and ads based on the brand, region, qualifiers, amenities and general interest.

We then created an AdWords account and designed ads that would drive more customers direct to Heathrow Hotel's website and shift share away from OTA ads.

We also coordinated with the booking engine provider to implement revenue tracking code.

We implemented a display retargeting strategy to boost online visibility and help generate online revenue from previous visitors.

Our creative team designed several banner ads for the property to increase visibility, reengage previous visitors and encourage interaction.



RESULTS

1:4



Our average conversion was upto 1: 4

#1_{on}



As it was a brand keywords based campaign, it helped Heathrow Hotel Bath Road to Rank No. 1 on Google searches.

5%



Stay time on the website increased by 5%.

6.78%



CTR on search ads was 6.78%.

We got new acquisitions from USA, Australia, Canada, Ireland, New Zealand and France.