

RECORD ATTENDANCE CONSECUTIVE YEARS ATTRIBUTED TO DIGITAL DESTINATION MARKETING

RELEVANCE

The material contained in this case study identifies a comprehensive digital strategy for a destination. This performance reflects Advance 360's ability to effect change in positive revenue growth with a dramatically improved return on investment (ROI) as the Digital Agency of Record (DAOR).

MACKINAC ISLAND EXPERIENCES DRAMATIC RESULTS WITH FULL DIGITAL CAMPAIGN

In 2013, Mackinac Island Tourism identified a need for a refined, laser targeted digital campaign. Since that time, the budgetary commitment to this proven digital strategy has more than doubled, and the results speak for themselves.

Products Used:

- Paid Search
- SEO
- Standard Display and Re-messaging
- Responsive Rich Media
- Sponsor Content
- Social Media Management and Amplification
- Web Design and Development (2016)
- Video Pre-Roll

STRATEGY

While goals have changed year to year, the primary goal has always been to increase total room revenue on Mackinac Island. Advance 360 knows that increasing site traffic and conversions on mackinacisland.org are the leading indicators of how the island will pace with regards to room revenue. Adjusting and solving for the appropriate increase in web visitors during target months, the strategy lifted traffic and with it, room night revenue.

Because the island is open only May through October, the first effort was the dissection of all available data. The window of opportunity was short, and getting it right the first time was critical. Using historical data, travel research, and audience profiling, Advance 360 was able to predict peaks in bookings, understand target audiences and messaging, and lift conversions. In addition, research was used from the targeted SEM efforts to understand how far in advance travelers planned and booked their vacations to Mackinac Island. These insights dictated a full year marketing campaign that elevated bookings in both early and late season, adding to increase of total room revenue for the island.

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This research also informed all parties on which audiences were most likely to convert. Focusing on national markets enabled Mackinac Island to reach visitors who planned trips that were longer in duration, resulting in incremental revenue increases. Each of the digital channels' performance was assessed and optimized to consistently increase performance throughout the duration of the campaign, lowering the cost per click and increasing conversion metrics.

Most crucial to this partnership has been the way the relationship is fashioned. Advance 360 recognized the necessity for a regular cadence of meetings. By phone once per week and in person once each month, Mackinac Island Tourism and Advance 360 gather for this pulse of touch points, affording all parties opportunity to raise concerns, optimize existing campaigns, and forge stronger bonds across shared outcomes. With regular (near daily) phone conversations, texts, emails and the like, our team has effectively become an extension of the Mackinac Island team.

Advance 360 is still the DAOR for Mackinac Island and 2016 pacing is currently on track to exceed campaign key performance indicators.

RESULTS

From 2013 to 2015, since Advance 360 has become MIT's Digital Agency of Record, they have seen the following increases in ROI:

Total room revenue per dollar of ad spend:

Total ROI increase: +41.7%

Total incremental revenue per dollar of ad spend:

Total Incremental ROI Increase: 212%

2013 to 2015 website data results:

Web Sessions: +30.9%

Users: +27.43%

Page views: +5.16%

Hotel Conversions: +39.2%

CREATIVE

