

Sojern and Hotel Conde Duque Bilbao Collaborate to Achieve over €84K in Direct Bookings in Six Months

Summary

Hotel Conde Duque Bilbao and Sojern partnered in February 2019 and have been running a multi-channel marketing strategy ever since. The partnership includes advertising on Facebook, Instagram, Display, and Search which has jointly delivered over €84K in direct booking revenue.

Solutions Used

Display, Facebook and Instagram, SEM

Results

€84K+

in direct booking revenue

356

booked reservations in six months

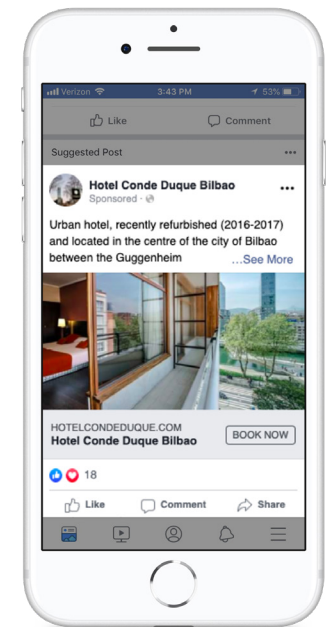
Implemented

a multi-channel strategy across Display, Facebook, Instagram, and Search

“ We don't have a sales team so we rely on the website for direct bookings. We were introduced to Sojern and it only took us a few minutes to say let's do it. We are very happy with the results.



Iñaki Armada
Subdirector



Facebook Ad Example on Mobile

About Hotel Conde Duque Bilbao

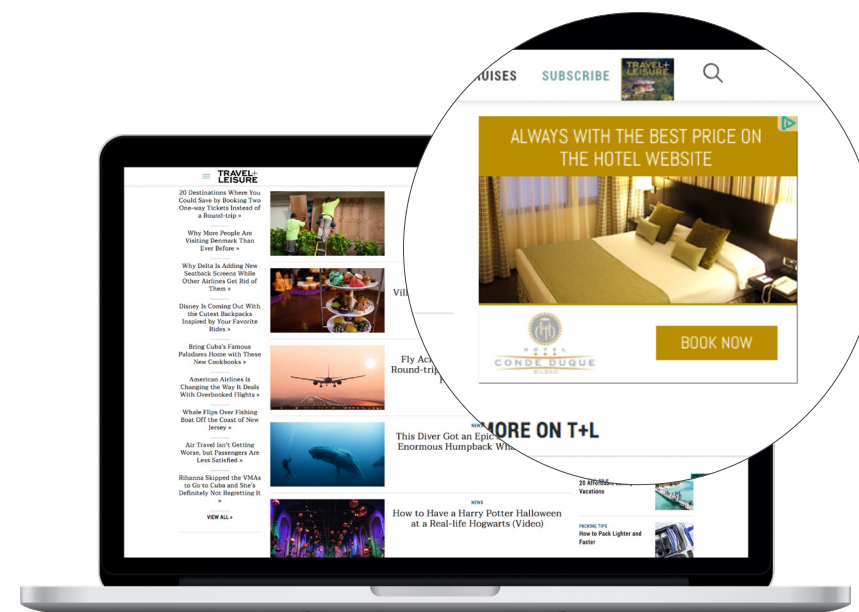
For over 50 years, Hotel Conde Duque Bilbao has been providing both leisure and business travellers with a comfortable place to stay. Located next to the old town and popular tourist areas, there is plenty to offer just a short walk away as well as an on-site gym, restaurant and parking.

Challenges

Being a small, private hotel, staff at Hotel Conde Duque have to juggle many roles. A key challenge is building relationships with guests, meanwhile managing customer-facing responsibilities, digital marketing, increasing revenue, and much more. "With so much going on, Sojern's solution was a perfect fit for our hotel," says Iñaki Armada, Subdirector. "It covers that aspect of my role and I can forget about it and focus on customer satisfaction. Sojern makes our lives easier"

Objectives

Hotel Conde Duque managed online advertising in house before working with Sojern. Keeping up to speed with the constant developments of Google Ads and Facebook was a challenge. In order to spend the budget more effectively and improve ROI, Sojern began running a global campaign targeting anyone with travel intent to Bilbao with the goal of increasing direct bookings, only receiving commission if the customer completed their stay.



Display Ad Example on Desktop

Results

In six months, Sojern delivered over €84,000 from 356 direct bookings. "It is very important for us to see where bookings are coming from, and obtain the guest's details. The support from Sojern on this is great," continues Iñaki. Sojern's expertise means that the hotel can keep up with market trends, responding with relevant creatives and offers. Iñaki states "I am always kept in the loop." This means the management team has more time to focus on the important job of building relationships with guests.

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