

CASE STUDY

QUAAOUT LODGE RESORT

1042 Reservation Requests For Established Resort For \$2.53 Per Lead With Facebook & Instagram Lead Gen Ads.

DETAILS:

The leads were for a package at the resort called a “stay and play package” each reservation request is worth \$600-\$800. At a cost of \$2.53 per lead.

THE CLIENT:

Located in beautiful Chase, British Columbia, **The Quaaout Lodge & Spa** is the perfect place to enjoy a mountain adventure, a relaxing day of boating on Little Shuswap Lake, a round of golf on the breathtaking Talking Rock Golf Course, or simply lounge on their 1800’ of sandy beach.

THE CHALLENGE:

Quaaout Lodge's goal was to increase the number of Reservation Requests they were receiving online during the summer months. Especially during the midst of a global pandemic when many of their competitors were slowing down.

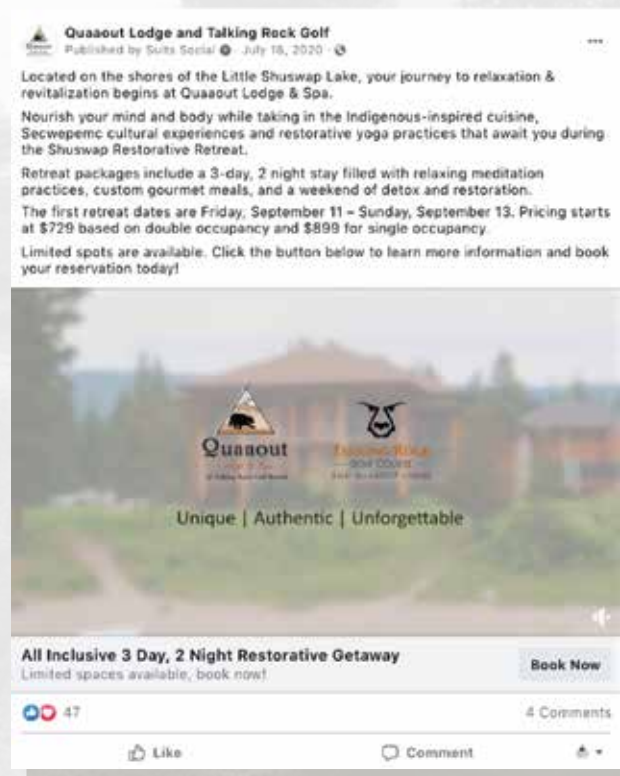
Quaaout Lodge offers a wide variety of services and amenities - from a resort, spa, and golf course to corporate or group meeting spaces, and a restaurant. While this variety makes it an amazing place to visit, it made their Marketing unfocused, and bookings reflected this.

Quaaout Lodge wanted to not only increase bookings, but increase the number of services people took advantage of when staying with them and increase overall reservation value.

THE SOLUTION:

Firstly, we worked with Quaaout lodge to develop a highly attractive “irresistible” offer which we called the “Stay and Play Package”. This package combined a resort stay, spa treatments and outdoor cultural experiences for an average price point of \$700 per reservation.

To promote this new package, Suits Social used a three-step funnel approach to their Facebook



STEP 1

We first ran an awareness campaign in order to generate as much reach as possible for Quaaout, and get their brand in front of as many of their ideal customers as possible. With highly target video ads showcasing the value and experience of the resort.



STEP 2

The second thing we did was run a traffic campaign. To do this we re-targeted individuals who engaged or consumed any of the awareness stage ads with ads that drove them back to the main website to explore the resort and available amenities.



STEP 3

Lastly, the final step in our 3 step funnel was a Facebook lead-gen campaign used to promote and generate qualified leads. To do this, we retargeted all website traffic from the previous step in the funnel with an enticing offer for the “Stay & Play Package” where leads could take up the offer instantly or request a call back from a reservation specialist.

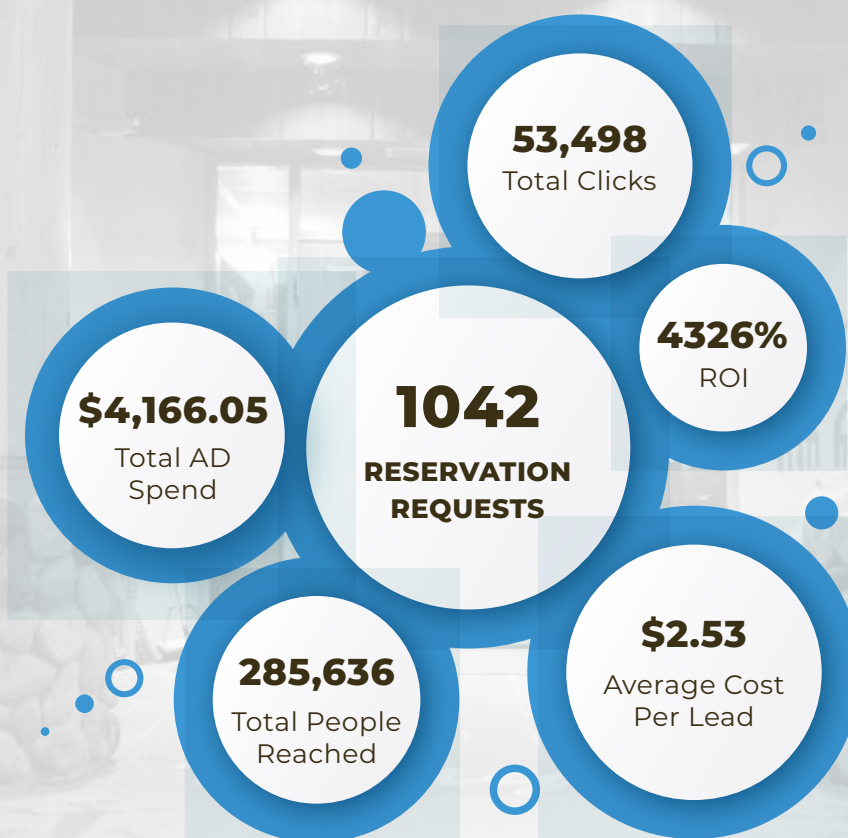


THE RESULT:

MASSIVE SUCCESS:

1042 Reservation Requests At A Cost Of Just \$2.53 Per Lead!

Not only did Suits Social generate 1042 reservation requests for Quaaout Lodge - at the low price of just \$2.53 per lead. We also reached 285,636 unique and targeted individuals with our ads and generated 53,498 unique clicks i.e website traffic. All of this for a total ad spend of just \$4,166.05. The estimated revenue generated by this campaign based on an average reservation value of \$700 and a close rate of 25% is over \$180,000. In other words an ROI of 4326%. Which far exceeded the client's expectations and resulted in a massively successful season.



INTERESTED IN LEARNING MORE?

BOOK A FREE STRATEGY CALL NOW:

<https://www.suitssocial.com/strategy-call>