

ENGAGE TRANSFORMATION
2022 ENGAGEMENT
CONNECTIVITY
& EXPERIENCE

Best-in-Class Stories in Digital Marketing Success



The Problem We Needed to Solve

Why do guests choose a hotel?

What's
Happening



Leveraging the Event Calendar

Added On-Property Events

Happy Hour at Wigwam Bar

Added Nearby Events

Peoria Country Fest

Automated Feed Optimized for Nearby Events

POP! The Science of Bubbles



August 16, 2022

Happy Hour at Wigwam Bar



About This Event

Bubble science?? Yep, there is such a thing... and it's amazing! Arizona Science Center's latest exhibition will have the whole family bursting with excitement as they learn about concepts like color, elasticity, surface tension, chemistry, and even geometry. Come make some bubbles (and memories) in a newly-reimagined outdoor space. Plan your visit today.

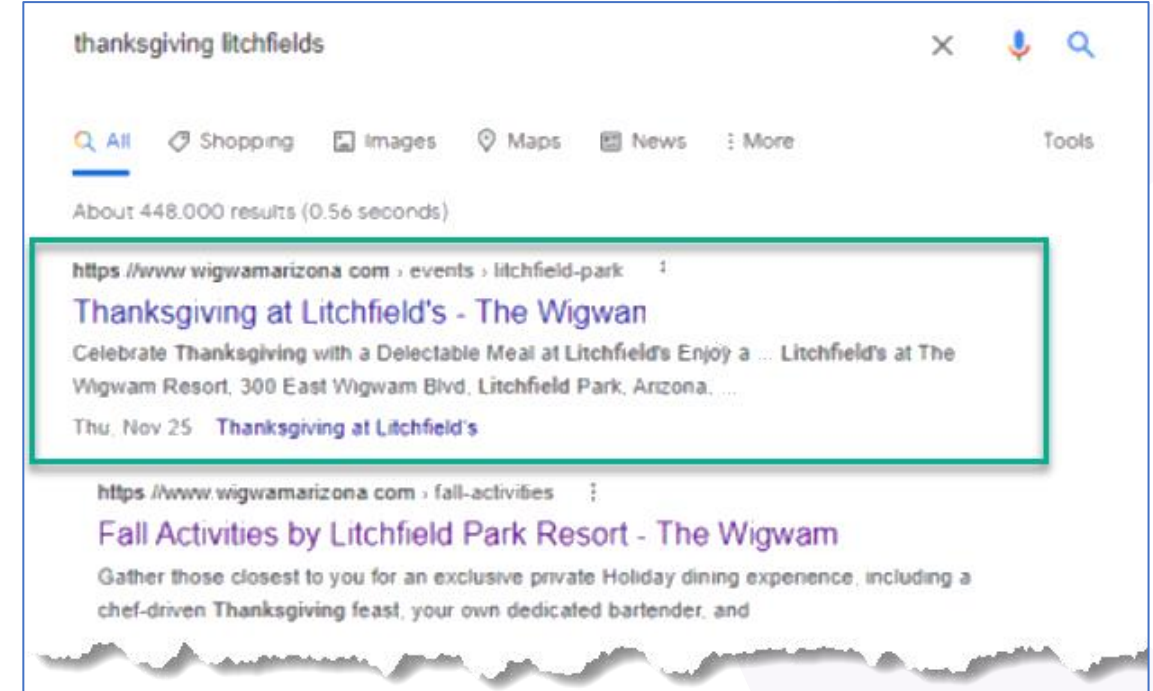
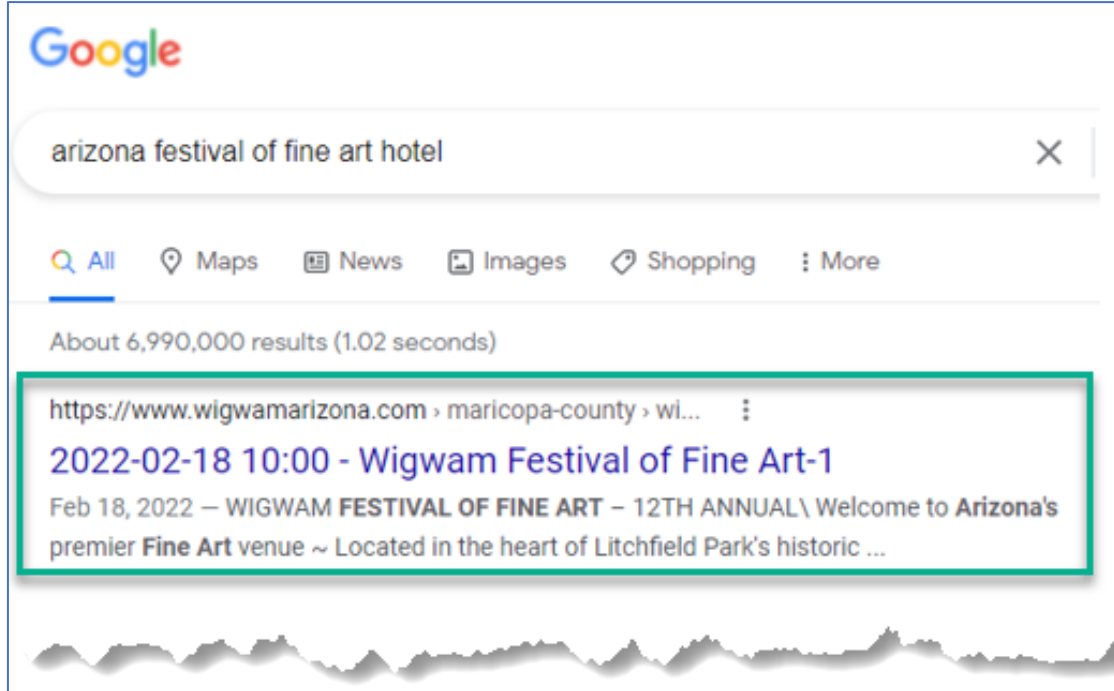
Tickets



The Results



Milestone
Case Study



In a timespan of **90 days** following optimizing nearby events:

 **119% increase**
in pageviews of event details in the calendar

 **350% increase**
in clicks to the booking engine from event calendar listings

Bringing the Destination to the Betrothed

MARRIOTT
BONVOY[™]

- **1.5 billion** people
- **10 million** weddings in India each year
- ~**150** Marriott hotels



Shaadi
by
MARRIOTT BONVOY[™]



Building a Forever Promise

MARRIOTT
BONVOY[™]

OVERVIEW

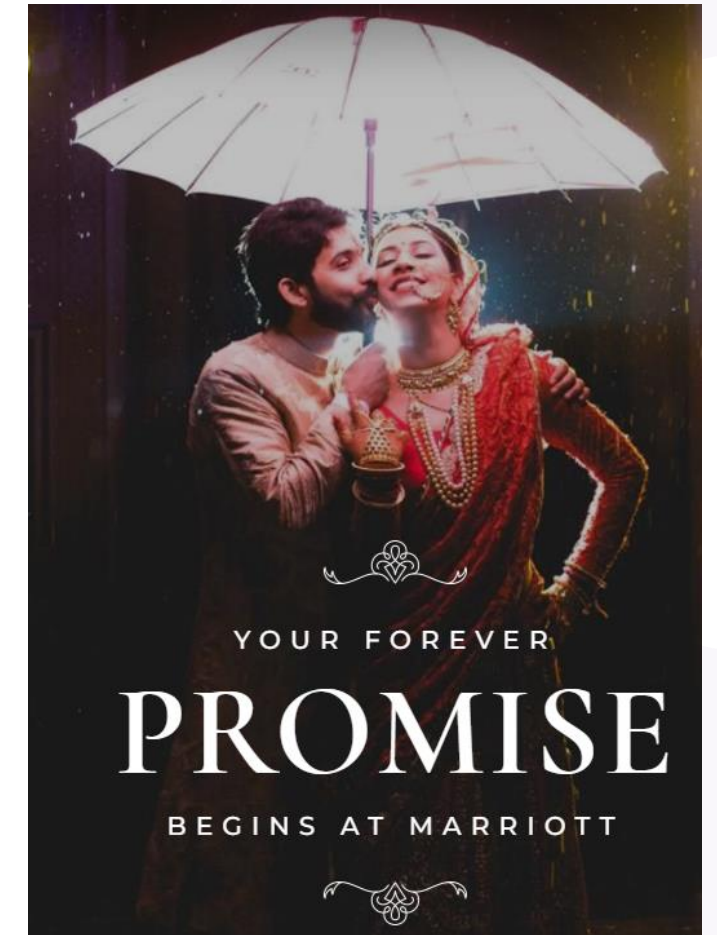
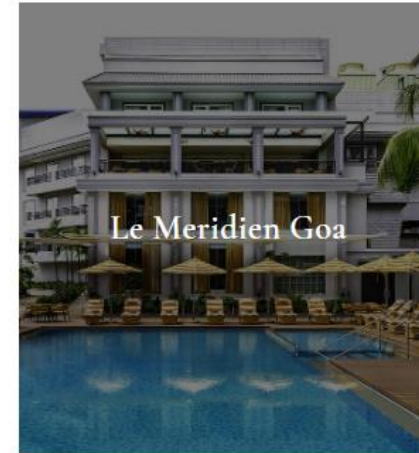
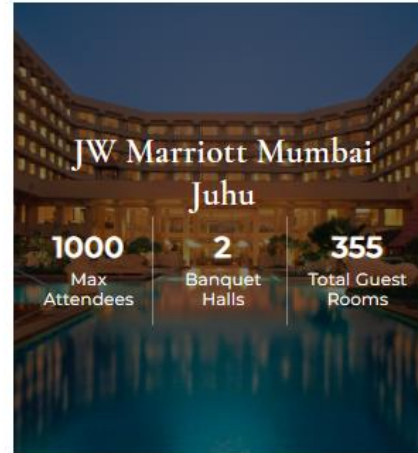
VOWS ON THE BEACH

WEDDING BY THE HILLS

DREAM WEDDING IN
YOUR BELOVED CITY

A ROYAL AFFAIR

VIVAAH BY SRI LANKA

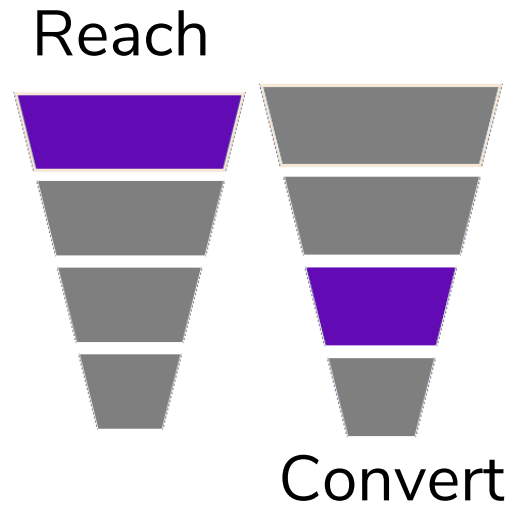
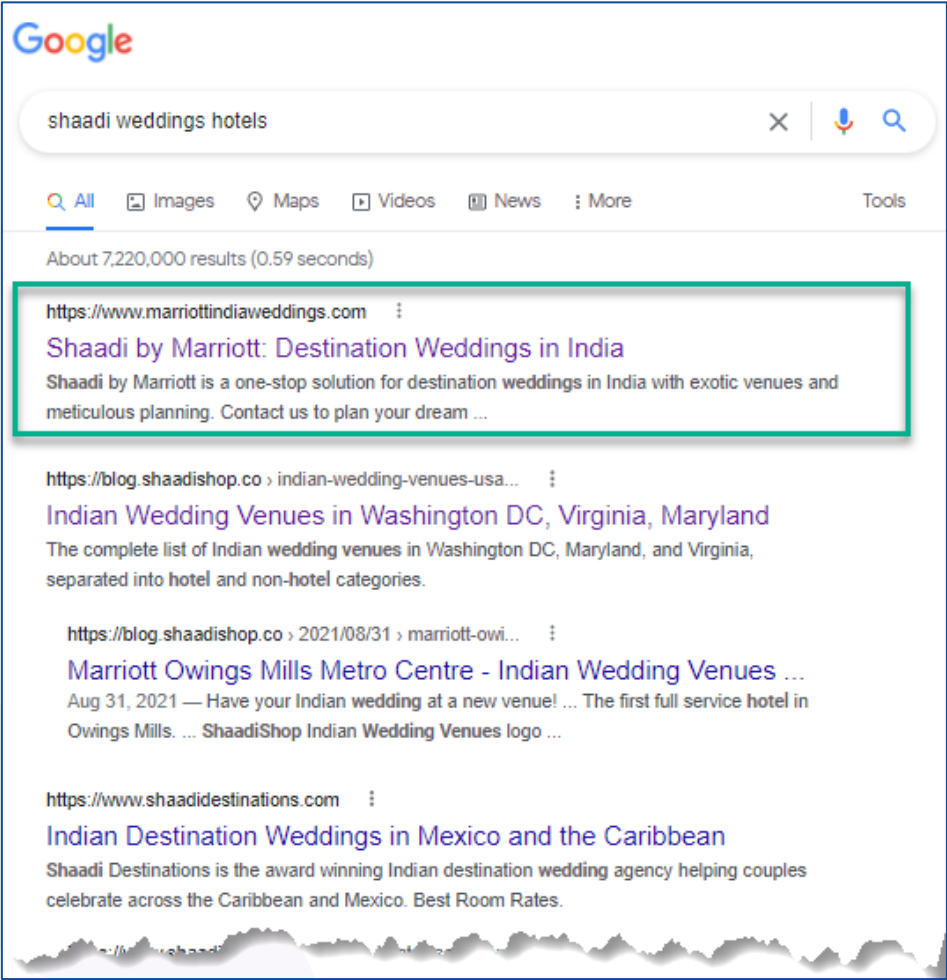


- ✓ Relevant content
- ✓ Stunning design
- ✓ Best-in-class SEO platform

The Results



Non-branded search term: “shaadi weddings hotels” displaying 1st position organically on SERP



Valuable RFPs



“I am planning to have a simple marriage function with an expected audience of 130-150 by August 21. Would like to know the options available and quote. Could you please share the details.”

Paid Media Success



Leveraging Paid Media to Increase Conversions & Revenue

35.2x

RoAS

Return on Ad Spend

the amount of revenue earned for every dollar spent on advertising

\$165.3K

Revenue

(Google & Facebook)

\$4.7K

Spend

Bookings

283

CTR

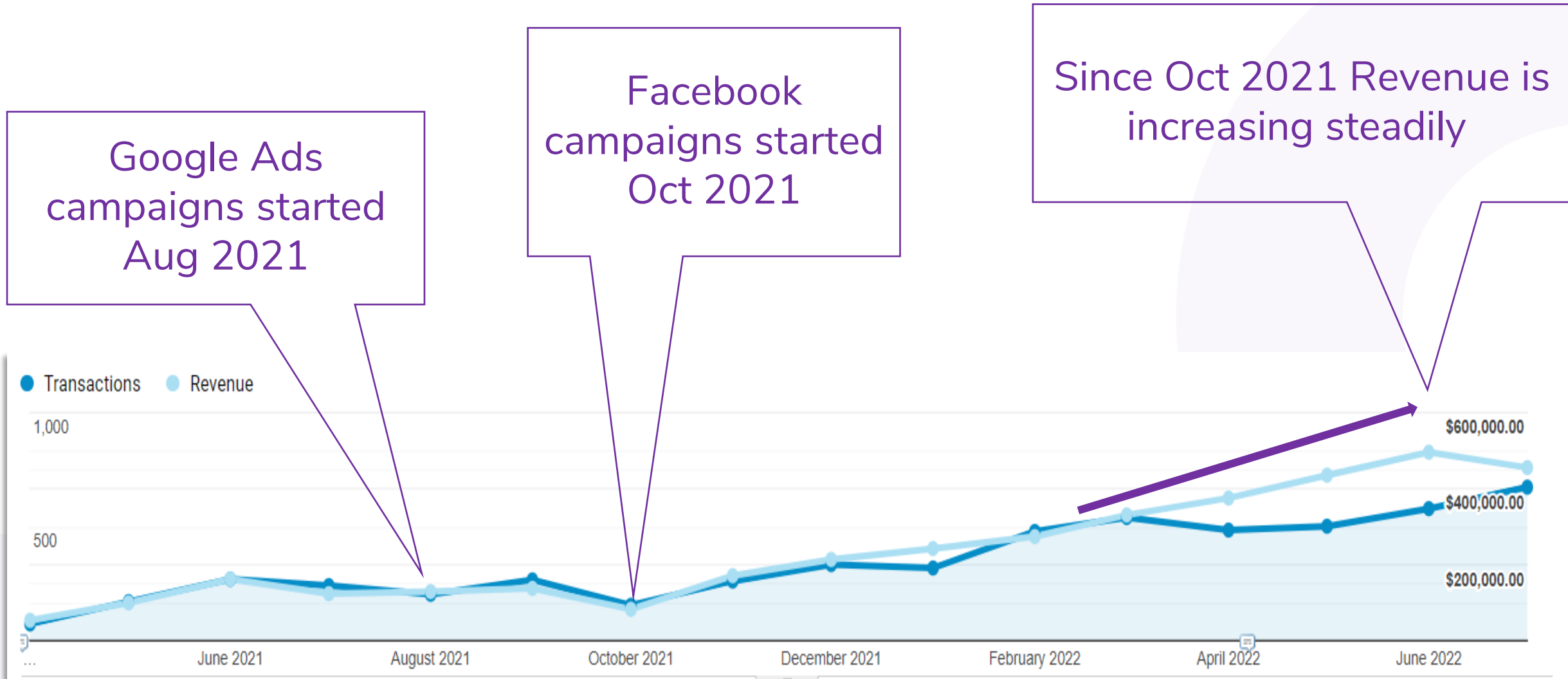
7.8%

CVR

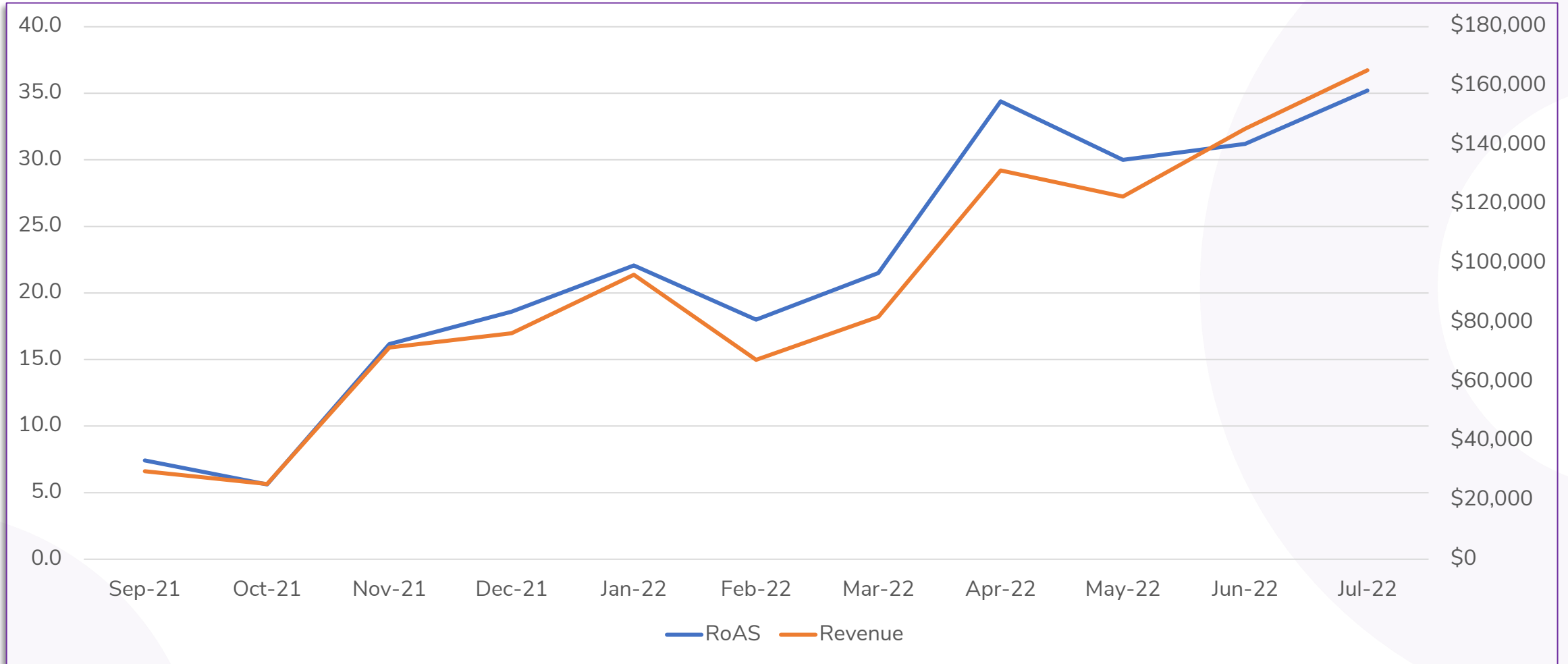
9.3%

CVR = conversion rate. This metric indicates what percent of users saw your ad took an action as a result.
Benchmark: 3.55%

Impact Points on Revenue 2021 - 2022



Trends – RoAS Vs Revenue for 2021 - 2022

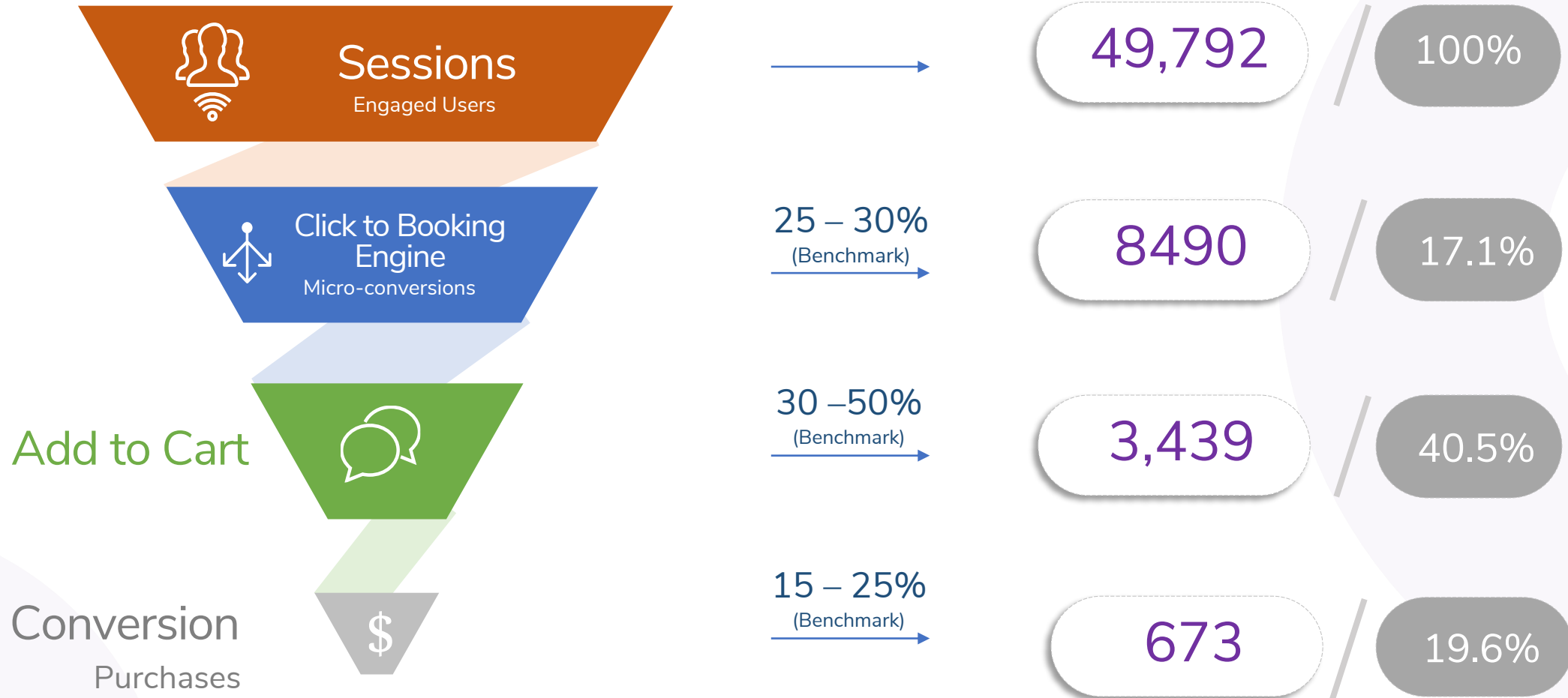


Return on Ad Spend (RoAS)

the amount of revenue earned for every dollar spent on advertising

Paid Media Conversion Funnel Results

Funnel analysis helps understand users' flow on your site. Helps track your **conversion** rate and drop-off at each stage.

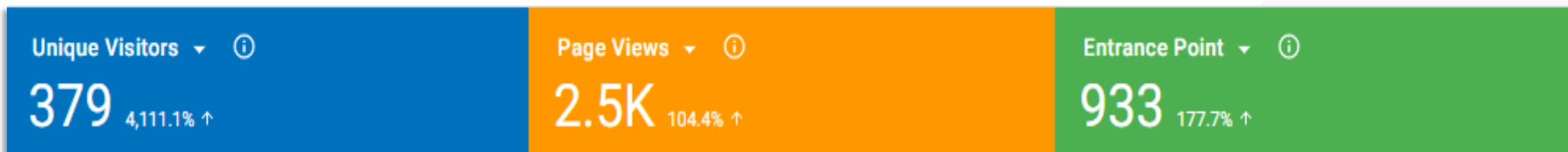


Website Revamp W/ Event Calendar

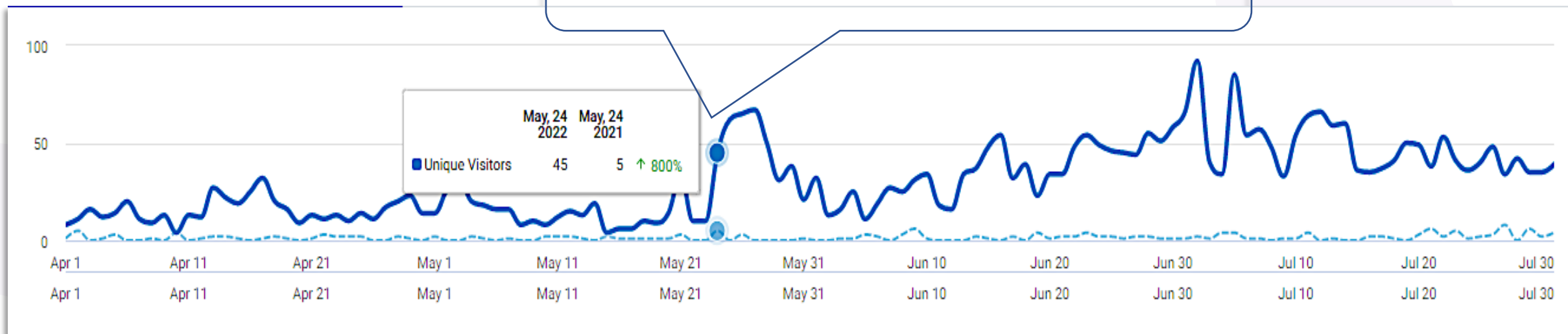


Website Revamp Featuring New Event Calendar

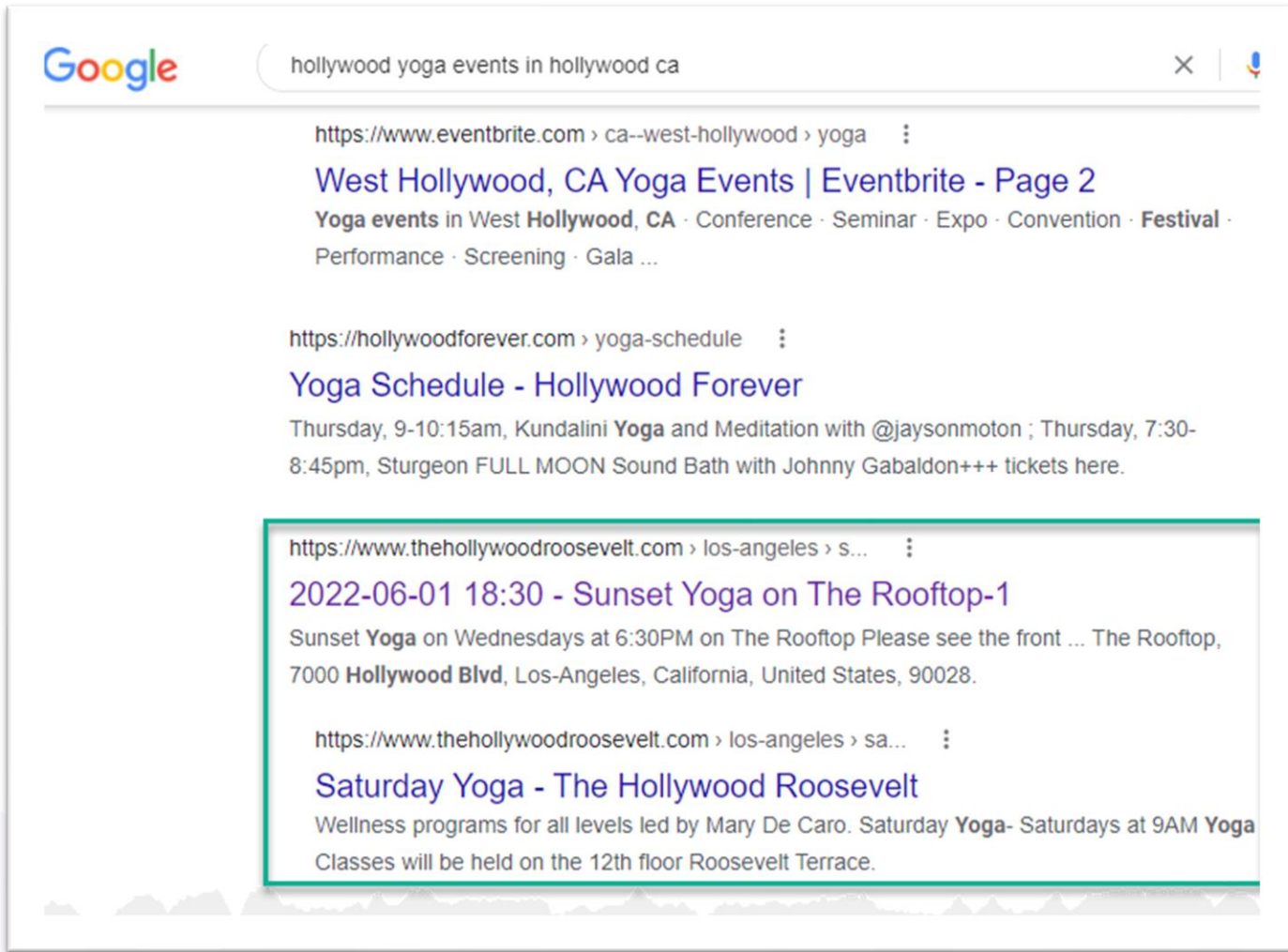
Adding a new Event Calendar and importing events close to the hotel increased Unique Visitors by **+4,111%**



Revamp launched on May 24, 2022



The Results



In a timespan of 2 months post-implementation:



4,111% increase
in Unique Visitors



104% increase
in Page Views



118% increase
in Entrance Point



Boutique hotel improves website engagement and performance by revamping their website

Website Revamp

Objective

A New England, full-service, boutique hotel wanted to increase their website performance, engagement, and conversion, post-Covid. They wanted to further enhance the content, design, and technology within the website. Their original website with Milestone was developed in January 2013 and revamped in May 2017.

Solution

Milestone approached the problem with an integrated method:

- 1. Milestone CMS:** A mobile-optimized, ADA-compliant website with upgraded technology was developed and hosted on award-winning Milestone CMS. The website revamp launched on May 26, 2022.
- 2. Milestone Design:** Milestone's design and content team enhanced the website look and feel and overall brand essence.
- 3. Milestone Content & SEO:** Milestone's content and SEO team curated and optimized new content by focusing on the downtown location and proximity to the area's art scene and outdoor attractions.

Results

In a timespan of 2 months post-implementation:



12% decrease

in bounce rate



108% increase

in booking engine entrances



54% increase

in organic CTR

Thank You