

Little River Inn achieves a 6X ROI on a multichannel campaign with SEM, Facebook, and display

Overview

Little River Inn sought a multichannel marketing solution that could be easily implemented and maintained. Partnering with Sojern in August 2019 on a commission model, the campaign used a combination of Search Engine Marketing (SEM), Facebook, and display advertising. Sojern drove a 6X ROI on bookings directly to Little River Inn's website.

Solutions Used

- Search
- Facebook and Instagram
- Display

Results

6X

Return on Investment (ROI)

Discovered

a hands-off solution that drives direct bookings in a competitive market

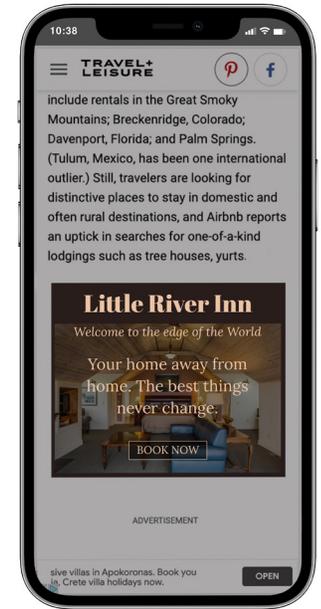
Implemented

a multichannel marketing campaign where commissions are only paid on completed stays

“ I really appreciate how easy it is to use. The direct bookings just keep coming in and there's not a lot of upkeep on my end, which is nice being a busy property with multiple departments.



Terra Wagner
Lodging Manager



Display Ad Example on Mobile

About Little River Inn Works

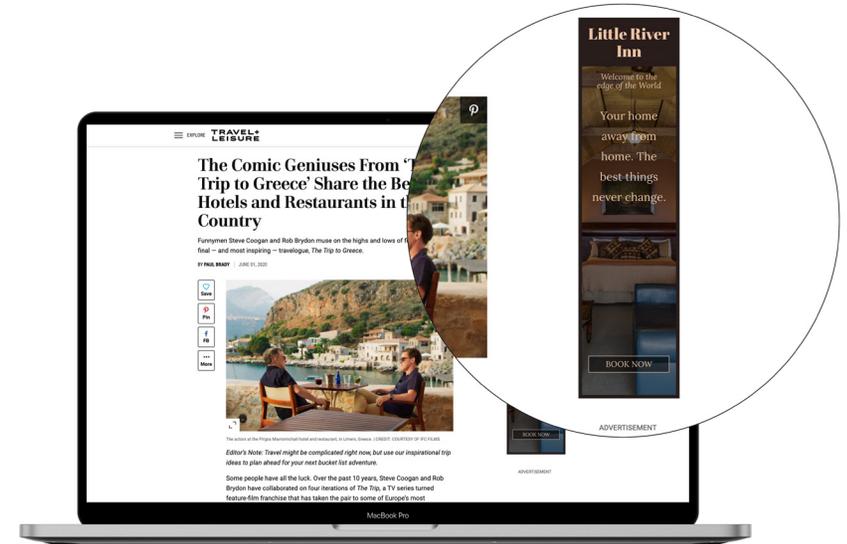
Family owned and operated for more than 80 years, Little River Inn is a Victorian inn situated on the Mendocino Coast, with several walkable attractions in the area. The property is known for its elegant rooms and cottages featuring Pacific Ocean views, as well as a 9-hole golf course, driving range, and on-site restaurant and bar.

Challenges

In order to win direct bookings on their website in a fairly competitive area, Little River Inn needed to be everywhere that potential guests were online. They needed a multichannel marketing campaign that ran across several channels. The team sought a solution that was easy to activate and maintain, as they were running a busy property with less time and resources.

Approach

Sojern and Little River Inn partnered in August 2019 on a multichannel marketing campaign using SEM, Facebook, and programmatic display advertising. The team implemented Sojern's commission-based model, in which Little River Inn only paid after completed stays. Using Sojern's easy to use online account, they were able to reconcile any stays that were not completed.



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Results

The multichannel campaign resulted in a 6X ROI. "The results were great and the online account is easy to use. We like that we only pay a commission on completed stays and I don't have to regularly reconcile, I just do it once a month and I don't have to worry about it," explained Terra Wagner, lodging manager for Little River Inn.

Looking for a multi-channel marketing strategy that drives direct bookings? **Get in touch now!**