Think Iowa City and Sojern Drive Awareness and Travel Bookings with a Multi-Channel Approach

Summary

Iowa City has a lot going for it, but it isn’t necessarily top-of-mind for a vacation destination. Think Iowa City and their innovative agency, Strategic America, partnered with Sojern to build awareness and inspire more visits with a multi-channel online marketing campaign—generating an estimated half million dollars in travel spend to the city.

I’ve been really impressed with Sojern: the campaign has delivered strong results and the team has been friendly, responsive and knowledgeable throughout. One of the reasons we partnered with them is because marketing to travelers is their bread and butter.

Carrie Thomson
Media Director, Strategic America

Results

1,463
flight confirmations, 509 hotel bookings, and an estimated half million dollars in traveler spend

0.99%
click-through rate (CTR) on the native format, ideal for building brand awareness

19,191
Sojern-driven visits to Iowa City targeted webpages

Solutions Used

- Display
- Video
- Native
About Iowa City

With its influential writing institutions, and as the pioneer of teaching creative writing, Iowa City is one of the most literary cities on earth. In 2008, Iowa City became the third UNESCO City of Literature. And with an array of attractions and activities, Iowa City truly has something for everyone.

Challenges

Iowa City is a hub of American culture, but it doesn't always come to mind when people think of a vacation destination. “It’s a challenge” says Carrie Thomson, Media Director at Strategic America, Think Iowa City's media agency. “Des Moines is only a couple hours away, Chicago and Kansas City are each four hours away, so there are a few metropolitan areas around and people are spoiled for choice. We need people to ‘think’ Iowa City.”

Objectives

Think Iowa City and Strategic America partnered with Sojern in July 2017 to run a multi-channel digital marketing campaign. Together, Sojern and Strategic America identified target audiences for Iowa City messaging. Then, Sojern utilized video, native, and display formats to ensure a full-funnel approach. Video and native assets inspire those in the early phases of travel planning. Display keeps Iowa City top of mind when it comes to booking. The campaign measured hotel bookings and flight confirmations, as well as website visits to determine success.

Results

Sojern drove 1,297 total confirmed travelers, including 509 hotel bookings and 1,463 flight confirmations from outside the state. In addition, the formats proved to be exactly what was required to make travelers more aware of the vast cultural, sporting and entertainment options Iowa City has to offer—inspiring over 19,000 visits to Iowa City targeted webpages. The native format, in particular, achieved a click-through rate (CTR) of 0.99%, nearly 10X higher than that of standard rich media.

Looking to bring more travelers to your town? Speak with us now.