



Revolution Adventures and Sojern partner on a digital marketing campaign that resulted in 7X ROI

Overview

Revolution Adventures partnered with Sojern to get their brand in front of people who had booked travel to Florida. Sojern delivered a 7X ROI through a strategy of Facebook & Instagram and programmatic display advertising—goaled with driving bookings directly to the Revolution Adventures website.

Results

Diversified

advertising spend and drove direct bookings

Reached

the right audience on a limited budget

7X ROI

in a competitive market

“ Sojern’s campaigns are highly targeted and that’s exactly what we needed. The return on investment is great, Sojern has been flexible, the process is easy, and the team is so helpful to work with.



Kevin Jowett
Owner

Solutions Used

- Facebook & Instagram
- Display



Display Ad Example on Mobile

About Revolution Adventures

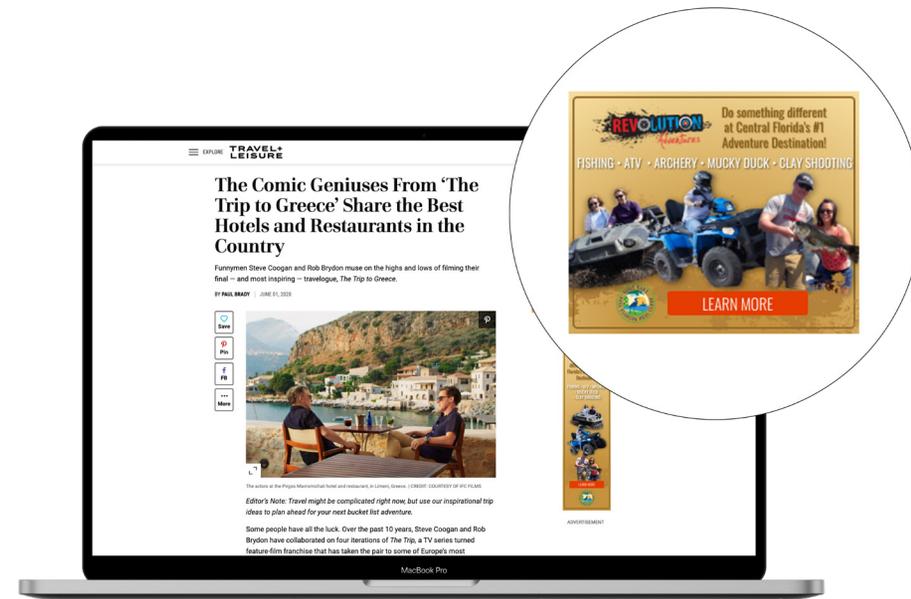
Revolution Adventures is an off-road adventure park within easy reach of the major hotels and theme parks in Orlando. They offer unique experiences, both motorized and non-motorized, which leave guests exhilarated and with memories to share. They pride themselves on providing safe outdoor excursions and fantastic customer service.

Challenges

Revolution Adventures needed to reach their target market more efficiently with a limited budget. They sought travelers who were returning to Orlando and looking for things to do outside of the major attractions in Central Florida. Along with managing a smaller budget, they were up against nearly 200 other attractions in the area all competing for the same customer. They needed a digital marketing strategy that allowed them to be more targeted in their advertisements in order to capture these bookings.

Objectives

Sojern and Revolution Adventures launched an online advertising campaign targeting travelers who had booked a trip to Florida. Using Facebook & Instagram and display advertising, the team was able to build brand awareness with travelers while they were in the planning stages for their trip, with the goal being to drive advanced, direct bookings to their website. They were able to diversify their spend outside of limited digital, print, and billboard advertising to make their marketing dollars go further and better target their audiences.



Display Ad Example on Desktop

Results

The campaign resulted in a 7X ROI. "We've seen some big changes in the way people book. For the first time we are booked as far out as a month in advance now, and we know a large part of that can be contributed to the work we've done with Sojern," said Kevin Jowett, owner of Revolution Adventures. "When people see our information they get excited to be able to 'self drive' vehicles in the theme parks area. They purchase their tickets and the whole family looks forward to it."

Looking to attract travelers to your experience or attraction? Contact Sojern to see how we can [help](#).