

# Seasons Apartment Hotel Group and Sojern Generate \$110K+ AUD in Direct Bookings Across Their Portfolio

## Summary

The Seasons Apartment Hotel Group partnered with Sojern to kick-start their online advertising efforts across display and SEM to generate more direct bookings. In one year, Sojern generated \$110K+ AUD in direct booking revenue, and Seasons Apartment Hotel Group now has a multi-channel marketing strategy.

## Solutions Used

Display, SEM

## Results

**\$110K+ AUD**

in direct  
booking revenue

**277**

booked stays—representing  
roughly 13% of total  
booked stays

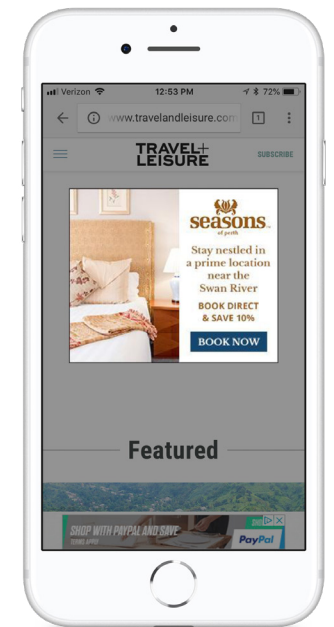
**Executed**

an online advertising  
strategy with Display  
and SEM

“Almost all of our properties relied heavily on third parties, mainly because we didn't have other marketing channels to drive our bookings. Sojern has been a great partner as we evolve our digital marketing strategy and experiment with new channels.”



Joyee Lum  
Group Marketing Manager



Display Ad Example on Mobile

## About Seasons Apartment Hotel Group

Seasons Apartment Hotel Group has built a lasting reputation within the Australian hotel and hospitality industry for quality. Their contemporary upmarket properties offer a range of spacious suites and apartments, tailored to leisure, business, and long-stay travel.

## Challenges

Like many small hotel chains, Seasons Apartment Hotel Group has a lean marketing presence, with one person wearing multiple hats. "It's a one-man-band marketing department," says Joyee Lum, Group Marketing Manager for the Group, "So, it's quite full-on." While Joyee managed online channels as best as possible, there wasn't an easy or alternative way to scale their digital presence without relying on third parties. That is, until she found Sojern.

## Objectives

Sojern's commission-based marketing solution is a way for independent hoteliers to reap the benefits of online display advertising, without the massive marketing budget of a major hotel brand. Sojern runs both online display advertising as well as Search Engine Marketing (SEM) for the group, for a comprehensive marketing strategy. Sojern shows relevant advertising messages from Seasons Apartment Hotel Group to those most likely to book with them, on search engines and across the web.

## Results

In the year since the partnership began, Sojern has driven 277 direct bookings for Seasons Apartment Hotel Group, which represents about 13% of their total direct website revenue. In fact, Sojern has driven \$110K+ AUD in direct booking revenue across their five properties in total. And regardless of which tactic drove the booking, Seasons benefits from the pay-on-the-stay model, so they only pay Sojern a commission on the bookings they generate.

Looking for multi-channel marketing solutions for your property? [Reach out today.](#)