

Social Media Marketing Campaign Case Study on



www.channersonnorfolk.com

About the Company

Channers On Norfolk is a beautiful boutique accommodation property on Norfolk Island. It is set amongst 2 acres of lush tropical gardens and offers stunning sea views right in the heart of town. Their lush and sub-tropical gardens give each apartment a sense of privacy that helps guests enjoy their holidays in the Norfolk Island with a great comfort. At Channers On Norfolk, guests experience gorgeous, private and relaxing accommodation.

Their mission is - To ensure guests have a pleasant and relaxing stay at Norfolk Island.

Solution Channers On Norfolk Was Seeking:

Channers On Norfolk, a beautiful boutique accommodation property on Norfolk Island, wanted to grow leads / bookings for their business. They were looking for digital marketing solutions to develop their brand awareness, increase Social Media presence and increase leads / bookings for their business. They were finding it difficult to identify Digital Marketing channels as well as - How To Use Advanced Social Media Marketing Techniques, Whom To Target, What Strategy To Use, and How To Increase Conversions/ Revenue for their business.

Results:

- ✓ Overall campaigns got **413,969** impressions with **142,242** Reach with a high CTR (Clickthrough Rate).
- ✓ Generated **674+ leads** in 3 months (overachieved our targets by **81%**)
- ✓ CPA (Cost Per Acquisition) decreased by **86%**, increasing the quality of conversions
- ✓ CPC (Cost Per Link Clicks) decreased by **78%**

Solution We Offered:

- After thorough research, we identified two platforms - Facebook and Instagram - to run the Ad campaigns.
- We came up with winning ad copies and creatives to run Ad campaigns.
- Developed an engaging landing page along with conversion-centric CTAs.
- Launched and successfully ran various parallel Ad campaigns across **6** cities in Australia.
- Ran 6 different ad sets as elements of four different campaigns. Each ad set was highly optimized to drive traffic to a Landing Page, resulting in increased conversions / transactions.
- Performed extensive testing of different campaign ads to optimize audience filtering, ad budget, and creatives.
- Optimized the bidding strategy based on the campaign performance.
- Implemented our tested and tried Audience Targeting Strategies to filter audience which contributed to the significant growth in the reach.