

Sojern and Hotel Miramonti Collaborate on an Always-On Marketing Plan with a Fixed Monthly Cost

Summary

Since June 2019, Sojern has run a multi-channel, always-on marketing strategy for Hotel Miramonti on a monthly subscription model, called 'Pick Your Plan'. During the first five months, Sojern has generated €32K+ in direct booking revenue for the property.

Solutions Used

Display, SEM

Results

€32K+

in direct booking revenue

8X

return on investment (ROI)

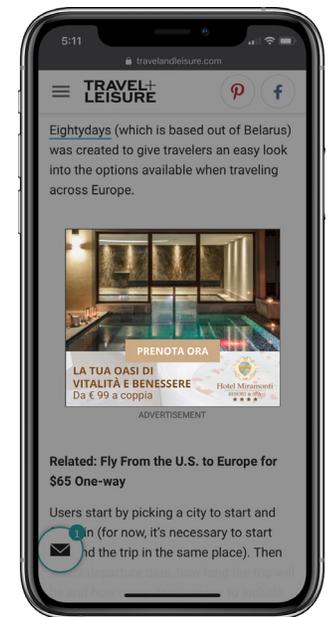
Implemented

an always-on, multi-channel marketing solution with a fixed monthly cost

“ The biggest benefit of the Pick Your Plan model is that they have very good people working at the company that can help promote us properly on the web.



Ilze Allena
Revenue & Sales Manager



Display Ad Example on Mobile

About Hotel Miramonti

Hotel Miramonti is a family-operated boutique hotel that has been in operation for more than 50 years. Nestled in a stunning hillside location outside of Bergamo, Italy, Hotel Miramonti has panoramic views, indoor and outdoor swimming pools, and spa. The fantastic location and excellent service attracts customers from all over the world.

Challenges

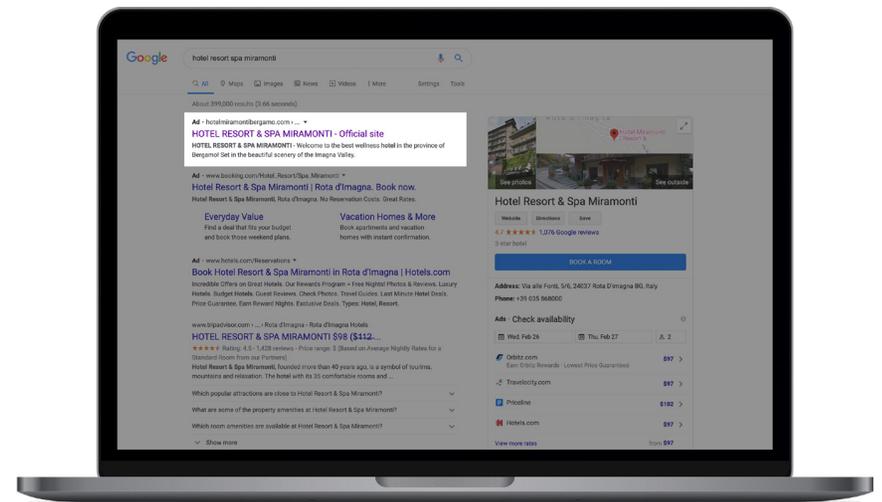
The Hotel Miramonti team has partnered with Sojern for over a year, with Sojern running their online marketing on their behalf, with the goal of increasing direct bookings. While successful, "We preferred to have a specific yearly budget and invest it with Sojern because we believe in the partnership and because in a small hotel, there is not a lot of time to dedicate to marketing," explained Ilze Allena, Revenue & Sales Manager, "So they proposed the subscription model with a fixed monthly fee."

Objectives

Sojern partners with hotels of all sizes and marketing budgets, and has a suite of marketing solutions that fits every hotelier's specific goals. For Sojern's subscription solution, 'Pick Your Plan', Hotel Miramonti gets a comprehensive marketing strategy with a predictable, fixed monthly spend. Sojern started running 'Pick Your Plan' for Hotel Miramonti in June 2019, running advertising across Display and Search Engine Marketing (SEM).

Results

In the first five months of 'Pick Your Plan', Sojern delivered €32,428 from 106 direct bookings. The Hotel Miramonti team gets all the benefits of Sojern's technology and targeting capabilities, as well as the direct bookings that Sojern delivers, with a predictable monthly spend. "But I think that the most important thing is the type of guests that arrive, because they are loyal to the hotel," continues Allena, "and in this way we can also guarantee some more reservations in the future."



SEM Ad Example on Desktop

Looking to get more direct bookings to your property? [Get in touch now.](#)