

Case Study: Large Hotel Marketing Firm

A large hotel marketing firm needed to build brand awareness and drive inbound leads through the Web. eDynamic helped them develop a new online strategy and build a Web presence that could drive leads to sales through multiple channels.

Client Challenge

A recent merger had introduced new corporate branding, and the hotel marketing firm's existing Web presence was delivering negligible leads for the sales team.

The firm needed a strong online presence that would:

- Build brand awareness in the corporate travel world
- Deliver relevant content to visitors
- Drive inquiries and leads to sales

With the strategy in hand, eDynamic delivered:

- A redesigned, "sticky" website, built on a WCMS, to serve as a hub for all inbound marketing activity.
- Strong dynamic content, including videos, blogs, and an active Twitter presence, to drive inbound leads.
- Consistent messaging across all channels to enforce the new branding and messaging.

Results

With their new Web presence, the firm saw 20,000 new inquiries in the first year of deployment.

Using Eloqua's Web-based demand creation tactics with targeted nurturing, the firm was able to better engage and nurture inquiries to the point where they were ready to talk to sales.

As a result, the firm saw year-over-year sales growth of 200 per cent.