

Palmetto Carriage Works and Sojern partner to drive 10X average ROI with a multichannel campaign

Overview

Palmetto Carriage Works partnered with Sojern on a multichannel campaign to encourage people to book their carriage tours. Targeting travelers that showed intent to visit Charleston, Sojern delivered a 10X ROI using Search Engine Marketing (SEM), Facebook, and display advertising.

Solutions Used

- SEM
- Display
- Facebook

Results

10X

average ROI across SEM, Facebook, and display

Increased

online reservation revenue

Discovered

a digital marketing partner that helped shift strategies during COVID-19

“ During the pandemic Sojern was super flexible and supportive. They really worked with us to make sure we could make it through the year. When we were ready to open back up, Sojern helped us shift our strategy. This was a really hard year for us and advertising and online sales have been extremely important, and the Sojern team has done a great job.



Victoria Moore
Chief Administrative Officer



Display Ad Example on Mobile



About Palmetto Carriage Works

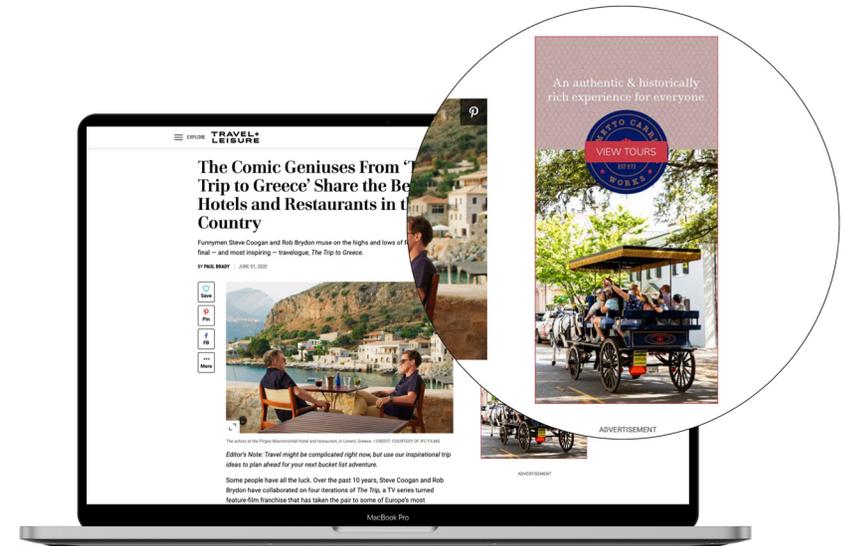
Palmetto Carriage Works is the oldest carriage tour company in Charleston, family owned and operated since 1971. They offer historic downtown tours by mule or horse-drawn carriage with some of the most experienced personnel in the Charleston carriage industry.

Challenges

Palmetto Carriage Works was challenged with driving traveler engagement before their competitors, all who are located in close proximity. Many of their ticket purchases happen on foot as travelers explore the city, but they also needed to drive advance ticket purchases. Yet another challenge arose when the pandemic hit, and Palmetto sought to shift to targeting their drive markets instead of their typical fly markets.

Objectives

In February 2020, just before the pandemic impacted business, Sojern and Palmetto Carriage Works launched a multichannel online advertising campaign aimed at reaching travelers coming to Charleston. Utilizing Sojern's rich travel data, potential travelers were reached using SEM, Facebook, and programmatic display advertising, encouraging them to visit Palmetto Carriage Works' website and purchase advance tickets. After pausing briefly due to the pandemic, the team reactivated their campaign when they reopened, and tapped into Sojern's data to reach people who had booked travel to Charleston, especially those visiting by car.



Display Ad Example on Desktop

Results

After reactivating their paused campaign due to the pandemic, the multichannel campaign utilizing SEM, Facebook, and display advertising drove an average ROI of 10X through bookings directly on the Palmetto Carriage Works' website. "We were really excited about how well SEM performed," Moore said. "The charts and insights have been so easy to read, really, everything about working with Sojern has been so easy, and we appreciated that during a challenging time."

Looking to get travelers to your attraction, tour, or activity? **Contact Sojern to see how we can help!**