

Eat.Drink.Sleep. Partners with Sojern on a Media Subscription Solution with a Consistent Monthly Fee

Summary

Eat.Drink.Sleep. is a long-standing Sojern client. For their smallest properties, they wanted to run online marketing while managing their budget expenditures. With a fixed monthly rate that fit within their budget, Sojern's subscription model delivered \$313K+ in direct booking revenue in eight months.

Results

\$313K+

in direct booking revenue
in eight months across
two properties

7X ROI

through Display,
Search, Facebook, and
Instagram Marketing

12%

higher reservation value
through Sojern bookings

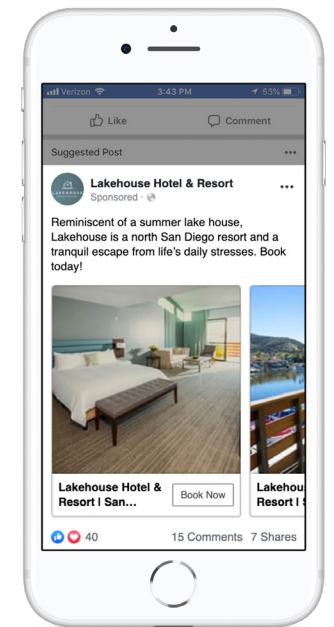
“ For our smallest properties, Sojern's Subscription gives us their marketing solutions and allows us to budget expenditures confidently. Not only that, there is virtually zero upkeep. I just let the Sojern team work their marketing magic.



Stacy Warner
Director of Sales & Marketing

Solutions Used

Display, SEM, Facebook
and Instagram



Facebook Ad Example on Mobile

About Eat.Drink.Sleep.

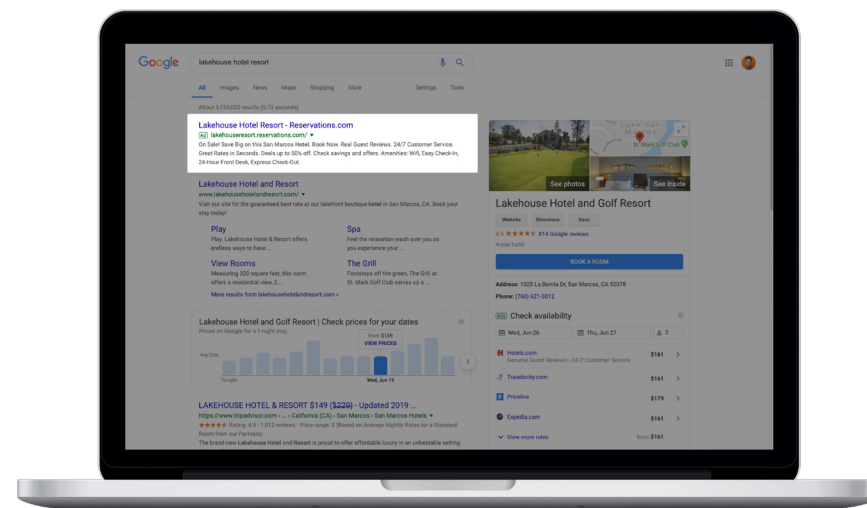
Eat.Drink.Sleep. (EDS) offers a memorable service experience in unexpected locales appealing to a smart, forward-thinking clientele. Each property in the EDS collection reflects the personality and charm of its locale while harnessing the creative power of expert designers, restaurateurs and hoteliers.

Challenges

EDS has been a long-standing Sojern customer, using a variety of their marketing solutions for their properties. Some of their smaller properties have very limited marketing budgets and they were looking to find a media plan with a predictable budget and that delivered big results.

Objectives

Sojern has marketing solutions for hotels of all sizes and budget. With the subscription model, hotels can get a predictable multi-channel media subscription, with a controlled monthly cost. Stacy Warner, Director of Sales & Marketing for EDS explains “The flat fee allows us to budget expenditures confidently.” Sojern started running this subscription solution for two EDS properties in September 2018, running advertising across Display, Search Engine Marketing (SEM), Facebook, and Instagram.



SEM Ad Example on Desktop

Results

With this Subscription model, EDS has a digital media campaign that is always-on, with Sojern optimizing their budget to drive performance. In the eight months since EDS started on their monthly subscription, Sojern has generated over \$313K in direct booking revenue across their two properties, a 7X average ROI. “Most importantly, these reservations are funneled to our website,” continues Warner, “which allows us to deepen our relationship with the guest before and after check-in.”

Looking for a marketing solution that fits your specific hotel's needs and budget? **Get in touch now.**