

SOCIAL MEDIA ADS CASE STUDY

When we started working with Travellers beach hotel & club, they had 87 followers on Instagram and had no strategy for qualifying leads. We changed that with our lead generation strategies.





Cyber Monday lead generation AD

How did we do it?



Objective- To fill up remaining spaces from consequent December holiday offers.

Budget- Ksh 10,000.

Duration- 24 hours.

Promo details- Free one night stay for every 4 days booked (Stay 5 days, pay for nights only).

Offer value- Ksh 150,000 per room for 4 nights

Results- 39 Marketing qualified leads valued at (5,850,000) generated within **24 hours**.



3 step Ad strategy

AWARENESS

Create awareness through events, blogs and other content

INTEREST

Nurture leads with targeted content such as email marketing and newsletters

CONSIDERATION

Provide product information to prospects: case studies, free trials, and email campaigns

INTENT

Focus on unique value proposition: demos and walkthroughs

BUY

Prospects become clients after a sales transaction. The process of retention starts.

**Awareness
(warm)**



**Nurture
(consideration)**



Convert

Outcome:

134 -471 (-77.9%)

Website conversions

31 -157 (-83.5%)

Content Views

15,334 +9,535 (+164.4%)

Page engagement

15,334 +9,535 (+164.4%)

Post engagement

42 +34 (+425.0%)

Leads

39 +39 (+0%)

On-Facebook leads



Travellers Beach Hotel & Club

Sponsored ·



We promised you a CYBER MONDAY deal like never seen before!

Book your 4 day with us and get a free extra [...see more](#)



GET YOUR FREE ROOM!!!

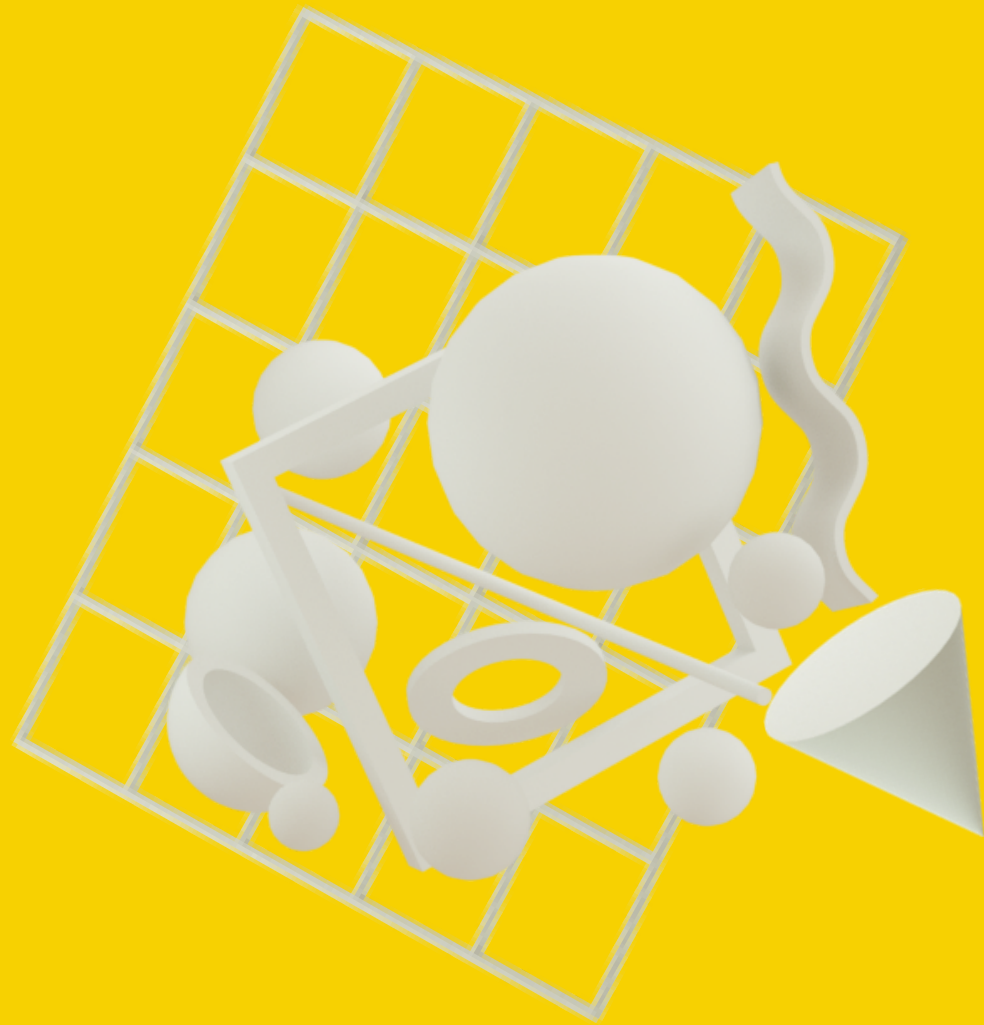
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84

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