

Casa Bloody Mary increases its online reservations with sponsored links.



Casa Bloody Mary is a remodeled Tudor style building which was transformed into a small hotel for national tourists, foreigners and businessmen, with five rooms, personalized attention, and individualized tourist assistance. It is located in the neighborhood "Las Canitas" (Buenos Aires) with prices ranging from USD 35 and USD 80.

THE CHALLENGE

The campaign objective was to ensure that all users interested in traveling to Buenos Aires, learned about the hotel services and had the possibility to consult with and make reservations through the site.

THE STRATEGY

Consisted in:

A) **Increasing qualified traffic** to the site www.casabloodymary.com, through a Sponsored links campaign, in the Google and Yahoo! Networks.

Market: Five countries: Argentina, England, Australia, Spain and the USA;

Languages: Spanish/English.

B) **Keyword and text ad development**, constant optimization to obtaining the best quality of contacts while minimizing the cost (cost –benefit). For this, two conversion codes were used: one for contacts (Potential clients code) and another for users booking their reservations online through the site (Sales code.)

RESULTS

Over 650 transactions were obtained (consisting of Information requests and reservation forms) in a three month period, with a conversion rate of 8.50%

Fernando Pisano, director of Bloody Mary stated: "Due to the great quantity of contacts generated through the Search Engine Marketing campaign we were able to fill in the available rooms of the hotel for various months. InZearch allowed us to be present in the exact moment that potential clients were looking for our services."

One of the great advantages of doing Search Engine Marketing is that it works under a Cost per click model, meaning we only pay when a user that is searching for Hotel in Buenos Aires, for example, clicks on our text ad and visits our site.