

Client: Milton House Bed and Breakfast

Industry: Tourism

Date: 2010 – 2 months

Summary: Adwords and Trade distribution site linkages

Milton House (www.miltonhousedunedin.co.nz) is a Dunedin bed and breakfast owned and run by Richard and Ali Siphthorp. Their lovely house attracts guests by offering them a luxurious, quiet and spacious Victorian home. . When Creative Agency Secrets started working with Milton House, it had a limited online presence, no major prominence on travel booking websites and no ongoing marketing campaigns.

Marketing execution

In today's market, with the entire travel booking and reservation system moving online, web prominence is crucial. Milton House Bed and Breakfast has a website which they use for reservations. However, the effectiveness of accommodation sites are judged by the network of incoming links and how well has the website been listed on travel sites.

We devised a communication strategy focused on two key areas

- enhancing prominence on search engines
- listing on major travel booking sites.

To focus prominence on the search engines, Google's pay per click advertisement campaign was chosen. Moreover, we got a bonus after listing on Google Maps of a voucher worth \$75 for advertising on Google Adwords.

Travel aggregators selected included Trip Advisor, Wotlf, Expedia, TravelNZ, Automobile Association (AA), and NZ Accommodation. This list was compiled after researching a wider list and reviewing popularity and their fees/commission charges.

Adwords Strategy

The Adwords campaign was built around 3 key pieces of information which visitors look for while booking their accommodation, apart from cost.

- Location
- Accommodation type
- Main highlights and features of the property

Therefore the text ads were created around the keywords Dunedin, bed and breakfast along with integrating highlights such as beach-side, romantic getaway and sunshine coast. Four different versions of the text ads were composed using variations in keywords.

After learning about the geographical profile of past guests, it was decided to run the

campaign in regions covering Oceania, United States and Western Europe. Considering the initial budget of \$75 and the average bid for different keywords gave us a cost per click of around \$0.60. The daily budget was set at \$6 which had the potential of attracting 10 clicks per day.

Outcomes

We achieved the average target daily click rate within 12 days. The Adwords campaign lasted for 2 weeks generating a total of 125 clicks with the free budget – which made the client pleased.