

# Savannah Taste Experience and Sojern partner to drive a 6X ROI with Facebook and Display

## Overview

Savannah Taste Experience partnered with Sojern in February of 2020 to get their brand in front of travelers who were flying in to Savannah. Sojern initially delivered a 10X ROI using display and Facebook advertising to increase the team's direct booking revenue and be top of mind when a traveler was searching for a food tour. Due to COVID-19, the team had to pivot strategies and target drive market travelers, driving a 6X ROI amid the pandemic.

## Results

### 6X

ROI during COVID-19 recovery

### Utilized

campaign and market insights to grow business

### Discovered

a digital marketing partner that could prove a return on ad spend

“The insights are so helpful, being able to verify that there's an actual return on investment, and that the customers booking are unique and we would not have gotten them without Sojern. We have confidence that the money spent is producing real returns.



Stu Card  
Co-Founder

## Solutions Used

- Display
- Facebook



Display Ad Example on Mobile

## About Savannah Taste Experience

Savannah Taste Experience food tours are walking and tasting tours offering a one-of-a-kind culinary experiences while exploring the historic squares of the city. The team partnered with Sojern on a digital marketing campaign to inspire travelers to book with the only tour company in Savannah dedicated to culinary adventures.

## Challenges

Savannah Taste Experience partnered with Sojern in February of 2020, just before the COVID-19 pandemic caused shutdowns across the US. Prior to the pandemic, Sojern drove a 10X ROI by targeting travelers who had purchased flights, driving them to book food tours for their trip before they arrived. Due to the pandemic, they paused their campaign. When they were able to reopen and offer outdoor tours only, they reconnected with Sojern but needed to shift their strategy to target drive market travelers.

## Objectives

As restrictions loosened, Sojern and Savannah Taste Experience relaunched an online advertising campaign targeting travelers driving to Savannah. They asked the Sojern team to develop a strategy that would help drive direct bookings despite there being close to no air traffic at the time. Sojern's team used custom insights to see where people were coming from regionally and activated display and facebook ads to capture those drive market travelers.



Display Ad Example on Desktop

## Results

The campaign met and exceeded the set ROI goal. The Savannah Taste Experience team is seeing so many online tour bookings they are occasionally selling out. "We've tested digital campaigns in the past, but we haven't done anything we could track this well, and that's what we love about Sojern," Card said. "Sojern's campaign insights help us to trust the tracking, and the market insights guide us in staffing accordingly. We can't wait to see how this partnership develops."

Looking to attract travelers to your attraction? **Contact Sojern to see how we can help!**