

GOALS

To increase the vacation destinations share of Florida market and increase brand awareness in the UK market, the key source of business; the Greater Fort Lauderdale Convention & Visitors Bureau needed to:

- Increase brand awareness
- Increase targeted UK traffic to the sunny.org website
- Pique prospect's interests in the destination by displaying and promoting the myriad of activities available at the destination in addition to the 23 miles of pristine beaches

STRATEGY

SEO.cc implemented a cohesive and cogent search campaign to capitalize on the increasing shift in consumer behavior patterns to research and book travel online. The integrated online marketing campaign consisted of:

- PPC (*Pay-Per-Click; Sponsored Search Marketing*)
- Organic SEO (*Search Engine Optimization*)

The integrated marketing campaign leveraged the fact that consumers are in control and have become the modern-day program raven – Consuming the media when they want, where they want, and how they want.

RESULTS

The integrated online marketing program implemented by SEO.cc yielded immediate and dramatic results versus prior sales periods.

- There was a significant increase in the total number of visitors to sunny.org from the top 10 cities in the UK (8/2008 and 9/2008 versus 6/2008 and 7/2008):

London:	+105%
Manchester:	+111%
Birmingham:	+120%
Poplar:	+136%
Edinburgh:	+70%
Wembley:	+143%
Reading:	+102%
Milton Keynes:	+59%
Watford:	+66%
Croyton:	+200%

- Organic search engine rankings of sunny.org increased **+140%** versus previous sales period.

- Organic conversion rates increased **+110%** versus previous sales period, as a result of PPC marketing impact.

■ Prior Management ■ SEO.cc Management

