

CASE STUDY: A CHALLENGE OF DAVID AND GOLIATH

CLIENT:

Boutique London Lets (BLL) is a luxurious serviced apartment specialist based with properties in London's most prominent locations. The apartments are ideal for both leisure or business stays and are also available for short or long term accommodation.



THE CHALLENGE:

When starting our contract at the end of 2010 this is what we were up against:

- New entrant to the marketplace
- No online visibility or website authority
- Fierce competition
- Almost 100% of bookings via third parties
- No direct strategy to increase revenue via the website
- Lack of brand awareness in the market
- Limited budget
 - Building brand awareness within constrained resources

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THE SOLUTION:

We had several meetings with the team to understand their vision and business structure. Being based in London aided us in understanding their business and helped us to quickly anticipate the client's needs and prepare a plan that was tailored to them. To bring Boutique London Lets to the market we focused on the following:

- Redesigning the website
- PMS system and online booking installation
- Integration with payment gateways and other third party interfaces
- Preparing and implementing an online marketing strategy including:
 - Formulating annual and biannual plans with implementation timeline
 - Analysing the marketplace and competitors' activities which helped us in positioning BLL and differentiating it from competitors
 - Preparing an online marketing strategy including short, mid and long term plans
 - SEO planning and implementation
 - PPC management
 - Social media marketing planning and implementation
 - Email marketing services

IMPLEMENTATION:

- Redesigned the website and moved it to an open source, easy-to-use and search-engine-friendly CMS called Umbraco
- Implemented ongoing SEO activities and improved the ranking significantly
- Integrated booking engine and back-end PMS system with card payment system to convert website users to bookers and help staff to manage all operations from a single touch point
- Executed ongoing PPC management and tested different variations to increase the return and keep BLL visible to the most qualified visitors
- Defined a social media strategy for the BLL and trained the staff on new trends and implementations
- Organised regular e-marketing meetings to inform BLL on the progress

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- Provided quarterly detailed reports on performance including recommendations and suggestions for the coming months
- Consulted to the client on their revenue, branding, positioning and distribution strategies

THE RESULTS:

- The website traffic and unique visitors increased tremendously since the implementation started. Visits and unique visitors increased by over 200% since the implementations and fivefold in less than a year
- Conversion rate increased by over 500%
- ROI for the second quarter was over 1,200% and continues to increase
- The percentage of revenue and bookings to come directly through the website reached 30% within the first five months and continues to grow
- The website online ranking increased significantly. Outperformed established and bigger chains in the market within strained budget and short period
- The performance exceeded the client's expectations – please see testimonial below

CLIENT TESTIMONIAL:

“I would not hesitate to recommend E-Hotel to any small, medium or large company who needs very professional, experienced and specialised industry advice and expertise within the internet, IT and SEO realm.”*

*Derek J. Gallimore, Director
Boutique London Lets*

* Please note Vestibule Marketing were previously called e-Hotel and changed its brand name in 2011

**Please [click here to read the whole customer testimonial](#)