

Case Study: **Travel Marketing Agency**



FOUND



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(512)-580-9043

Overview

In the fiercely competitive landscape of the travel industry, a well-established travel marketing agency found itself grappling with the challenges of standing out in the digital sphere. Recognizing the pivotal role that a robust online presence plays in attracting and retaining customers, the agency sought the expertise of Rotation Direct, a leading digital marketing agency known for its innovative and tailored strategies. The partnership aimed to not only revamp the travel agency's digital strategy but also to significantly enhance its overall online visibility, user engagement, and, most crucially, the conversion of digital interactions into bookings.



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Objectives

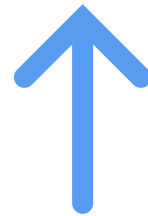
- Improve the travel agency's online presence through targeted digital marketing strategies, including SEO enhancements, social media campaigns, and paid advertising.
- Enhance user interaction and engagement through compelling content, interactive features, and personalized customer experiences on the travel agency's website and social media platforms.
- Increase the number of online bookings by optimizing the booking process, implementing retargeting strategies, and leveraging data-driven insights to improve conversion rates



Key Results



25%



**25% increase in
website dwell time**



23%



23% decrease in CPM



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Conclusion

As a comprehensive digital travel and destination marketing agency, our client encountered the task of adapting strategies for their destination marketing organization (DMO) and convention and visitor bureau (CVB) clients. Given that many DMOs and CVBs rely on hotel tax funding, a considerable number of their clients opted to temporarily halt media efforts at the onset of the pandemic. As cities and restaurants gradually reopened, the agency pivoted their digital advertising strategies to concentrate on lower-funnel retargeting initiatives, ensuring continued engagement with returning travelers interested in the destination. Empowered by the Rotation Direct digital platform and management, Found had the versatility and control to implement these novel strategies, reaching consumers in drive-in markets. Rotation Direct's connected TV and display remarketing offerings facilitated a seamless approach for their clients to connect with users exhibiting travel intent while enjoying their favorite shows from the comfort of their couch.

Through compelling messages, videos, and display ads, the agency observed substantial increases in organic traffic for their clients during the pandemic compared to previous years.



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