

SOCIALSTRATEGY1

DIGITAL LUXE: HOW TARGETED ADS SPARKED BUSINESS EXPANSION

SOCIALSTRATEGYONE.COM

The Hills Cabins

How Targeted Ads Fueled Business Expansion

10K+

Ad clicks that translated into website traffic and bookings

500K

Total Impressions with a limited budget

91%

Above industry average website unique visitors

- **Case Study:** The Hills Cabins is a 31 property luxury cabin brand nestled in the heart of Broken Bow, Oklahoma.
- **Industry:** Vacation Rentals

Marketing Strategies Leading to Success

The client's ROI skyrocketed throughout 2023, culminating in a staggering 16x increase by the third quarter. This translates to a significant boost in revenue, allowing the client to reinvest in 2024 and solidify their position within the industry.

"We are thrilled with the results achieved by Social Strategy1. Their strategic marketing approach has driven significant growth in bookings and brand awareness. We are confident that our partnership with SS1 will continue to fuel our success in the years to come."

The Hills Cabins Management

Challenges:

The Hills Cabins sought to increase brand awareness and attract more guests to their unique vacation rentals. With what was originally a limited marketing budget, they needed a strategic approach to maximize return on investment (ROI).

Solution:

- Paid Lead Generation Campaigns
- Compelling Social Media Content
- Targeted Email Marketing
- Elevated Website Design



Compelling Social Media Content

Highly-engaged social media campaigns showcased the beauty and luxurious amenities offered by The Hills Cabins, attracting potential guests with stunning visuals and captivating stories.

Targeted Email Marketing

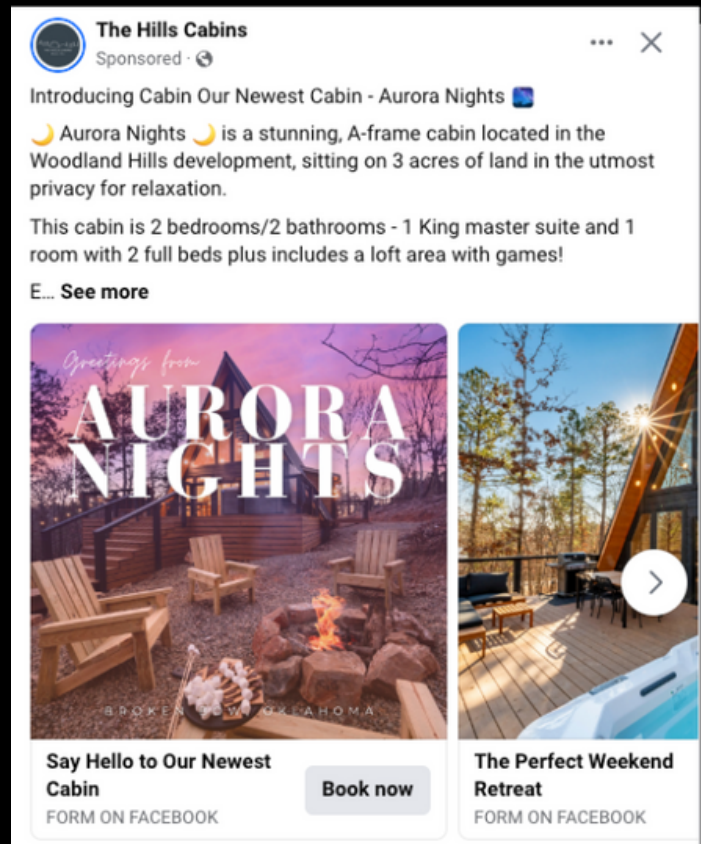
Engaging email newsletters nurtured leads, provided valuable insights into Broken Bow, and ultimately drove conversions.



Elevated Website Design

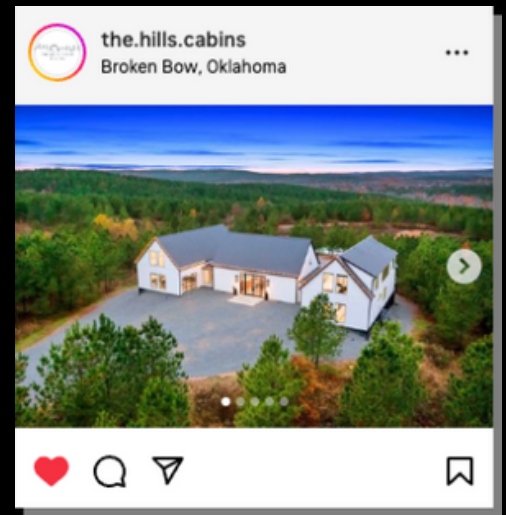
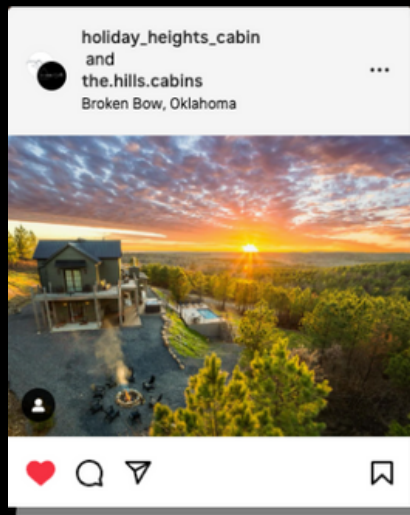
A luxurious and user-friendly website set The Hills Cabin apart from their competitors, providing a seamless booking experience.





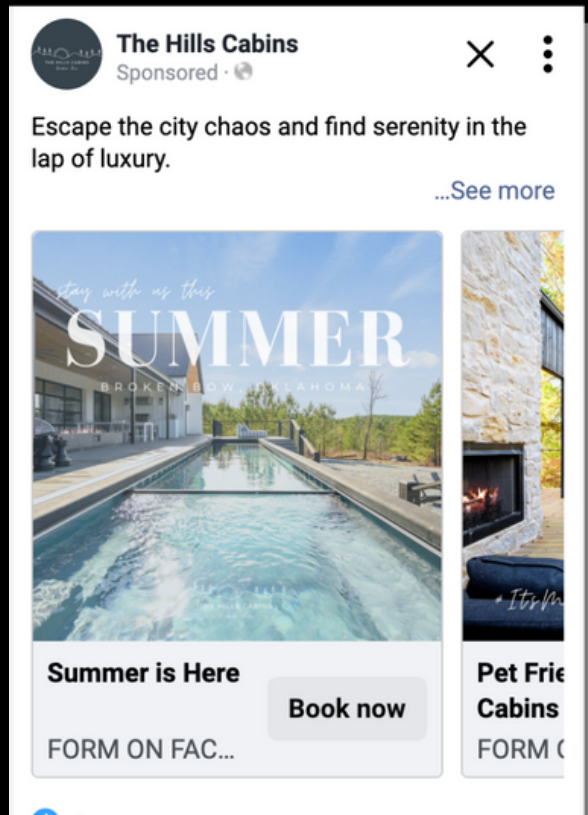
Total Ad Leads

Targeted campaigns generated thousands of qualified leads, highly interested in booking a stay with The Hills Cabins. SS1's campaigns were designed to be dynamic as seasonal trends and immediate promotions were quickly accommodated and developed.



Exceptional Reach & Impressions

Overall impressions climbed to approximately 500,000 across the total 130,000 Meta users reached within our limited targeted geographic area and audience. This widespread exposure significantly increased brand awareness.



High Click-Through Rates

A remarkable 10,000+ ad clicks translated into valuable website traffic and bookings.

Remarkable ROI

SS1 achieved an average cost-per-lead of a mere \$4.00. With cabins nights running between \$300 and \$750+ per night, the ROI was exceptional and has led to a dramatic increase in designated ad spend.

Beyond the Numbers

SS1's efforts not only generated leads and bookings but also established The Hills Cabins as a premier host within the popular destination of Broken Bow, OK. The combination of captivating social media content, informative email marketing, and a luxurious website resonated with the target audience, positioning The Hills Cabins for continued success. The Hills is now moving into alternate markets due to this success.



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Conclusion

This case study exemplifies the power of data-driven marketing strategies in achieving exceptional results for travel and hospitality businesses. By understanding the target audience and implementing the right mix of marketing initiatives, SS1 propelled The Hills Cabin to new heights, establishing them as a leader in the Broken Bow vacation rental market.

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Social Strategy1 (SS1) is proud to present the success story of The Hills Cabins, a 31-property luxury cabin brand nestled in the heart of Broken Bow, Oklahoma. Our targeted marketing campaigns have significantly boosted their travel bookings, transforming a small business with a modest budget into a competitive player in the hospitality industry.

About Social Strategy1:

Social Strategy1 is a marketing agency that helps businesses reach their target audience in the modern digital age. They use data, technology, and creativity to create marketing campaigns that are both effective and engaging.

Whether you're a small business or a large enterprise, SS1 can help you grow your business. We have a proven track record of success and we're always up-to-date on the latest marketing trends.

If you're ready to take your marketing to the next level, contact Social Strategy1. We'll work with you to create a marketing strategy that will help you reach your target audience and achieve your business goals.

Social Strategy 1
Digital Marketing Agency

(970) 409-6460

14131 Midway Rd
Suite 645
Addison, TX 75001



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