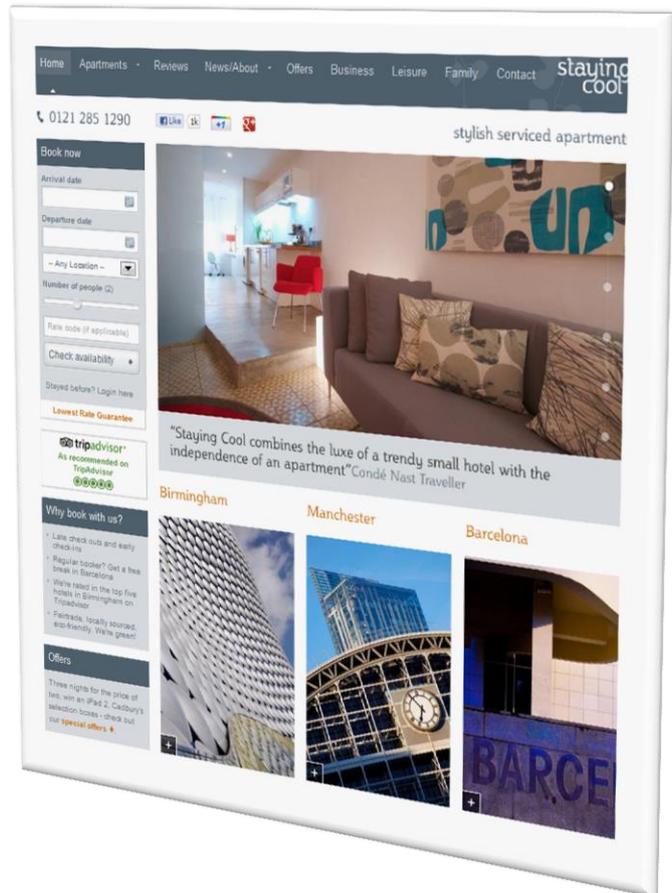


## CASE STUDY: A COOLER CONVERSION

### CLIENT:

Staying Cool is a unique, serviced apartment specialist based in Birmingham, Manchester and Barcelona. Each apartment is individually designed and offers a better accommodation experience than a hotel room (according to hundreds of press reviews travel writers, as well as guests themselves on TripAdvisor). The apartments are ideal for both short and long term stays and are in such demand that Staying Cool have in 2012 expanded their offering with the acquisition of 7 new apartments in their flagship building in Birmingham.



### THE CHALLENGE:

Staying Cool has great success as a serviced apartment concept, consistently being rated the best of the best on TripAdvisor and seems to constantly wow the travel trade press and the media. So for us, it was a great pleasure to work with the Staying Cool MD to improve their online image as, well, it needed a little boost! When taking stock at the start of our engagement in 2012, here is what we were up against:

- A stylish, but poorly organized and optimised website
- High bounce rates
- Low conversion rates
- High cost-per-conversion

- A competitive landscape and Staying Cool were a relatively new entrant to the marketplace
- Intermediaries as their main booking source
- And subsequently lower direct website revenue

So, we had a bit of work to do and the team at Staying Cool ready for our suggestions (and trust us, it was not a short list!). What we wanted to do first and foremost was to implement a direct web strategy to increase website bookings and revenue share. As we all know, money talks and getting the best possible return from our efforts as quickly as possible is always paramount!

## THE SOLUTION:

The team at Staying Cool was keen to increase their online visibility and felt that getting better rankings for their primary keywords in addition driving more traffic to the website were the key to the site's success. We agreed, but wanted to "clean up" the site to make navigation easier, booking more straightforward, and calls to action more visible. This would meet our joint secondary goals to reduce the bounce rate and the cost-per-conversion and of course, la piece de resistance: improve conversion rates!

After an in-depth analysis of the website and some time really trying to get under the client's skin, we created a content and website revamp strategy that would improve the dwell time on the website, increase visitors' interaction with the site, conversion rates and **ultimately impact the bottom line**. Additionally, we furnished the management team with the latest advice from the digital marketing field that could benefit them as we (and they) began making changes to the site. This process, whereby our team worked alongside the Staying Cool team, really accelerated the decision making-cycle, which is critical when working within a digital environment in constant flux.

## IMPLEMENTATION:

To go through what we have done in detail would probably bore you (possibly even to tears!), so here are the main activities that were part of our e-Marketing implementations:

- Online Marketing Strategy and Review
- Website revamp and improvement plan

- Including changes in the website structure and calls to action
- Strategic Content Map
- Annual Online Marketing Plan to keep things progressing past the first round of changes!
- Search Engine Optimisation
  - Extensive keyword research which resulted in the addition of new and long-tail keyword variations to expand the reach and improve conversion site-wide
  - Content optimization
  - Tagging, and very importantly in this case; technical site optimization
  - Local optimization to bolster local search presence
- Pay per click
  - Including a full revision and update of existing campaigns
  - Landing page creation and optimisation
- And like a golden thread holding it all together we offered; Strategic digital consulting throughout

Even though reporting can be a bore, Staying Cool were already doing their own reporting for the web (wow!), so we customised our reporting to add to the numbers they were looking at to save them the hassle of retyping the numbers. They were of course pleased to have their very own detailed reports in the format they wanted. And we understand – it saves time!

## THE RESULTS:

As you can see from the results listed below, the results were evident soon and the impact was quite impressive (if we may say so ourselves). Here is a selection of what we achieved:

- Organic ranking for top keywords increased significantly
- The number of keywords ranking doubled, especially more targeted and long tail keywords
- The conversion rate of organic traffic increased by nearly 72% YoY (year-over-year) during the first six months of the implementations as a result of general website optimisation and revamp, calls to action and newly-created content
- The bounce rate was down by 30% in addition to higher dwell time on the website, more page views and ultimately more conversions

- The number of conversions increased threefold in the last three months YoY
- The number of visits and unique visitors increased by 28% within the first four months of the implementations (mainly as a result of the SEO). At the end of seven months the volume increased by a further 25% YoY
- Cost per conversion for PPC campaigns decreased by 504% YoY
- The conversion rate increased by 111%
- Overall, the website became the best performing source of bookings which reduced the dependency on other channels and saved substantial cost. The performance exceeded customer expectations.

## CLIENT TESTIMONIAL:

We always believe that the performance figures speak for themselves and below you will find the most important ones, but in reality the best judge of how we are doing is to ask the client – and of course, that is what we did:

*“We chose Vestibule Marketing because we were impressed with the service we had received from their sister company, Vestibule Solutions. Since Vestibule Marketing began working on our account, our web bookings have risen by 300% and are continuing to rise. Our Google rankings have risen on our key search terms too. These are things that you may expect from any good SEO company but what sets Vestibule Marketing apart from the pack is their attention to detail and the excellent level of customer care which ranges from producing reports in the format that we need them in to general help and advice on all things digital.*

*I would heartily recommend using them.”*

**Tracey Stephenson, MD, Staying Cool**