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LIVING SUITES BUILDS BRAND AWARENESS

ELINA DIGITAL MARKETING CASE STUDY



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About Our Customer



Who are Living Suites?

“Live Smart, Work Smart!” is what Living Suites is all about.

Living Suites embrace a smarter way of living and working. They follow this philosophy in order to create a ‘home away from home’ feel that is desirable to live in, work in, and enjoy time! Living Suites feature residentially inspired hotel apartments with a homely feel.

What is unique about Living Suites is their onsite facilities make it a pleasure to work and socialize with guests. Living Suites is situated in a healthy environment, emphasizing on fitness and seaside living.

The Problem

We have worked with the Living Suites team on overall improving their direct bookings since 2016.

Living Suites had noticed they needed to focus on building their brand awareness in Copenhagen, Denmark. This was because they were still starting as a new aparthotel in the area, and they wanted to push their brand out there to become more recognized in the aparthotel industry in order to get more guests to stay with them.



The Solution

We undertook a project with the **booking engine, web development,** and **digital marketing,** including content creation, SEO optimization and analytics set up to achieve these goals. We focused on working on building a basic template website as they wanted to mainly focus on marketing efforts to begin with. There was also a need to build their English version of the site, along with content writing for blogs and more.

We identified that Living Suites needed help to increase conversion and traffic through direct web bookings to be made via the elina booking engine, as this helped us build direction to be motivated to manage it properly for them.

Our elina team concentrated working on tasks such as; rich content creating (including blog posts), Google analytics management and tracking, SEO optimisation and monthly reporting on activities and performance via mobile, tablet and desktop monthly.

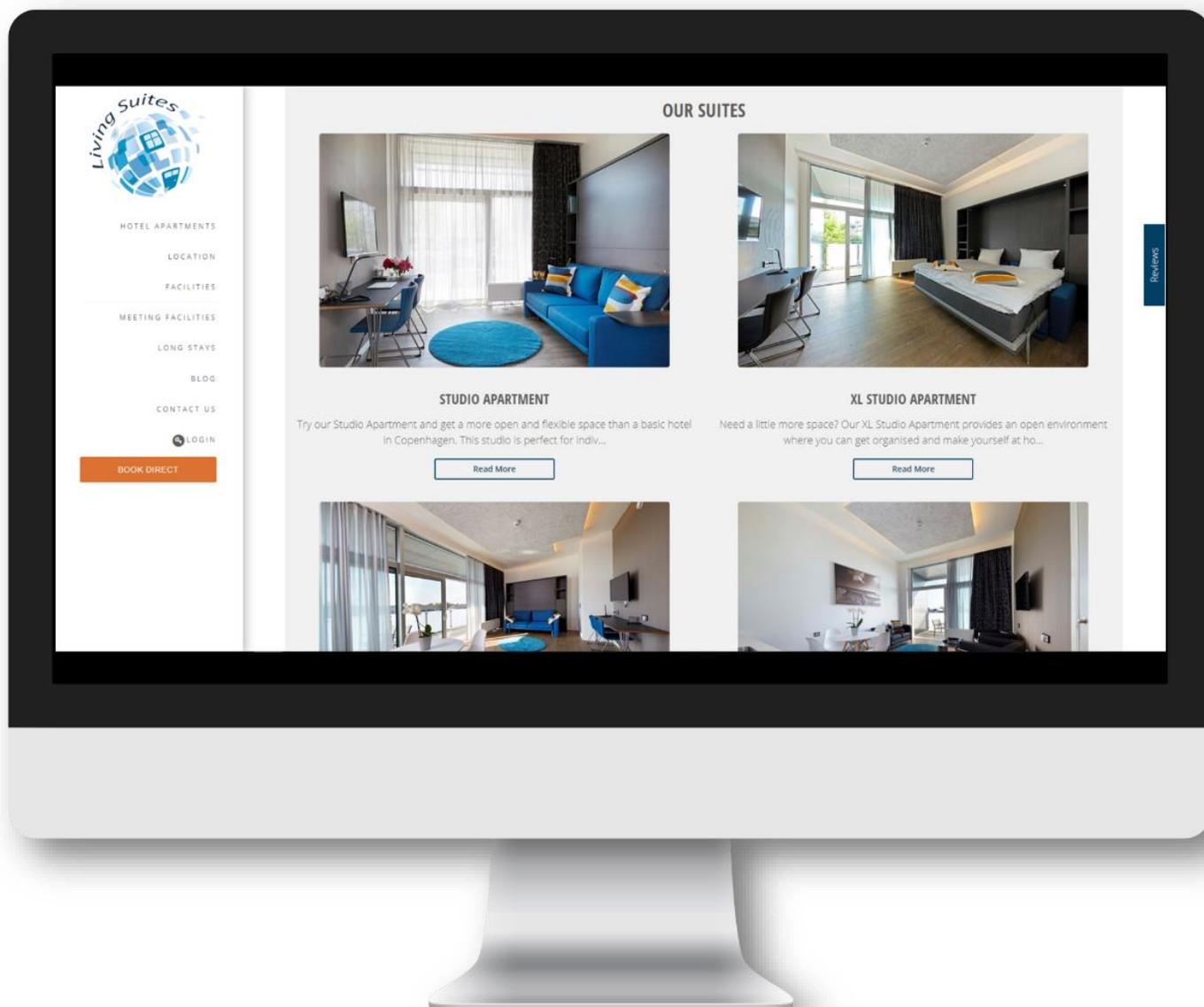
All content for Living Suites was revised and optimized, the images on their website were reviewed, and we started to create blog posts and content creation.

What have we done & how did we approach this?

- Content creation such as blog articles that will help current and future guests
- Improve calls to action throughout the website
- New landing pages highlighting why Living Suites is good for business bookers and long stays
- PPC experimentation on brand name to test ROI
- Added reasons to book the homepage
- In-bedded a plug in giving review information for guests to help them making decisions
- Made the direct booking call to action clear
- Created videos like the one you can see on this page to show off how great the apartments are, or show how amazing the conference facilities are
- Added flags to the website to make selecting a language easier
- Highlighting exceptional internet speed throughout the website
- A/B testing of book now button colouring on homepage.

Target: our aim was to bring in 5% of bookings from web-direct and via email to 20% in the first 6 months of the contract. We felt confident this was achievable from past experience managing clients successfully. Direct web bookings went up 340% Q4 2017 versus Q4 2016.

Since the start of the contract, we have continued to build upon the traffic and conversion of the website. The below figures are focusing on the last 6 months (1 July 2018 – 31 December 2018.)



The Outcome

In the last 6 months the average page load time (seconds) has decreased by 23.2%, which is a huge value to Google rankings.

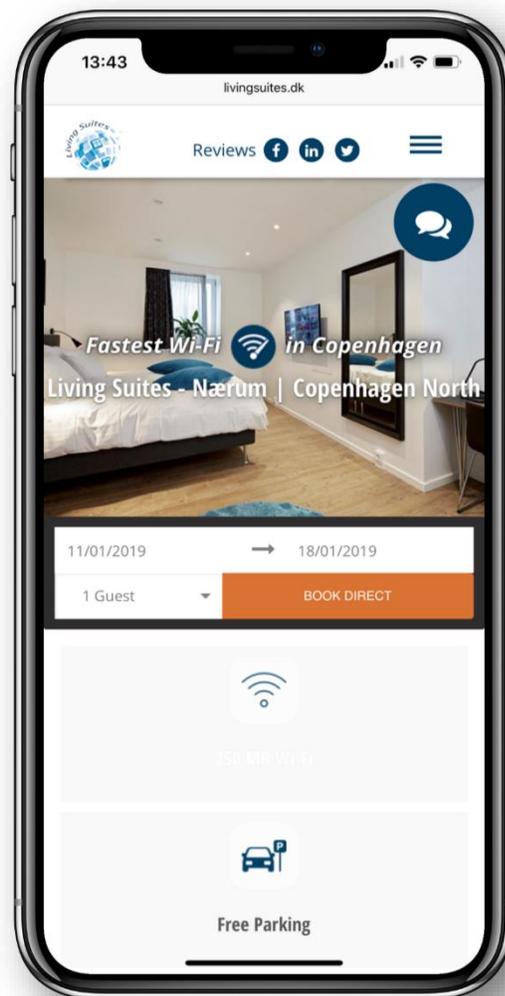
Having looked at the English speaking locations such as United States, we found a significant increase of traffic as a result of updates to the English SEO implemented. The number of new users in total from the United States results to 63%

Direct bookings have increased by 29% over the last 6 months.

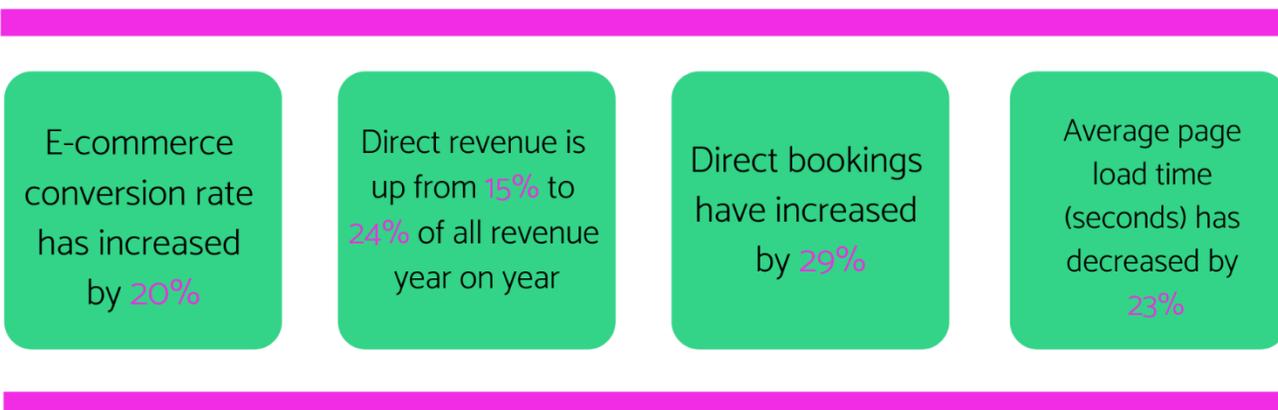
Direct revenue is up from 15% to 24% of all revenue year on year (July – Dec 2018 vs. July – Dec 2017.)

There has been a steady level of web direct bookings as the ecommerce conversion rate has increased by 19.7%.

The blogs posts we have created for Living Suites has been successful and there is a positive level of response from readers. In the last 6 months, the blog has contributed to 566 web visits, with 515 being new visitors/potential new guests. This is 2.6% of the overall page views. The blogs were written to capture readers entering from search engines who are interested in nearby activities who could become potential future guests.



Highlights of last 6 months:



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