

2022 Digital Marketing Strategy

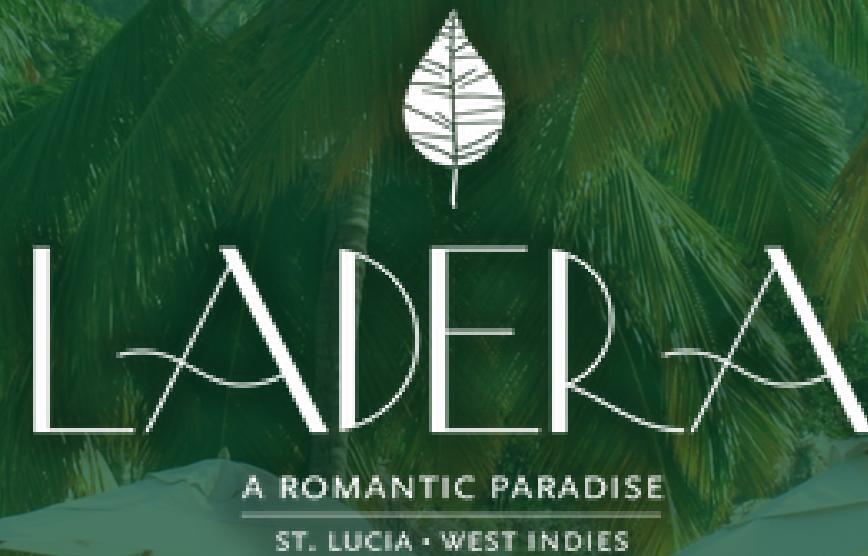


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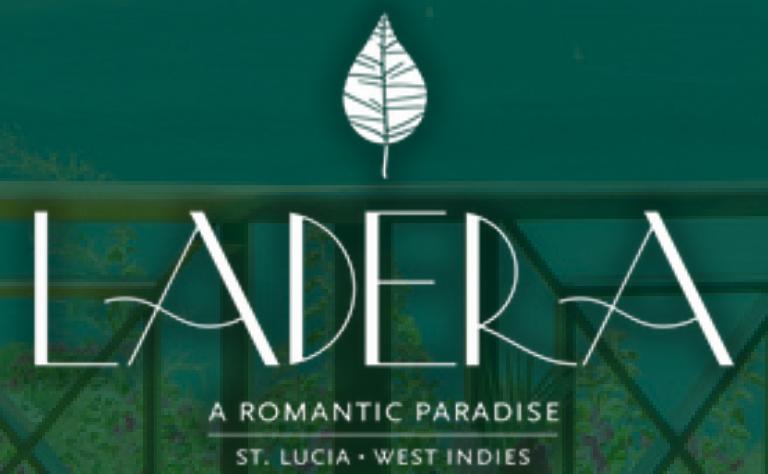
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Part One: Google Analytics Measurement Strategy & Campaign Recommendation



What is the Ladera Resort?

The luxurious Ladera Resort is St. Lucia's most unique resort with a breathtaking view of the Pitons and crystal clear Caribbean Sea. Ladera features 37 rooms and suites making a secluded and romantic stay. Ladera Resort incorporates the beauty of the island within its resort by constructing each room with natural materials right from the island. The resort is designed for guests to take part in ultimate relaxation and exquisite culinary experiences.

What is the purpose of Ladera.com?

The purpose of the resort's website (Ladera.com) is to book reservations with Ladera Resort. The website provides a wide variety of information about the resort. Users can find information about the accommodations, the island, the resort, the special packages offered, and a photo gallery featuring images of the resort as well as St. Lucia. Users can view pricing information and book their stay with Ladera Resort directly through the website.

What is the purpose of this presentation?

The goal of this presentation is to introduce a digital marketing campaign for the Ladera Resort. Recommendations include a digital analytics strategy, a marketing campaign, and an investment strategy for the campaign.



Who books with Ladera Resort?

Ladera Resort's audience consists of three types of people:

1. The Destination Wedding Planner
2. The Honeymooner
3. The Vow Renewer

1 Ladera Resort's Audience: The Destination Wedding Planner

The Destination Wedding Couple

After the chaos and stress caused by the COVID pandemic, this audience wants to have a destination wedding rather than planning a large wedding and inviting hundreds of people. This couple would rather a private, intimate celebration in a beautiful setting rather than a large over-the-top party.

Why is this audience considering Ladera Resort?

Ladera Resort's wedding package brings this audience to Ladera's website. Ladera Resort wedding package includes a wedding planner, marriage officer, floral items, a wedding cake, and a personalized carved gift. All of this is desirable for this audience because they want to plan their wedding with as little stress as possible.



2

Ladera Resort's Audience: The Honeymooner

The Newlywed Honeymooners

This audience is searching for a honeymoon destination. This audience is going to get married soon, and they are considering Ladera Resort for their honeymoon. This couple is looking for an all-inclusive resort that offers various activities and excursions.

Why is this audience considering Ladera Resort?

Ladera Resort's beauty and all inclusive option attracts this audience. This audience wants to enjoy their first few days as newlyweds before going back to their busy lives and schedules. This couple is interested in seeing the various packages, activities and rooms that Ladera Resort offers.



3

Ladera Resort's Audience: The Vow Renewer

The Vow Renewal Couple

This audience is ready to renew their vows and enjoy themselves in the process. This audience has either gone through a recent hardship or has reached a milestone anniversary prompting them to renew their vows. Like the first audience, this audience wants a private, intimate vow renewal where their focus is on themselves and the love they possess for each other.

Why is this audience considering Ladera Resort?

Ladera Resort's Vow Renewal Package brings this audience to Ladera's website. Ladera Resort provides all that the couple would need to have a beautiful and special vow renewal on the island of St. Lucia.



Campaign Target Audience: The Honeymooner

The Newlywed Honeymooners

This target audience began searching for their honeymoon destination months before getting married. We want to grab this audience's attention and position Ladera Resort as a luxurious, unique option in comparison to other honeymoon resorts. This audience is between the ages of 24 and 35 and is currently engaged.

Target Audience Persona

Daniel and Sarah got engaged last Christmas, and they are searching for a honeymoon destination. Daniel and Sarah's favorite place is the beach, and they both enjoy trying new things. Daniel is a data analyst, and Sarah is a nurse. They both live in Atlanta, Georgia, and have a household income over \$150,000 a year. Sarah wants to have a relaxing experience on their honeymoon while Daniel wants to enjoy multiple excursions. The couple values shopping for designer brands, experiencing fine dining, trying new breweries with friends and relaxing after a long day at work. Our campaign targets couples across the world with similar characteristics.



The Landing Pages

The landing page is a page that can offer additional information, prompt the audience to take action, or help the audience understand a concept. The landing page presents a call to action and prompts users to engage with the brand.

Figure 1 shows Ladera Resort's homepage. This is the page where users land when they open the resort's website. This page has a changing visual to show the beauty of the resort, and there are various options at the top right corner for the user to explore. Figure 2 shows the page that is followed by clicking the "Accommodations" tab on the homepage. Users can view the various rooms offered by Ladera Resort and book their stay through this landing page.

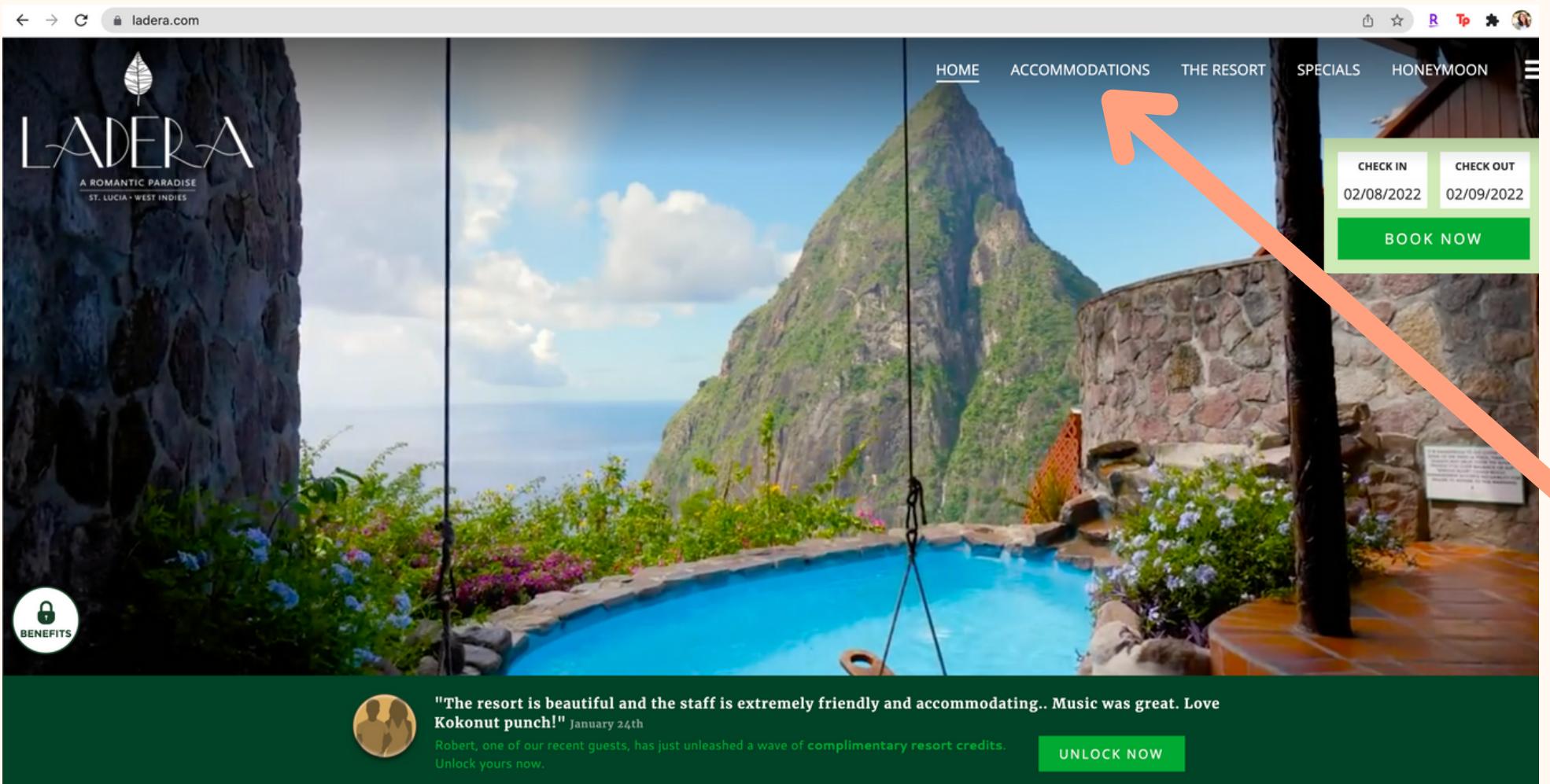


Figure 1

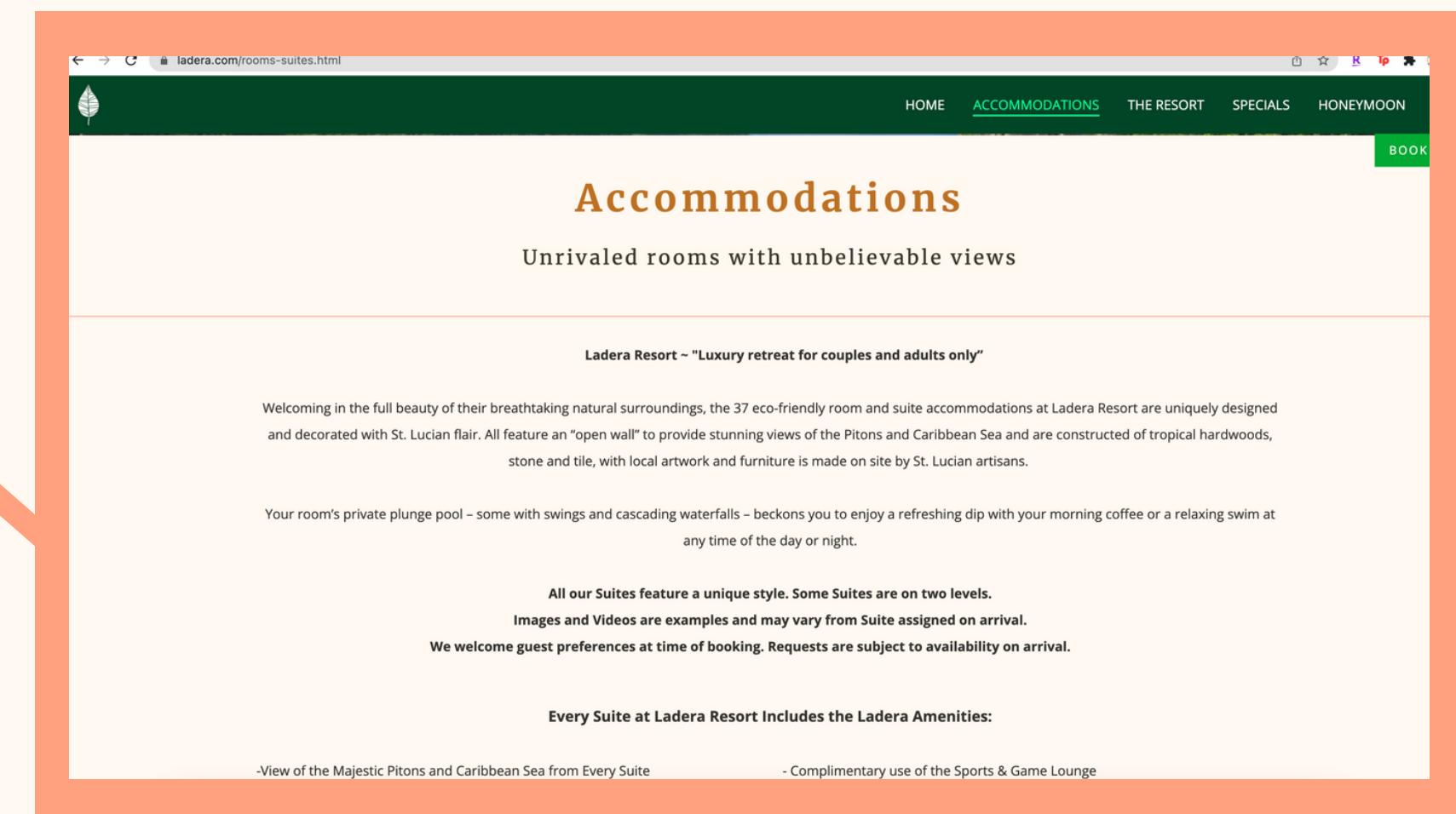
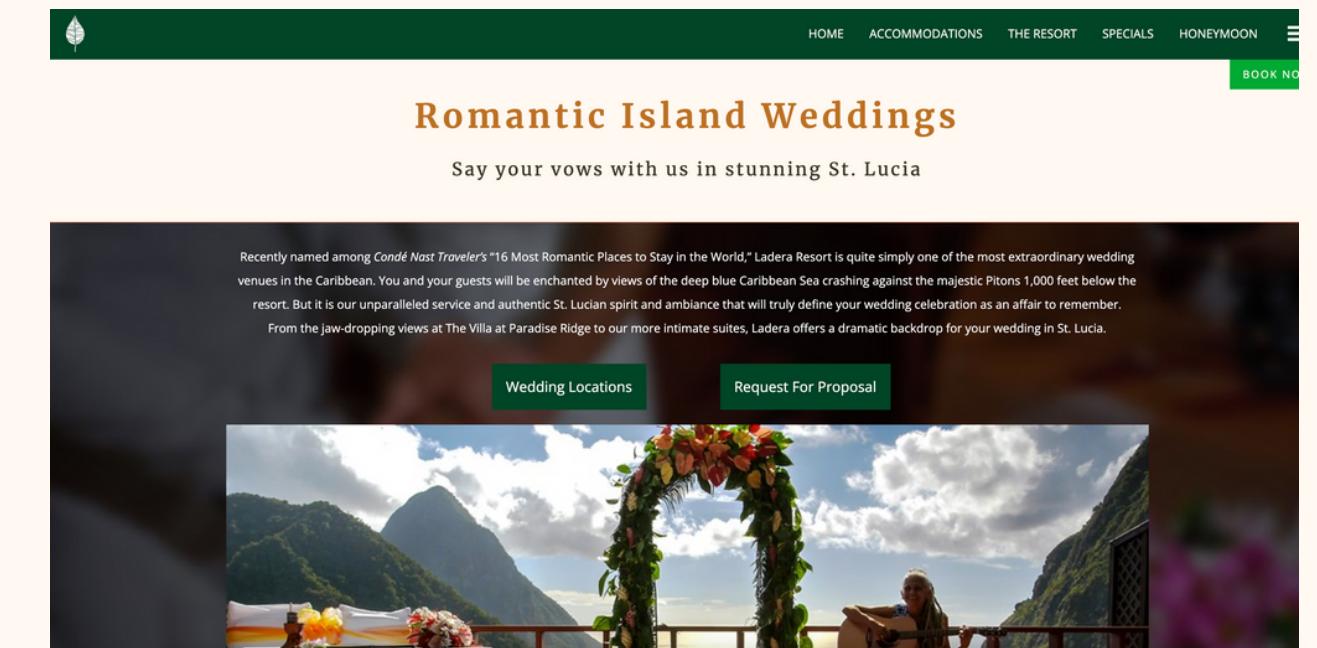


Figure 2

For the Destination Fiancés...

This audience will likely land on the page titled “Weddings” found under the “Honeymoon” heading. This page provides information on wedding locations and the wedding package details as well as the ability to request a proposal.



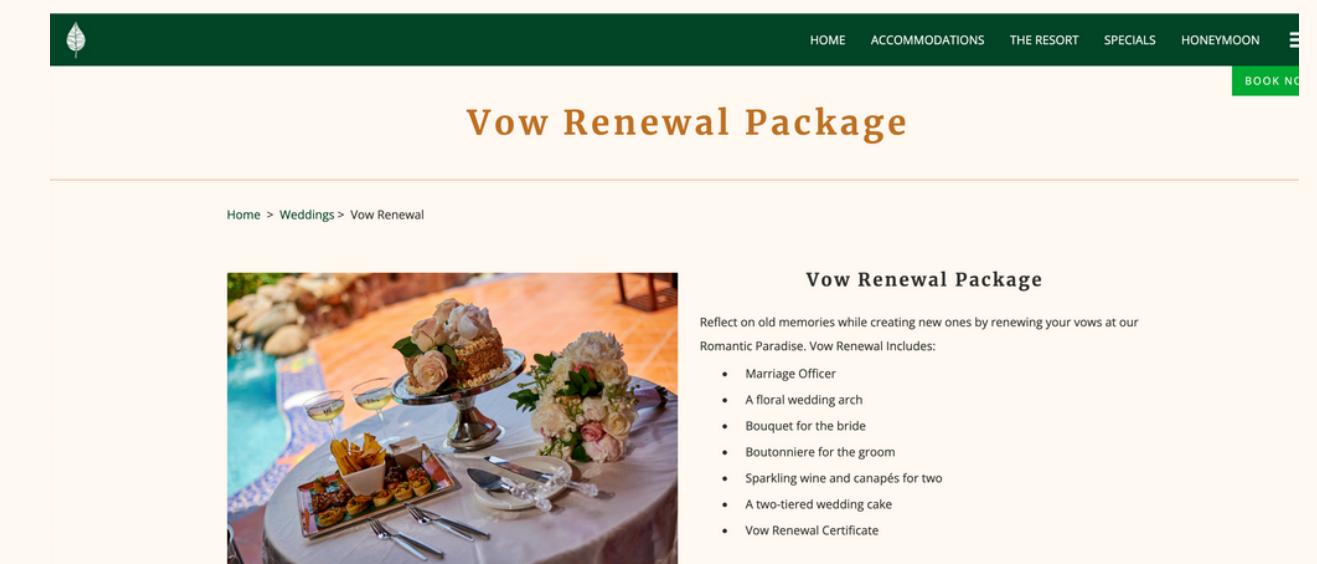
For the Honeymooners...

This audience will likely land on the “Honeymoon” page after visiting the homepage. The user will find this page by clicking on the “Honeymoon” heading on the homepage. This landing page gives information about the honeymoon packages and details about spending a honeymoon on St. Lucia.



For the Vow Renewers...

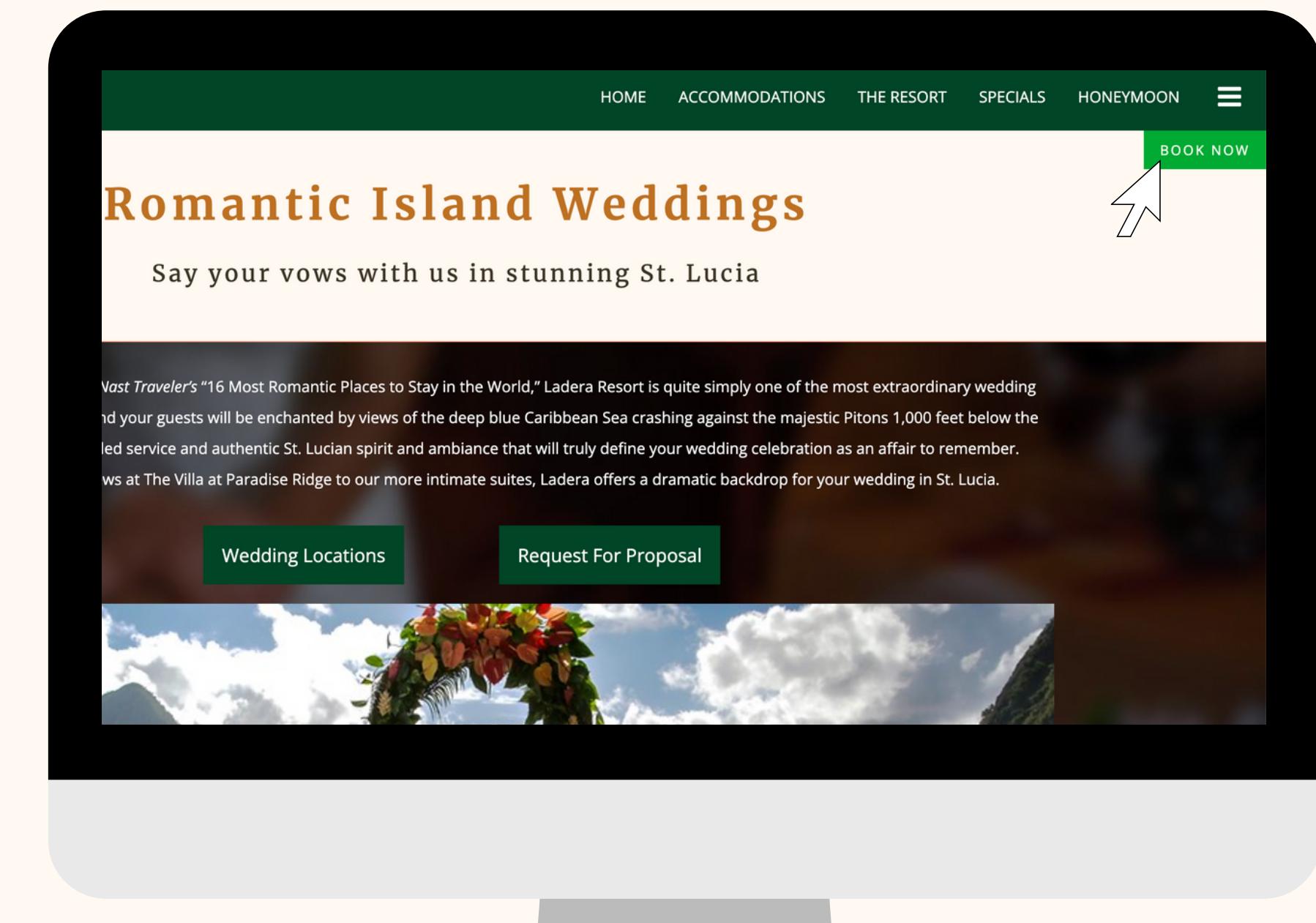
This audience will likely land on the “Vow Renewal Package” page under the “Honeymoon” heading. This landing page gives information about this package and allows the users to book directly through this site.



Core Functionality Element

The main function of the website is to book reservations.

The website's core function is to help users book a reservation with Ladera Resort. Along the way of making that reservation, users are presented with information about the resort, St. Lucia, specials, pricing packages and booking availability.



The Goals

Goals help to measure the success of a website as it relates to the marketing objectives and strategy. Goals represent conversions, which are completed activities, that will improve the success of the site. For our campaign, we will set macro and micro goals.

Macro Goals

The macro goal for the site is to increase booking reservations, particularly honeymoon reservations. Increasing website traffic will help achieve this goal by influencing users to make conversions on the site.

Visit the website's homepage

Land on the “Honeymoon“ Page

Click the “Book Now“ Button

Confirm details
(room choice, dates,
price)

**Book with
Ladera Resort**

The Goals

Micro Goals

The micro goals are all significant as each micro goal is set in place to direct users to achieve the macro goal: to book their honeymoon reservation. Through these various micro goals, users will be guided to make the decision to book their honeymoon with Ladera Resort.

- 01 Visit the website 5 times in 2 weeks
- 02 Spend 5 minutes or more on Ladera.com in one session
- 03 Drive traffic to Ladera Resort's Honeymoon Gift Registry
- 04 Drive users to sign up for the email promotions and offers
- 05 Click social media icons to direct traffic to Ladera Resort's social media sites

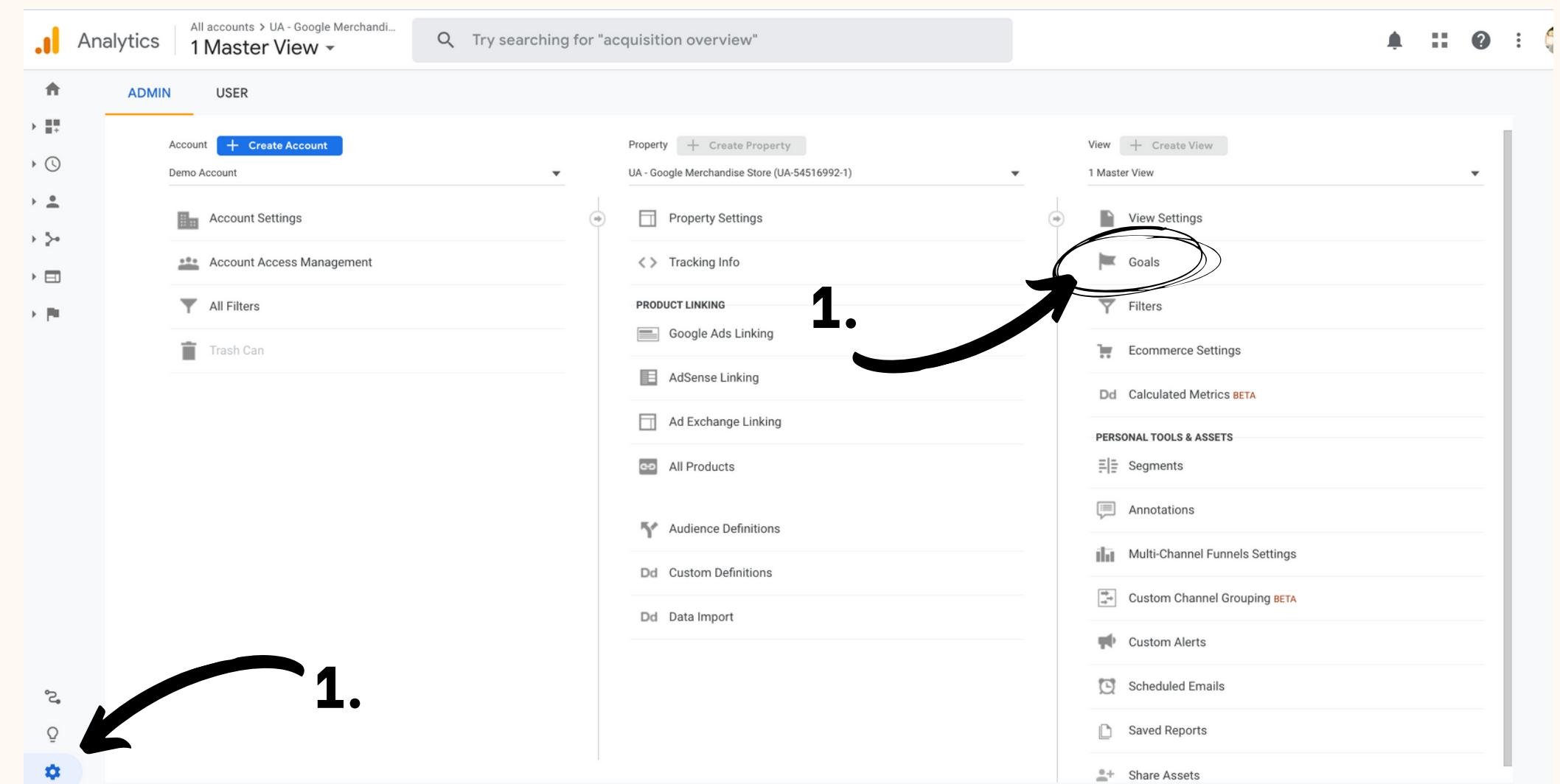
Google Analytics Goals

Why should we set Google Analytics goals?

Setting goals through Google Analytics will allow for the success and effectiveness of Ladera Resort's website to be tracked. Using Google Analytics will allow Ladera Resort to track if the website is working toward their objectives.

How are goals set in Google Analytics?

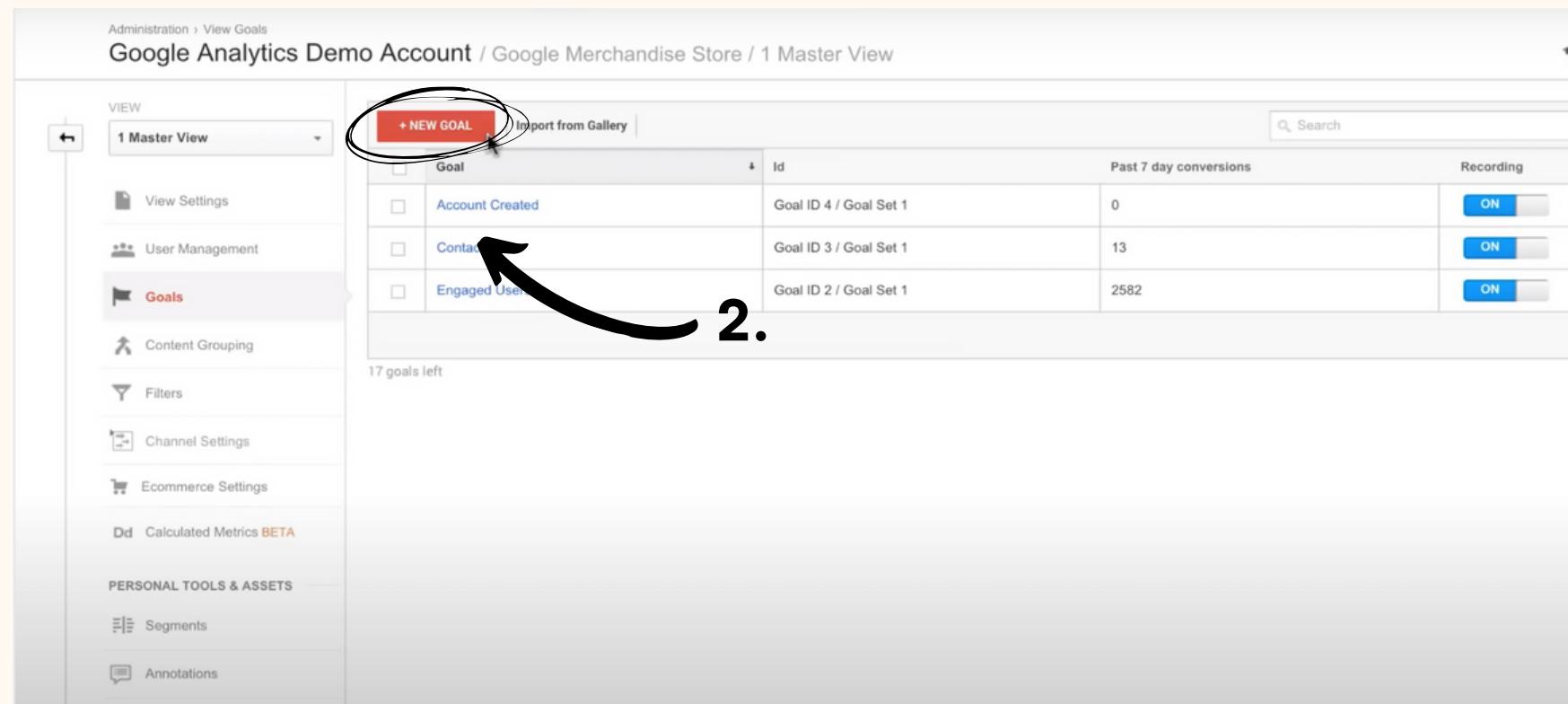
1. Click the “Admin” tab, navigate to the desired View, and click Goals.



Google Analytics Goals

How are goals set in Google Analytics?

2. Select “+ New Goal”



Administration > View Goals
Google Analytics Demo Account / Google Merchandise Store / 1 Master View

VIEW
1 Master View

View Settings
User Management
Goals (highlighted)
Content Grouping
Filters
Channel Settings
Ecommerce Settings
Calculated Metrics BETA

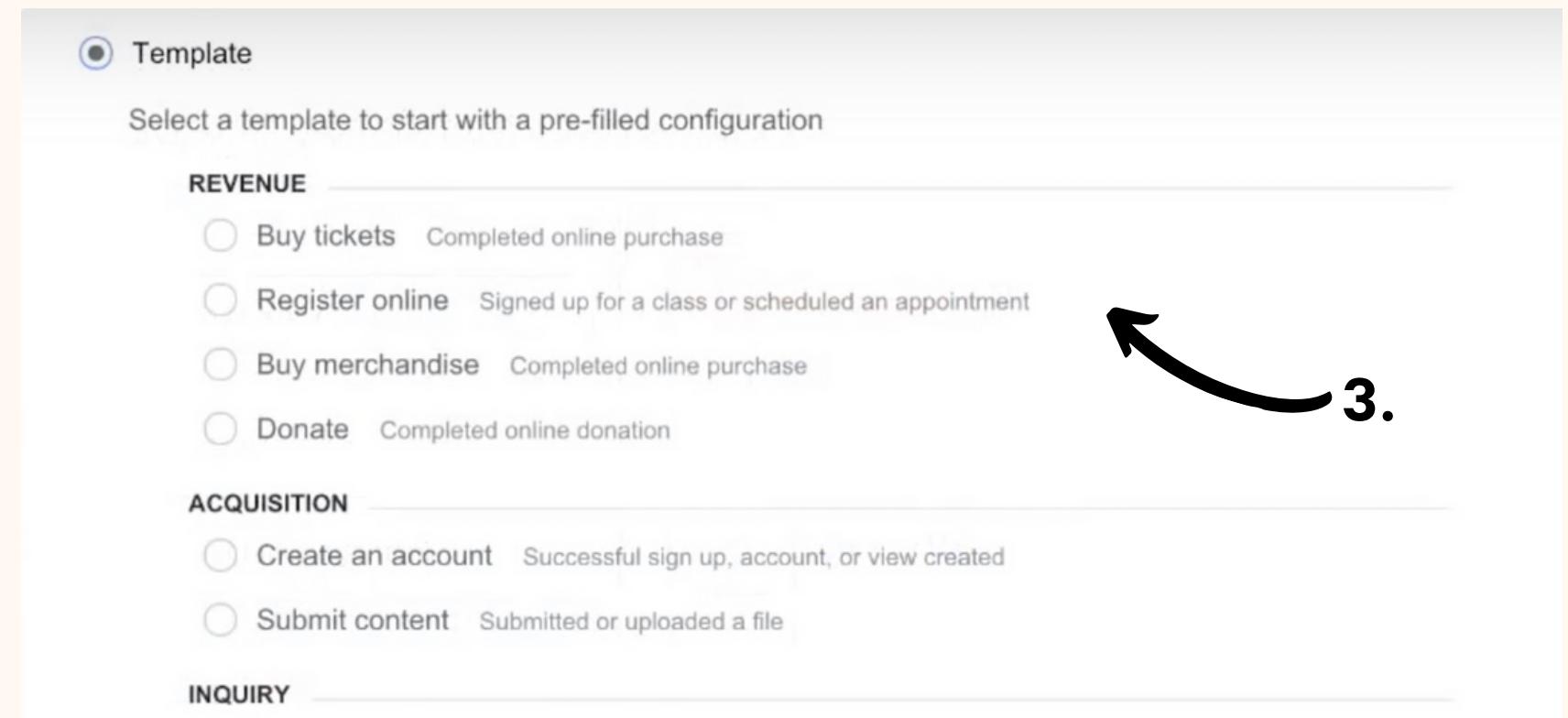
PERSONAL TOOLS & ASSETS
Segments
Annotations

+ NEW GOAL Import from Gallery

Goal	Id	Past 7 day conversions	Recording
<input type="checkbox"/> Account Created	Goal ID 4 / Goal Set 1	0	ON
<input type="checkbox"/> Contact	Goal ID 3 / Goal Set 1	13	ON
<input type="checkbox"/> Engaged User	Goal ID 2 / Goal Set 1	2582	ON

17 goals left

3. Select a goal from the template options under “Goal Setup”



Template

Select a template to start with a pre-filled configuration

Template

REVENUE

- Buy tickets Completed online purchase
- Register online Signed up for a class or scheduled an appointment
- Buy merchandise Completed online purchase
- Donate Completed online donation

ACQUISITION

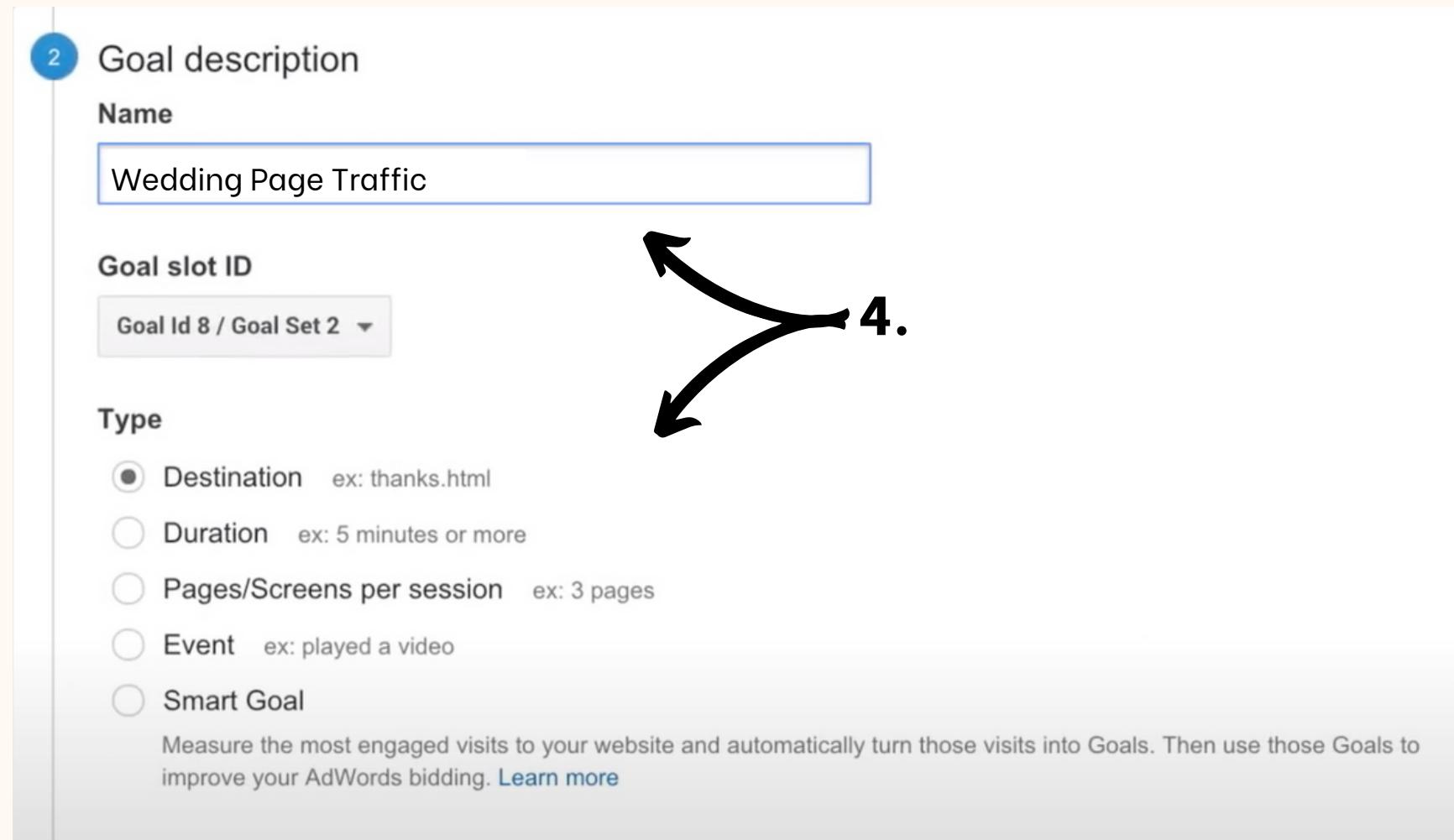
- Create an account Successful sign up, account, or view created
- Submit content Submitted or uploaded a file

INQUIRY

Google Analytics Goals

How are goals set in Google Analytics?

4. Name the goal under “Goal Description“ and select the goal “Type“



2 Goal description

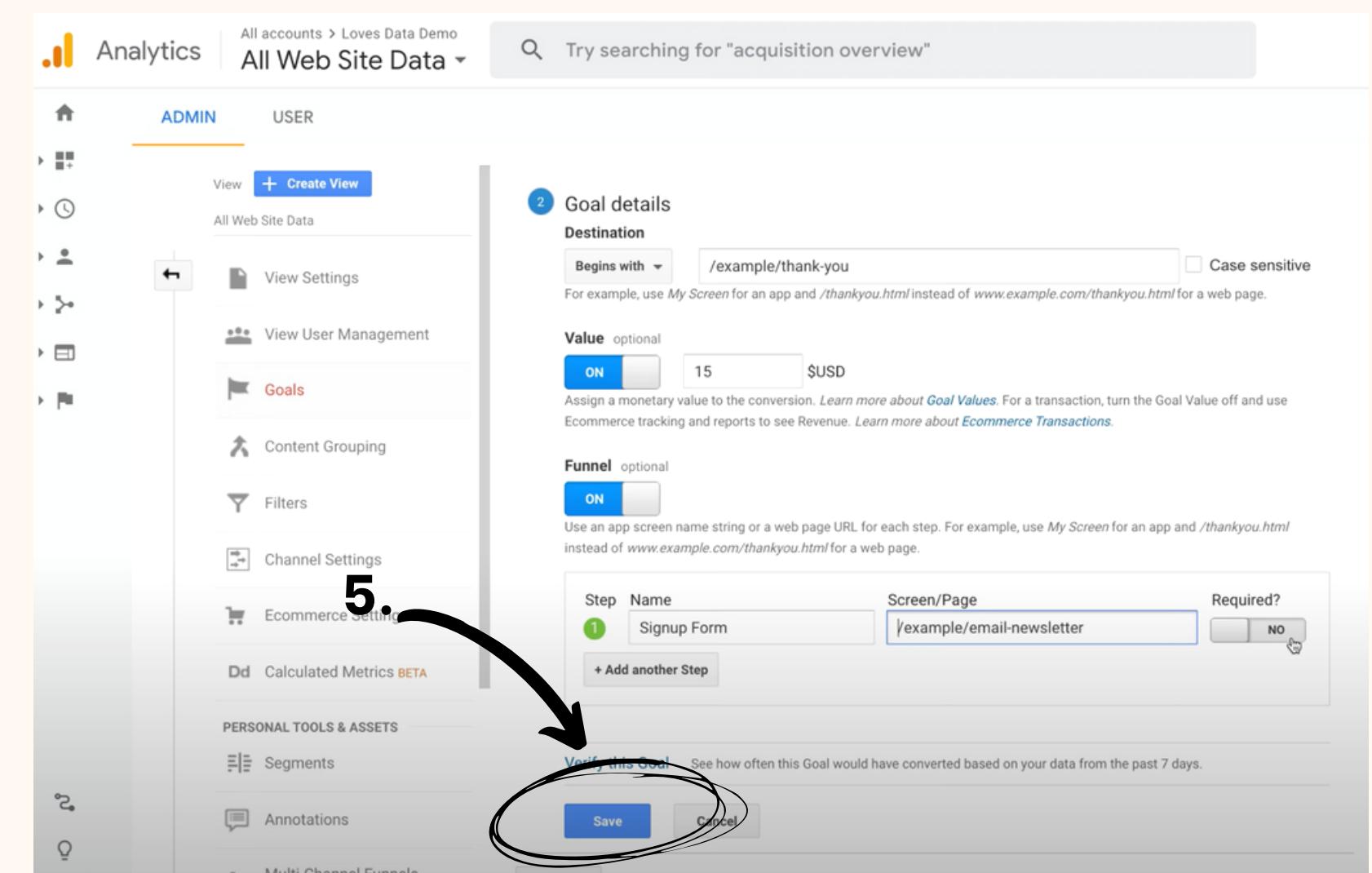
Name
Wedding Page Traffic

Goal slot ID
Goal Id 8 / Goal Set 2

Type
 Destination ex: thanks.html
 Duration ex: 5 minutes or more
 Pages/Screens per session ex: 3 pages
 Event ex: played a video
 Smart Goal

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

5. Fill out the Goal Details and click “Save“



Analytics All accounts > Loves Data Demo All Web Site Data Try searching for "acquisition overview"

ADMIN USER

View + Create View All Web Site Data

View Settings View User Management Goals Content Grouping Filters Channel Settings Ecommerce Settings Calculated Metrics BETA

PERSONAL TOOLS & ASSETS Segments Annotations Multi-Channel Funnel

Goal details

Destination
Begins with /example/thank-you Case sensitive

Value optional
ON 15 \$USD

Funnel optional
ON

Step Name Screen/Page Required?
1 Signup Form /example/email-newsletter NO

+ Add another Step

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

Save Cancel

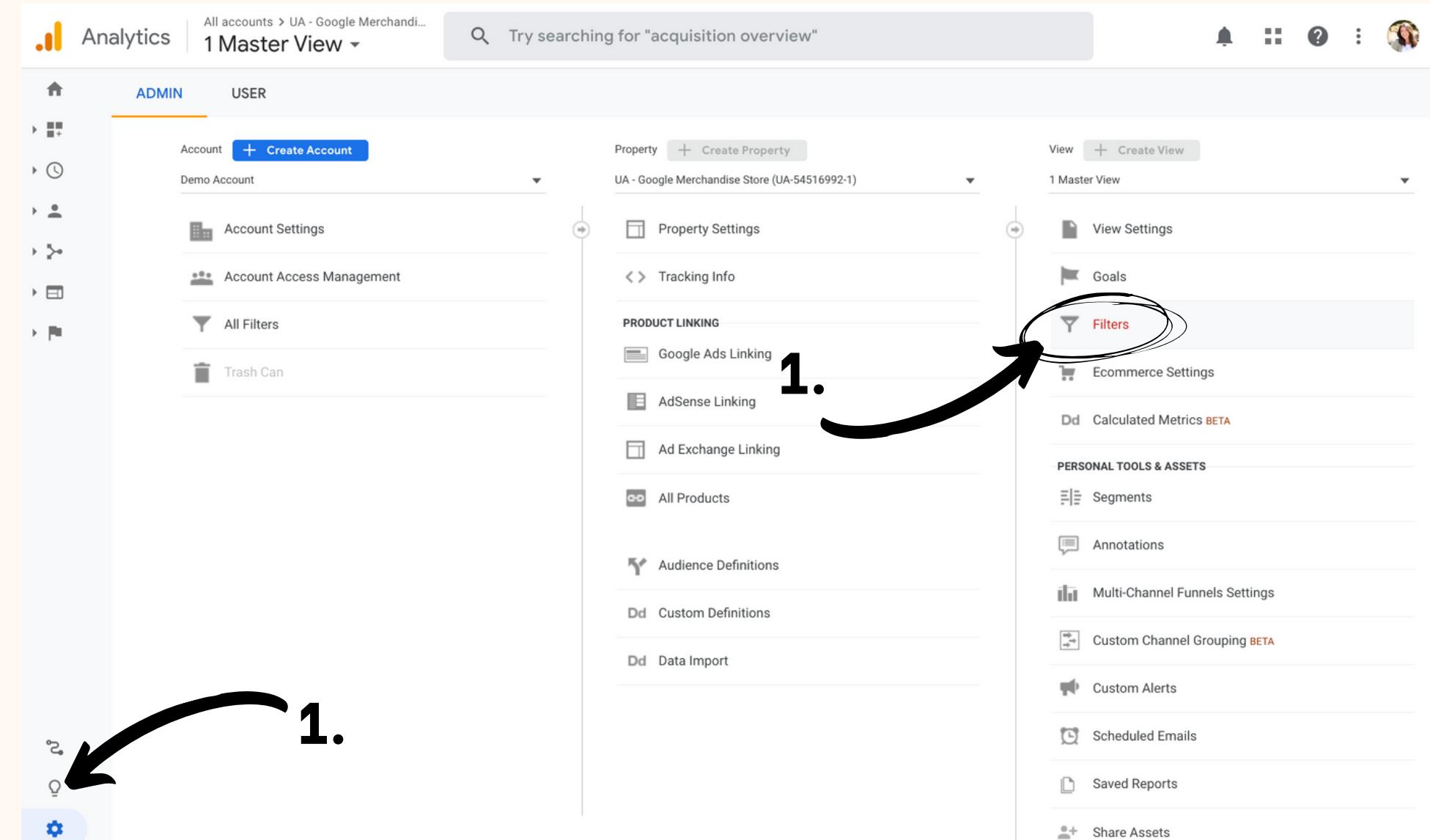
View Filters

Data Filtering by Region

In order to gain insight on users' geographic region, a filter view must be set up in Google Analytics. Creating a geographic filter allows Ladera Resort to determine where the website traffic is coming from. If Ladera Resort wanted to see where their most website traffic is coming from, this could be seen by using a view filter.

How are view filters set in Google Analytics?

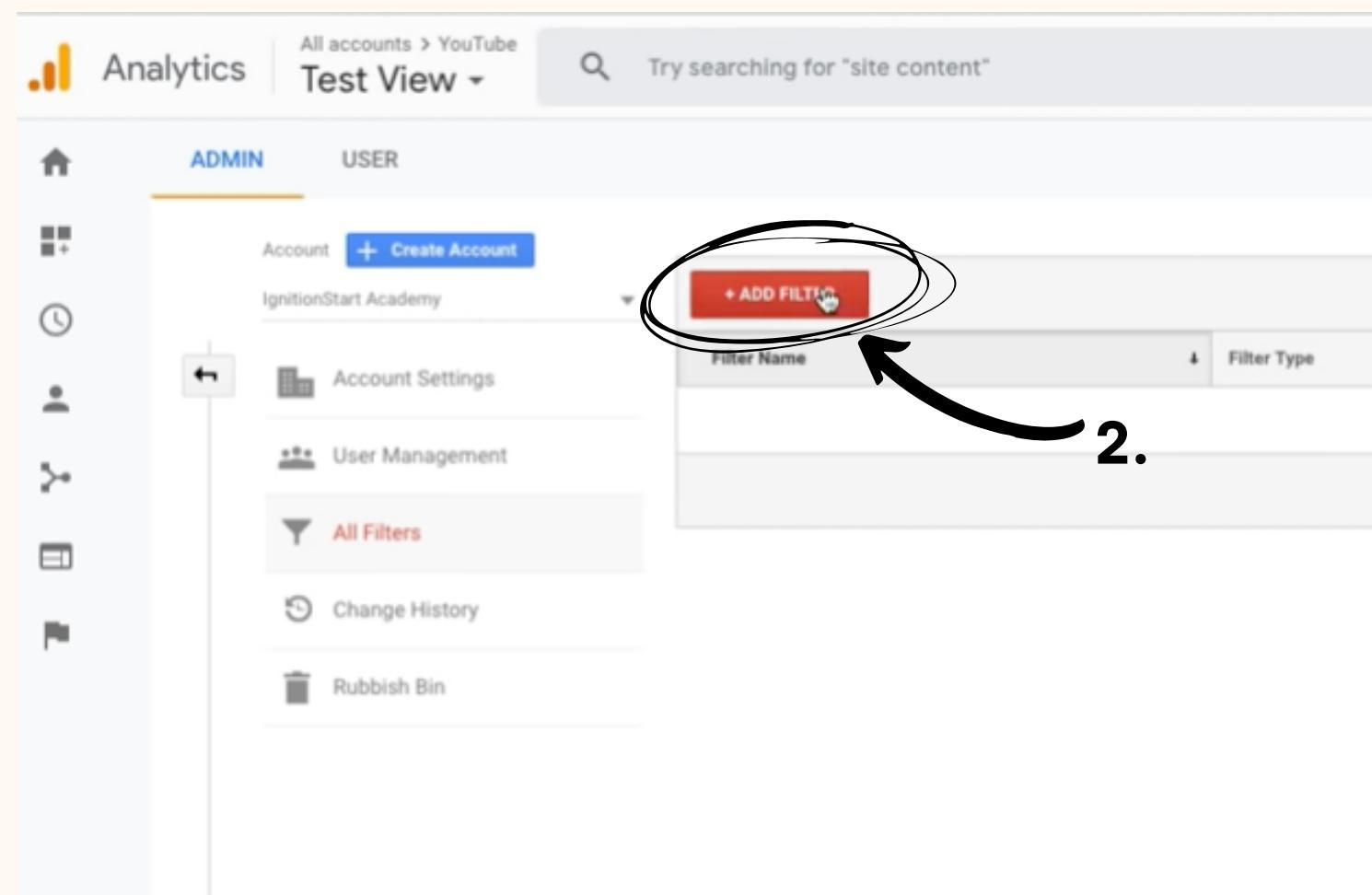
1. Click the “Admin” tab. Click “Filters” under the “View” tab.



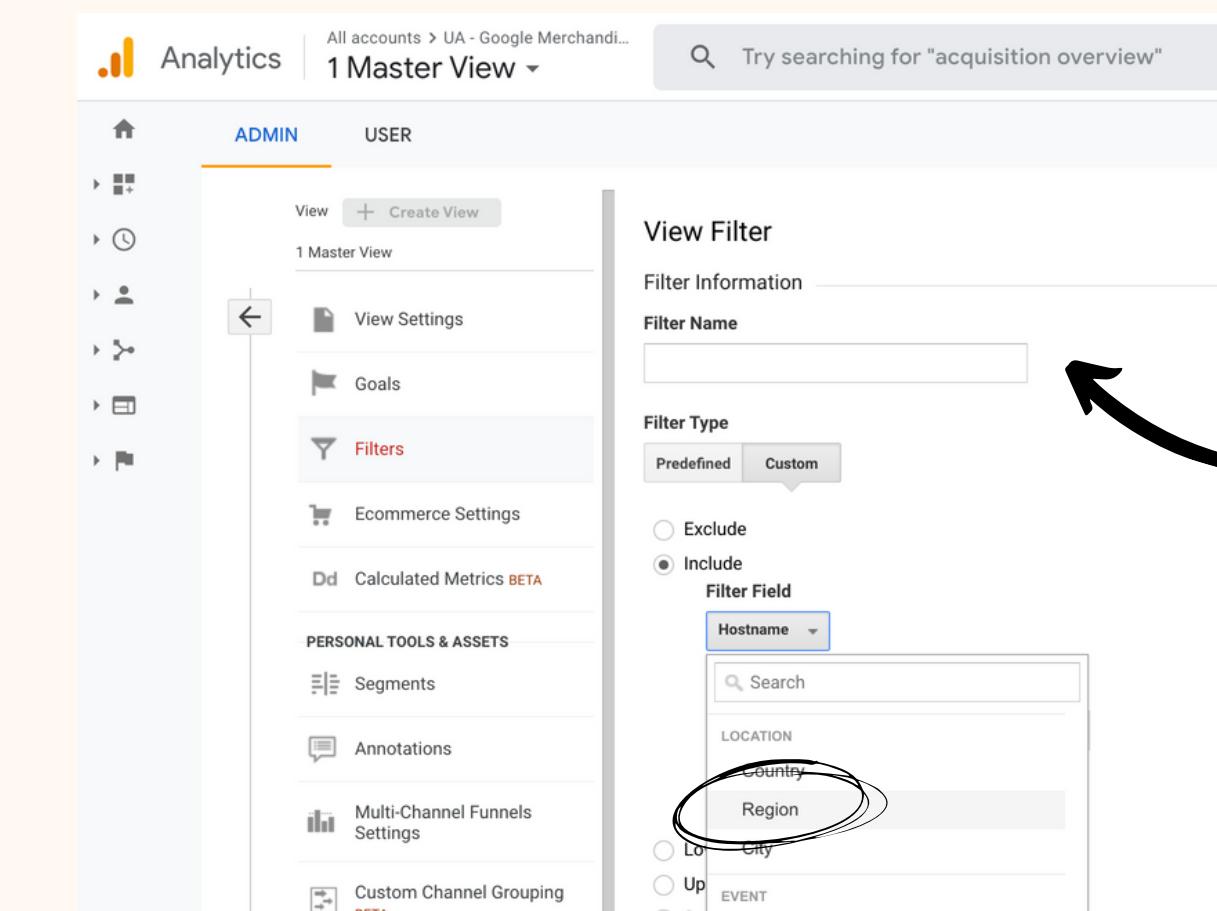
Google Analytics View Filters

How are custom view filters created in Google Analytics?

2. Select “+ Add Filter”



3. Name the filter, Select “Custom” under “Filter Type” and “Include” the Region

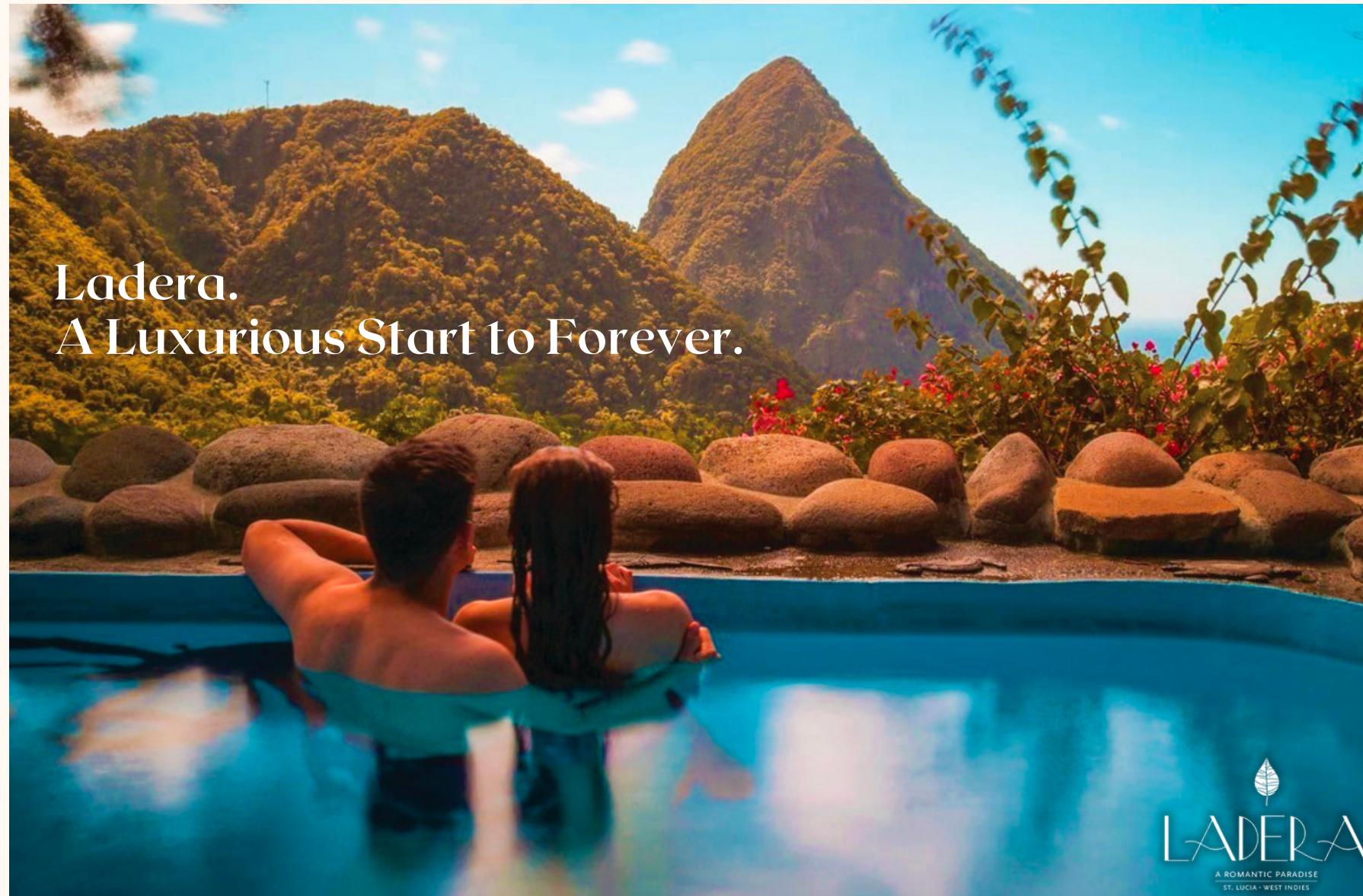


4. Verify the details of the filter are correct and press “Save”

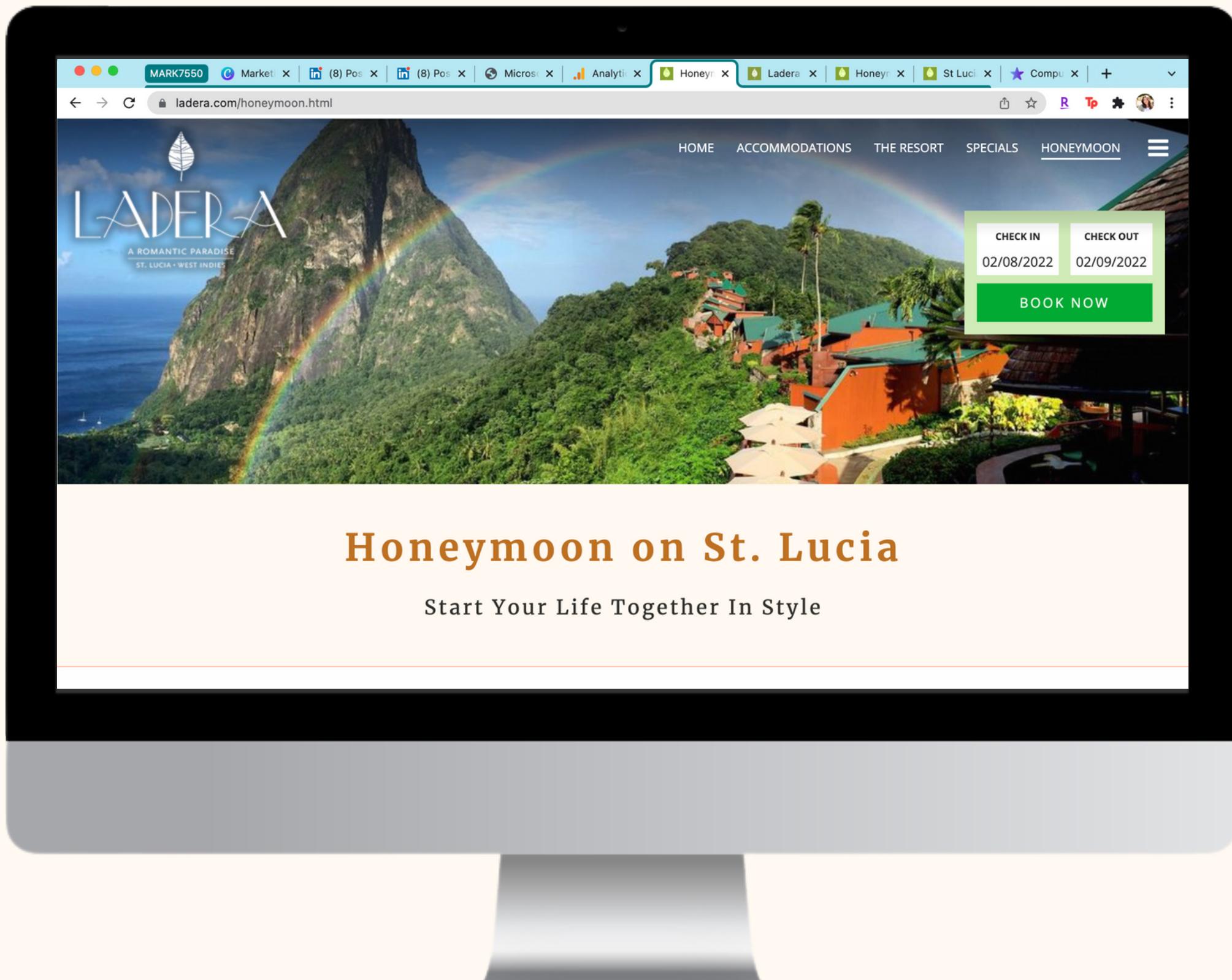
The Marketing Campaign

Ladera. A Luxurious Start to Forever.

The campaign “Ladera. A Luxurious Start to Forever“ will focus on increasing honeymoon reservations among the target audience. The campaign will highlight the luxurious features of Ladera Resort which will captivate the audience’s attention and cause them to consider booking their honeymoon with Ladera Resort.



Campaign Landing Page



The Landing Page

The landing page for this campaign will be the “Honeymoon” page that appears once users click on the “Honeymoon” heading on Ladera Resort’s home page. This page offers several elements that all work toward the macro goal of increasing honeymoon reservations. Users can view additional details about spending their honeymoon on Ladera Resort as well as booking their reservation on this landing page. Users can also find out about Ladera’s Honeymoon Gift Registry through this page.

Campaign Channels

The “Ladera. A Luxurious Start to Forever.” campaign will be promoted through various channels to increase Ladera’s brand awareness and influence users among the selected target audience to help Ladera achieve the macro goal. Using multiple channels will work to Ladera Resort’s advantage as their messaging is advertised to new users within the target audience. Google Ads Search, Facebook and emails will be the campaign’s main channels. Each channel will be accompanied with a unique URL tracking code (shown below) to ensure accurate website traffic information and to provide insight on what strategies work for the campaign or not through these channels. These tracking parameters are crucial in understanding what is driving traffic to the site as well as how users are making conversions.

Google Ads Search

https://www.ladera.com/honeymoon.html?utm_source=google&utm_medium=cpc&utm_campaign=ALuxuriousStarttoForever



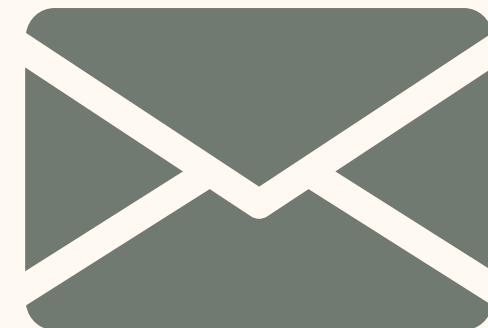
Facebook

https://www.ladera.com/honeymoon.html?utm_source=facebook&utm_medium=social&utm_campaign=ALuxuriousStarttoForever



Email

https://www.ladera.com/honeymoon.html?utm_source=newsletter&utm_medium=email&utm_campaign=ALuxuriousStarttoForever



Site Visitors

What role do metrics play in the marketing strategy?

In order to gain information about the website's users and Ladera's target audience, we will track five metrics. Monitoring these metrics will improve our plan to market to this audience, and it will allow for better retargeting in the future. If an effort to reach the target audience does not work as we hoped for, we will change our marketing communications to achieve Ladera Resort's goals.

01

Session Duration

It is important to track this metric because the longer the user is on the site, the more likely they are to book a trip with Ladera. Monitoring this metric will also help us in determining if the micro goal of spending 5 or more minutes per session on the site is being met.

02

Pages per Session

Knowing how many pages users visit while on the site will be helpful for us to know how much information the user is gaining from those visited pages. If users are landing on multiple pages, they are more likely to find out information that will influence their decision-making process.

03

New vs. Returning Users

Monitoring the new users in comparison with the returning users will help us to see how many new audiences are interested in Ladera Resort and how many returning users actually book a reservation. We can retarget the returning users with advertisements that encourage them to book with Ladera Resort.

04

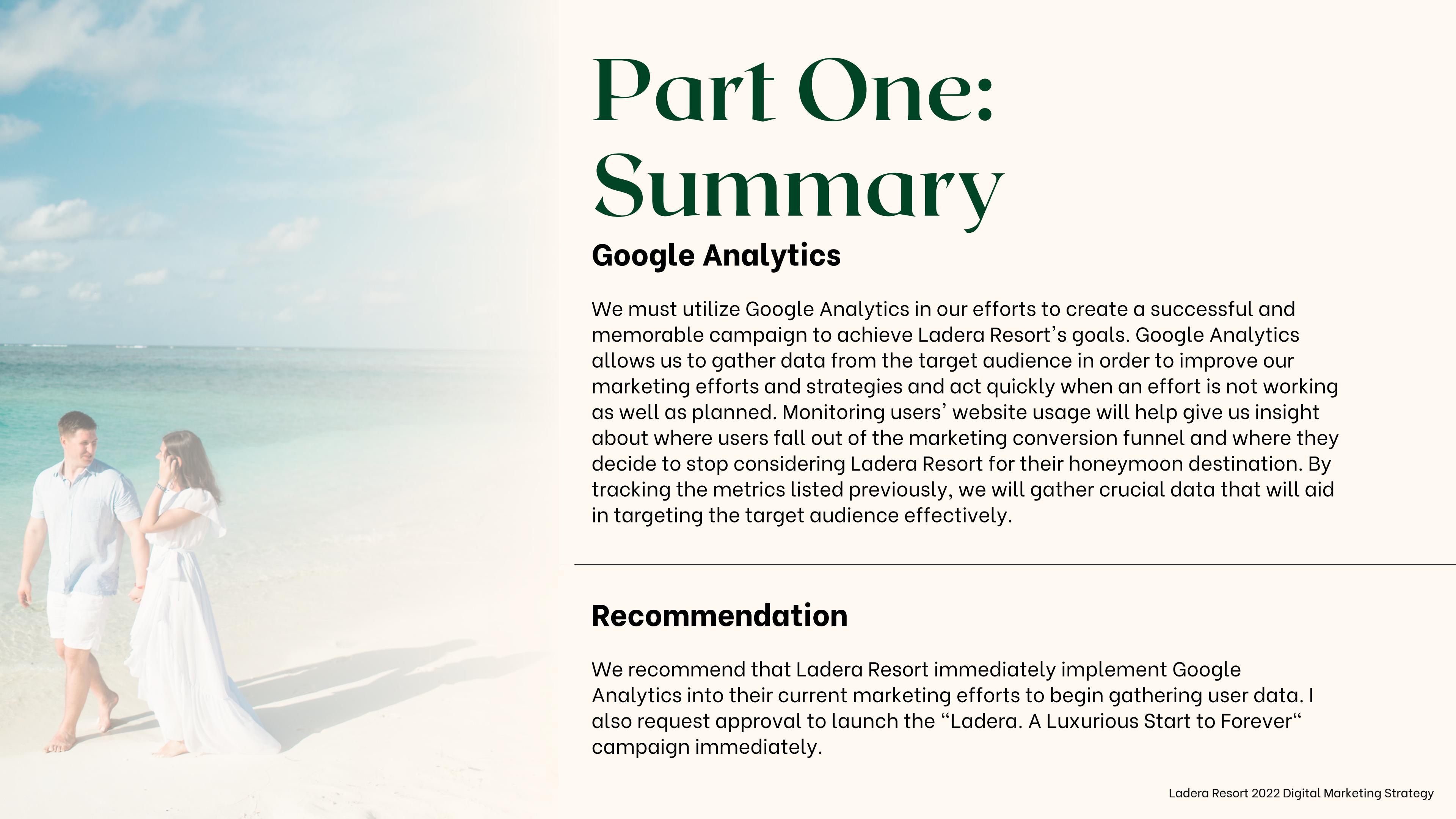
Bounce Rate

A bounce occurs when a user lands on the site and then exits the site without any additional interaction. The bounce rate will be helpful because it will reveal who is interacting with the website, if the information on the page is relevant, and if there is a potential issue on the site.

05

Geography

The geography metric is important because this will show where our audience is accessing the website. Knowing the audience's geographic location will help improve our location targeting and understanding of where our audiences are traveling from.



Part One: Summary

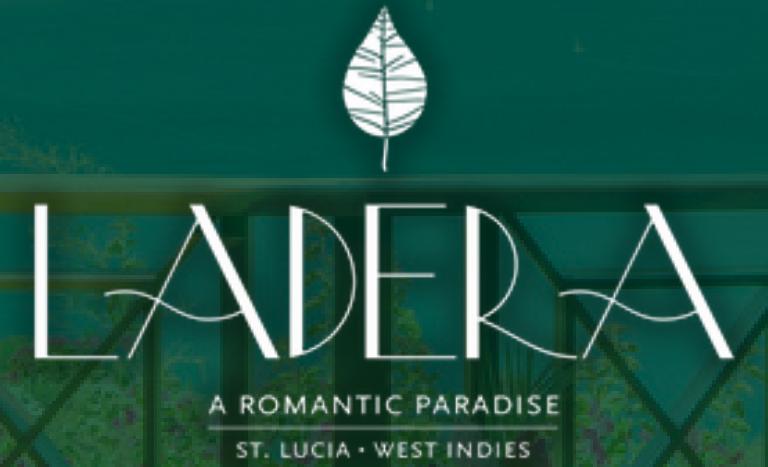
Google Analytics

We must utilize Google Analytics in our efforts to create a successful and memorable campaign to achieve Ladera Resort's goals. Google Analytics allows us to gather data from the target audience in order to improve our marketing efforts and strategies and act quickly when an effort is not working as well as planned. Monitoring users' website usage will help give us insight about where users fall out of the marketing conversion funnel and where they decide to stop considering Ladera Resort for their honeymoon destination. By tracking the metrics listed previously, we will gather crucial data that will aid in targeting the target audience effectively.

Recommendation

We recommend that Ladera Resort immediately implement Google Analytics into their current marketing efforts to begin gathering user data. I also request approval to launch the "Ladera. A Luxurious Start to Forever" campaign immediately.

Part Two: Google Ads Investment Strategy



Ladera's Competition

Sandals Regency La Toc

Sandals Regency La Toc is another all-inclusive resort option on the island of St. Lucia. Sandals is well-known for their advertising efforts, and their rates are slightly cheaper than Ladera Resort causing engaged couples to consider this option over Ladera Resort.

Serenity at Coconut Bay

Serenity at Coconut Bay is St. Lucia's newest all-inclusive and adult-only resort. Serenity at Coconut Bay offers rooms with plunge pools similarly to Ladera Resort. The newness of this resort attracts newly engaged couples.

The Body Holiday

The Body Holiday is a beach-side resort that is also all-inclusive resort. Couples are drawn to this resort because of its beach location and daily spa treatments.

So why should couples choose Ladera over the competition?

Ladera Resort's competitive advantage in the all-inclusive resort market is its history, intricate design inspired by St. Lucia, and its unique room design with only three walls exposing the beautiful view of the famous Pitons and ocean. Ladera Resort's guests experience complete luxury during their stay.

The Campaign

Target Audience

The audience we are targeting are newly engaged individuals that are researching for a luxurious resort for their honeymoon.

Age range: Adults ages 24-35

Geography: Urban and suburban regions in the United States

Lifestyle: This audience has a household income over \$150,000, and because of their income, this audience enjoys the finer things in life such as fine dining, designer brands, and traveling for leisure. This audience is recently engaged, works a full-time job, and enjoys all that the city offers on the weekends. They are fast-paced, hard-working, and ready to spend their honeymoon in a place that is the opposite of this. They are searching for all-inclusive, luxurious honeymoon destinations in a tropical location.

Media Usage: This audience uses their phones, computers, and tablets daily to scroll through social media, complete their work, and interact with their family and friends.



Campaign Details

Duration



Seasonality

The “Ladera. A Luxurious Start to Forever.” honeymoon campaign should be promoted before Thanksgiving and through Christmas and New Year’s Day in order to target couples who get engaged throughout the holiday season. The campaign should be at the top of the consumer’s search pages when they begin to search for honeymoon destinations. The campaign will have a continuous advertising schedule with consistent messaging on the suggested channels in Part One. This will ensure that the message is consistently reminding the target audience about Ladera Resort.

Campaign Dates

The campaign will run from November 1, 2022 to January 31, 2023. The seasonality for this campaign is chosen to respect the increase in engagements throughout these three months.

Campaign Strategy

Goals & Details

The main goal of the campaign is to increase reservation bookings, particularly honeymoon reservations.

We plan to utilize Google Search Ads to generate a campaign that will generate an increase in traffic to Ladera Resort's website leading to an increase in honeymoon reservations. Increasing website traffic to the selected landing page will help achieve the goal to increase conversions (booking reservations).

How will this work?

The recommended Google Search Ads campaign will reach the target audience on mobile devices, desktops, laptops and tablets. The campaign will target residents of U.S. cities aged 24-35 who speak English. The total budget for the campaign is \$21,000, and the campaign will run from November 1, 2022 to January 31, 2023. The ads will run on weekdays from 6:00-10:00 AM, 12:00 - 2:00 PM, and again from 4:00 - 11:00 PM. The ads will be scheduled for all hours on weekends. The bid strategy is to maximize clicks on the landing page.

Campaign Strategy

Location

Devices & Google Search Ad Schedules

The target audience uses multiple devices daily to complete work, contact their friends and family, and browse social media platforms. We must target the audience on all of these devices to achieve our goal. Our audience uses their devices both at work and at home, so the Google Search ads need to run at specific times to reach maximum effectiveness. The ads will run from 6:00 – 10:00 AM Monday through Friday as our audience is checking their phones as they wake up. The ads will run again from 12:00 – 2:00 PM during lunch breaks, and then again from 4:00 – 11:00 PM when the target audience is home from work. The audience will have the most opportunity to search for honeymoon destinations during these times, so implementing this ad schedule will increase ad effectiveness.

Location & Language

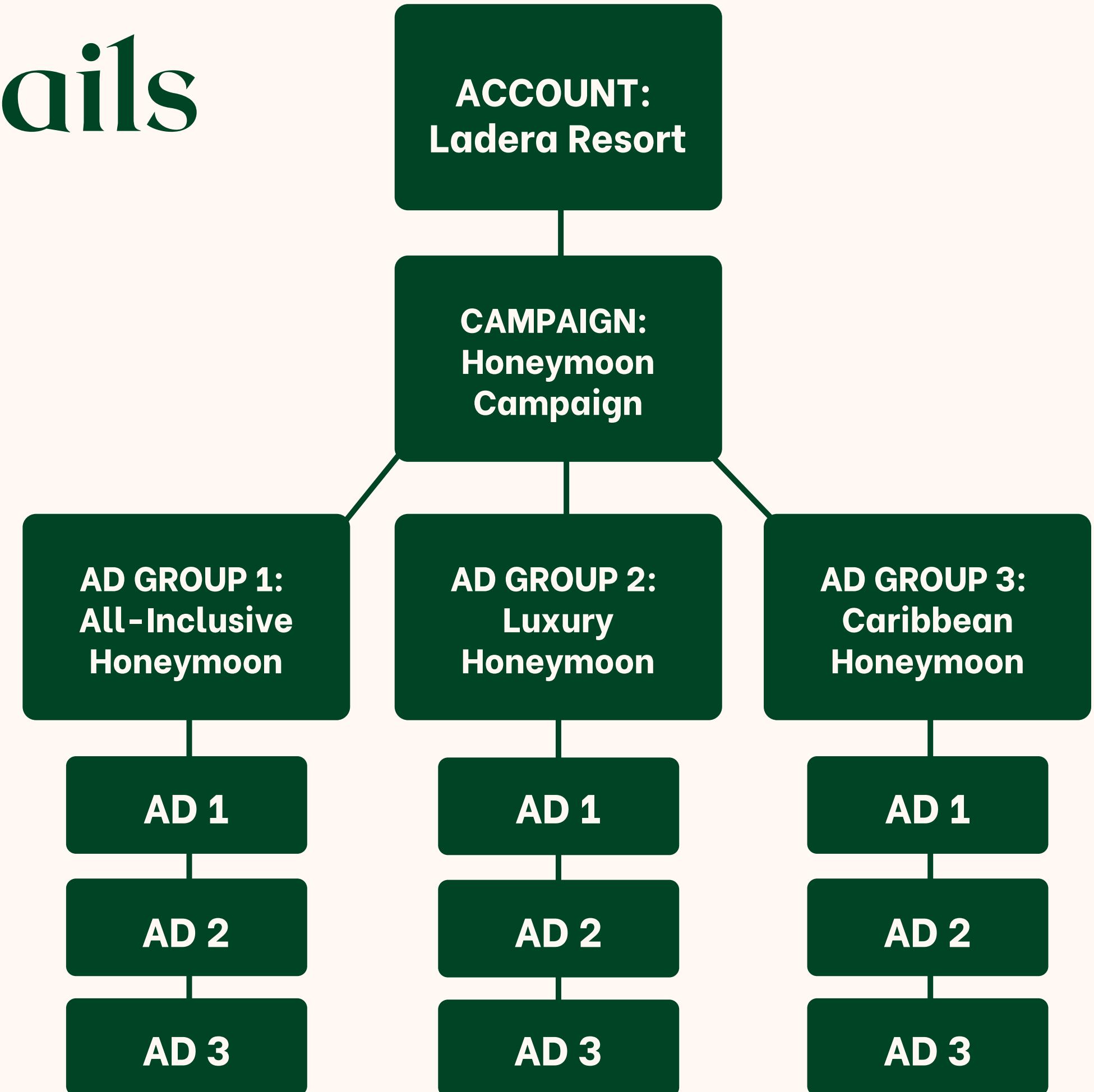
The campaign targets working professionals who live in urban areas, specifically large cities, throughout the U.S. Specific cities we will target are Atlanta, New York City, Los Angeles, Dallas, Houston and Chicago. The primary language for all of these target cities is English.



Campaign Details

Ad Groups

The Google Ads campaign, the Honeymoon Campaign, focuses on targeting engaged couples that are searching for a honeymoon destination that is both all-inclusive and in a tropical location. There are three ad groups for this campaign which each represent different types of honeymoon resort options: All-Inclusive Honeymoon, Luxury Honeymoon and Caribbean Honeymoon. Each of these groups will have at least three ads.



Campaign Details

Keywords

Google Ads uses keywords to reach specific audiences as they search for products and services. When a customer searches for a term that matches a keyword, an ad will appear that matches the search term. In order to have a successful campaign, we must choose keywords that will correlate directly with audience's searches. Google Ads uses five keyword match types to ensure successful keyword targeting among our audience. The keyword match type determines how closely a user's search query is to the selected keyword.

[Exact Match]	Broad Match	+Broad +Match +Modifier	“Phrase Match”	-Negative
Exact match type shows ads on searches that are the same meaning as the selected keyword. This match type provides the most control over who sees the ad, but it reaches fewer searches than other match type options.	This match type allows ads to show up in searches that are related to the selected keyword and even searches that do not contain the actual keyword term. Ads may show on searches that have misspellings and relevant variations of the keyword. Broad match helps attract more visitors to the website.	Broad match modifiers contain modified terms and close variations to the keyword. Ads that appear with these modifiers relate to the keyword but are not a direct synonym of the keyword.	With this match type, ads may show up on searches that include the meaning of the keyword. The keyword's meaning may be implied in the search. This match type option reaches less searches than broad match and more searches than exact match.	Negative keywords exclude search terms from campaigns which can help advertisers focus on keywords that matter in order to reach a specific audience that is interested in a specific subject.

Campaign Details

Google Search Ads

We recommend using specific keywords for the ad group “Caribbean Honeymoon“ selected from the Google Keyword Planner. The Google Keyword Planner provides insight into keyword targeting, and these provided keywords are selected to increase Ladera Resort’s reach to the target audience. We recommend combining these [exact match], broad match, +broad +match +modifier, and “phrase match“ keywords into the campaign as well as utilizing the Search Terms Report throughout the campaign to analyze which keywords are performing well and which are not. Negative keywords are included in this table because they will exclude certain search terms from the campaign which allows us to target our audience better.

[Exact Match]	Broad Match	+Broad +Match +Modifier	“Phrase Match“	-Negative
[St. Lucia honeymoon]	Honeymoon Honeymoon destination Tropical honeymoon Romantic resorts Luxurious resorts	+Adult +only +All-inclusive	“best tropical honeymoon destinations“ “best place for honeymoon“ “adult-only resort“ “best honeymoon resorts“	-European honeymoon - Tropical resort for children -Sandals
[Caribbean honeymoon]	Tropical resorts			
[St. Lucia resort]	Wedding honeymoon			
[Luxury St. Lucia resort]	Honeymoon packages			
[Ladera Resort honeymoon]	Honeymoon resorts All-inclusive resort Honeymoon places Honeymoon ideas			
[Ladera Resort]				

Google Search Ads

Search Ad Examples

Google Search ads appear on Google's page after a user completes a search. In order for Ladera Resort's advertisement to rise to the top of the search list, we must use the selected keywords and allow Google to create responsive search ads. We will utilize Google Ad's ability to generate different combinations of headlines and descriptions that contain the keywords specific to this campaign with its responsive ads feature. Google analyzes these combinations and tracks which combinations perform best in order to create future successful targeting.

Here are a few examples of what Ladera Resort's search ads will look like when displayed on Google's search list.

Search Query: “Caribbean Honeymoon”

Book your honeymoon today! | Ladera Resort | St. Lucia's Finest
Ad www.ladera.com ▾

Escape to the Caribbean where you will find St. Lucia's most luxurious resort! Book today! Ladera features all-inclusive packages, personal plunge pools and the finest dining!

Search Query: “Tropical Honeymoon”

Honeymoon at Ladera Resort | In the heart of St. Lucia | Book Today!
Ad www.ladera.com ▾

With its stunning views, unique design, and tropical atmosphere, Ladera is the perfect place for your honeymoon!

Search Query: “St. Lucia Honeymoon”

Romance + St. Lucia = Ladera | Book your honeymoon today! | St. Lucia's Best Location
Ad www.ladera.com ▾

Spend your honeymoon in the tropics of St. Lucia where relaxation and romance thrive. Check out our honeymoon package today!

Google Search Ads

Goals & Details

Quality Score

Quality score is a tool by Google Ads that provides insight on how Ladera's ad quality compares to competitors. This score is calculated by expected clickthrough rate (CTR), ad relevance, and landing page experience. The goal is to have a higher quality score as this score indicates that the ad and landing page are more relevant and useful to someone searching for the keywords selected. This score is measured on a scale from 1-10, and for this campaign, our minimum Quality Score goal is 7. This score still indicates a good ad experience for the user, and we hope that the score eventually reaches 10.

Sitelink Extensions

Sitelink extensions appear beneath the search ad description, and we recommended using the four extensions shown below to increase traffic to Ladera.com. Sitelink extensions directly provides users with site options that they may be searching for. These enhance the user experience and easily lead users to the website.

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honeymoon today! | St. Lucia's Best Location
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[Specials & Rates](#)
[Accommodations](#)

[Honeymoon Package](#)
[Amenities & Services](#)



Campaign Details

Budget

With a \$21,000 budget to be spent over a 3-month period, we recommended spending a majority of the budget in the middle and end of the campaign. As the holiday season begins, we will allocate 25% (\$5,250) of the budget to be spent on advertising efforts in the month of November. This will still ensure that the audience is aware of Ladera Resort's advertising efforts. We first want to make the audience aware of the honeymoon messaging. We recommend allocating 75% (\$15,750) of the budget equally in December and January as engagements increase through Christmas and the start of the new year. The allocated budget will allow Ladera Resort to spend its money in a strategic way.

MONTH	% OF BUDGET	BUDGET ALLOCATION
November	25%	\$5,250
December	37.5%	\$7,875
January	37.5%	\$7,875

Campaign Details

Goals & ROAS

Google Ads

With a cost-per-click (CPC) of \$0.77 and a click-through-rate (CTR) of 4.3%, we should generate 630,000 impressions and 27,000 clicks to the website. The value per conversion is based off a five night stay at Ladera Resort equalling \$11,000. With this value per conversion and an estimated conversion rate of 3.0%, we estimate the expected total venue (conversion value) to equal \$8.9M. This indicates that the revenue per conversion is \$11,000. This works toward the goal of the campaign which is to increase reservation bookings at Ladera Resort by driving traffic to the website. As we drive traffic to the website, we increase the chances for users to book with Ladera Resort.

ROAS

The Return on Ad Spend (ROAS) measures the amount of revenue Ladera Resort earns for each dollar it spends on advertising. The ROAS is found by dividing the total revenue (\$8.9 M) by the campaign cost (\$21,000). This equals an ROAS of 424:1. This means that for every one dollar spent, Ladera makes \$424 with this campaign.

Conversion rate : 3.00%, Value per conversion : \$11K								
Maximize clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained							Edit	Learn more
Conversions	Avg. CPA	Conversion value	ROAS	Clicks	Impressions	Cost	CTR	Avg. CPC
810	\$26	\$8.9M	430	27K	630K	\$21K	4.3%	\$0.77

Campaign Details

Target Audience & Google Ads

We will effectively reach our target audience using Google Search Ads. Our campaign will reach our audience who is looking to book their honeymoon in a Caribbean location. The ideal target audience is composed of individuals who recently got engaged, use their devices frequently, work in urban areas within the United States and speak English. We will use Google Search Ads to reach this audience as they begin their search for the perfect honeymoon destination. We have chosen specific keywords that will work toward a high Quality Score and rank our advertisement high on the users' search list. Being top-of-mind for our audience is our goal, and this will increase website traffic which will then increase conversions and book more stays at Ladera Resort.

We will analyze website traffic data as the campaign begins and continues through January. With this data, we can gauge future plans for future campaigns which will provide Ladera Resort with resourceful information.





Part Two

Summary:

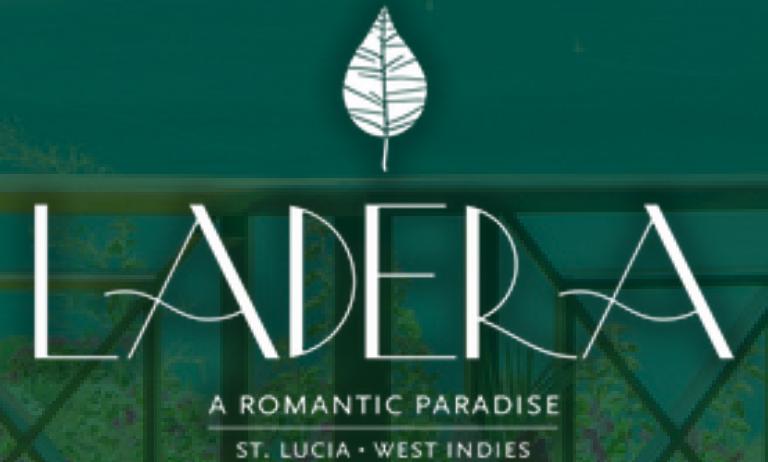
Google Ads

We must utilize Google Ads in our efforts to create a successful and memorable campaign to achieve Ladera Resort's goals. Google Ads allows us to create a successful search ads campaign that will create generous ROAS and reach the goals of the campaign.

Recommendation

We recommend that Ladera Resort immediately implement Google Ads to reach business goals. We request immediate approval to launch the Google Search ads campaign starting November 1, 2022.

Part Three: Facebook Investment Strategy



Facebook Campaign

Overview

Paid advertisements through Facebook Ads will be used throughout the campaign to further the digital marketing efforts by sharing Ladera's messaging to the target audience. We want the target audience to have multiple exposures to Ladera Resort as this audience is planning their soon-to-be honeymoon, and we know implementing Facebook Ads will achieve this goal. Facebook Ads will allow Ladera Resort's advertisement to specifically target people both within and outside of our target audience. Facebook Ads offers advertisement placement on popular social media sites including Facebook and Instagram.

The Campaign Goal

The overall goal for the campaign is to **increase booking reservations** with Ladera Resort, specifically honeymoon reservations. Encouraging users to visit Ladera.com will increase website traffic which will work toward increasing reservations.



Facebook Campaign Objective

Conversion

The main objective for Facebook advertising will be ***conversions*** which will allow Ladera to encourage website users to take action and book a honeymoon reservation on Ladera.com.

Why choose this objective?

The campaign goal is to increase honeymoon booking reservations, and the conversion objective ensures that the audience is encouraged to book with Ladera. Choosing this objective is crucial for campaign success.



Facebook Campaign Audiences

Core Audience

Based on the target audience determined previously, we will use Facebook's **Core Audience** targeting option to target our specific recently-engaged target audience. With this option, Facebook uses information from users' profiles and media habits to provide detailed audience targeting. We will direct Ladera's ads to audiences that interact with other resort pages, have recently changed their relationship status to engaged, have joined wedding planning groups, are between the ages of 22 and 35, and live in urban cities within the United States.

Lookalike Audience

Facebook's **Lookalike Audiences** targeting option allows Ladera Resort to reach audiences that are similar to the Core Audience. Lookalike Audiences are created in Facebook's Ads Manager, and the source for our Lookalike Audience will be the fans of Ladera Resort's Facebook page. We will reach audiences that have similar interests and likes as the Core Audience. The Lookalike Audiences will be people who interact with engaged couples on their Facebook pages and enjoy traveling. Using Lookalike Audiences will be beneficial in expanding the campaign's reach and finding potential customers.

Facebook Campaign

Ad Placements & Formats

Ad Placements

Facebook Ads offers several media outlets where advertisements can be placed. Ladera Resort will place its ads in as many media outlets as possible to reach the most amount of the target audience. Ads will be placed on Facebook, Instagram, Audience Network and Facebook Messenger.

Ladera Resort should utilize **automatic placements** to deliver the ads across all platforms. This placement strategy will use the budget effectively by automatically delivering Ladera's ads to the audiences. Automatic Placements will help Ladera Resort to get more results, save time and extend reach.

Ad Formats

Ladera Resort will include **single image, single video, carousel, slideshow, collection and instant experience** ad formats in the campaign. Using all of these formats will ensure that the target audience is exposed to the advertised message and takes part in the consumer decision-making process to take action on Ladera.com.

All six of these recommended formats will enhance Ladera Resort's campaign's performance by aligning with the brand's conversion objective.

Facebook Campaign

Sample Ads

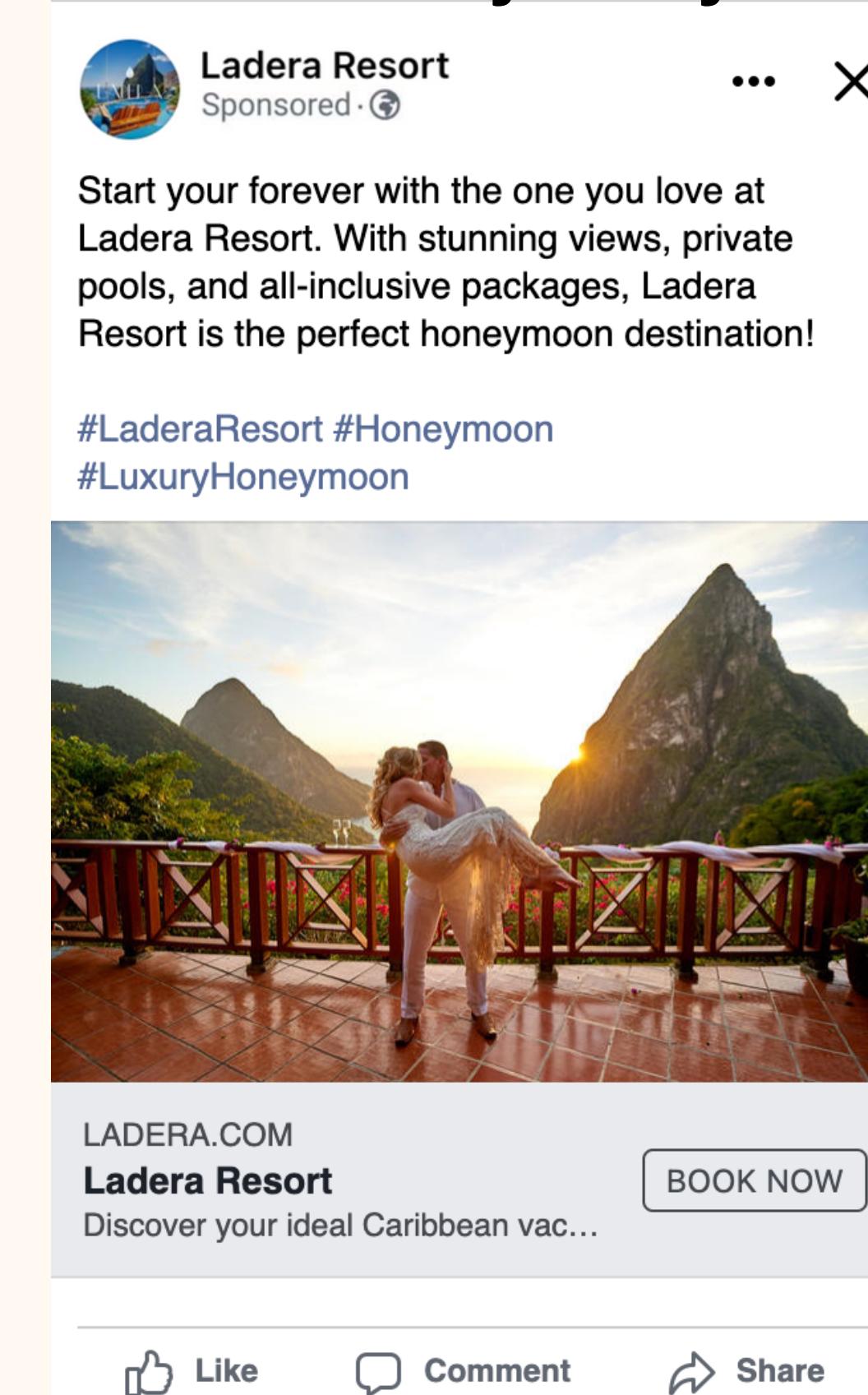
Instagram Single Image Ad



854 likes

laderaresort Start your forever at Ladera Resort in St. Lucia!

Facebook Single Image Ad



Facebook Campaign

Budget & Bid Strategy

With the Facebook Campaign budget of \$27,000, we recommend implementing the **Cost Cap** bidding strategy because this strategy maximizes cost-efficiency and conversions. The Facebook campaign has a **CPM of \$7.50** and a **CTR of 2%**. With these numbers, Ladera is set to have **3,600,000 total impressions** and **72,000 website users**. With the campaign's **conversion rate of 3%**, Ladera Resort will generate **2,160 conversions** leading to an expected Return on Ad Spend (ROAS) of **880:1** given the **value per conversion of \$11,000**. This means that for every dollar spent, Ladera Resort will make \$880 with this campaign.

Number of Impressions	$(\$27,000/\$7.50)*(1000)=$	3,600,000
Number of Website Visitors	$(3,600,000)*(0.02)=$	72,000
Number of Conversions	$(72,000)*(0.03)=$	2,160
Expected ROAS	$(\$11,000)*(2,160)/\$27,000$	880:1 ROAS

Facebook Campaign

Facebook Pixel

We recommend implementing a **Facebook Pixel** so that we can understand how to interact with our audience better in future retargeting efforts. This will allow us to create more opportunities for conversion. Facebook Pixel logs actions taken on Ladera.com and stores this data so that we can see how users interact with Ladera Resort. With this data, Facebook can deliver ads to people more likely to take action on Ladera's website.

Including a Facebook Pixel in the campaign will help Ladera Resort reach its overall goal of **increasing conversions** and causing users to take action on the website.



Facebook Campaign Bid Optimizations

Campaign Budget Optimization

We recommend using Facebook's **Campaign Budget Optimization (CBO)** option to optimize the budget across ad sets and to continuously distribute budget to the top-performing ad sets. This implementation will ensure that the budget is spent efficiently across all audiences. Setting this optimization strategy will get the most results possible from this campaign. This optimization system will allow Ladera Resort to spend less time managing the campaign and simplified campaign management.

With this optimization strategy, we hope to make the most out of the campaign budget of \$27,000. We hope that the budget will be spent in the most efficient way possible to reach the most people leading to the greatest number of **conversions**.



Part Three Summary:

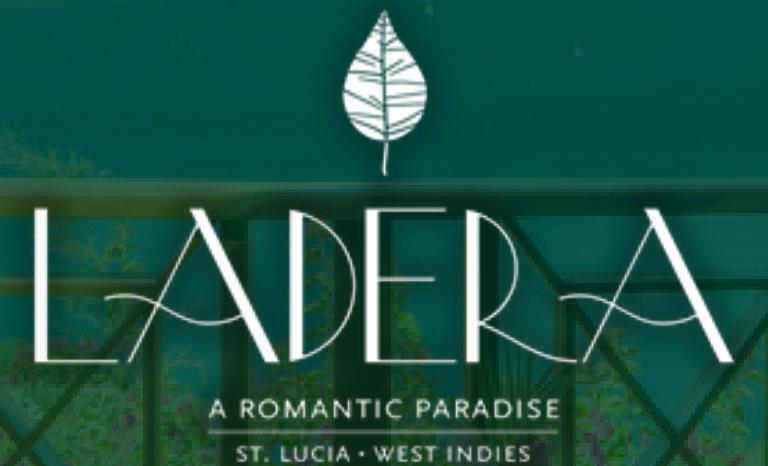
Facebook Investment Strategy

We must utilize Facebook Ads in our efforts to create a successful and memorable campaign to achieve Ladera Resort's goals. Facebook Ads allows us to create a successful advertising campaign that will create generous ROAS, increase conversions, and effectively reach our target audience.

Recommendation

We recommend that Ladera Resort immediately implement Facebook Ads to reach business goals. We request immediate approval to launch the Facebook Ads campaign starting November 1, 2022.

Part Four: Salesforce Email Strategy



Salesforce Strategy

Overview

Salesforce is a software that creates relevant and unique customer experiences. This software specializes in customer relationship management (CRM), and this software will be crucial in the Ladera Resort campaign to create a unique and unforgettable relationship with customers.

Why use Salesforce?

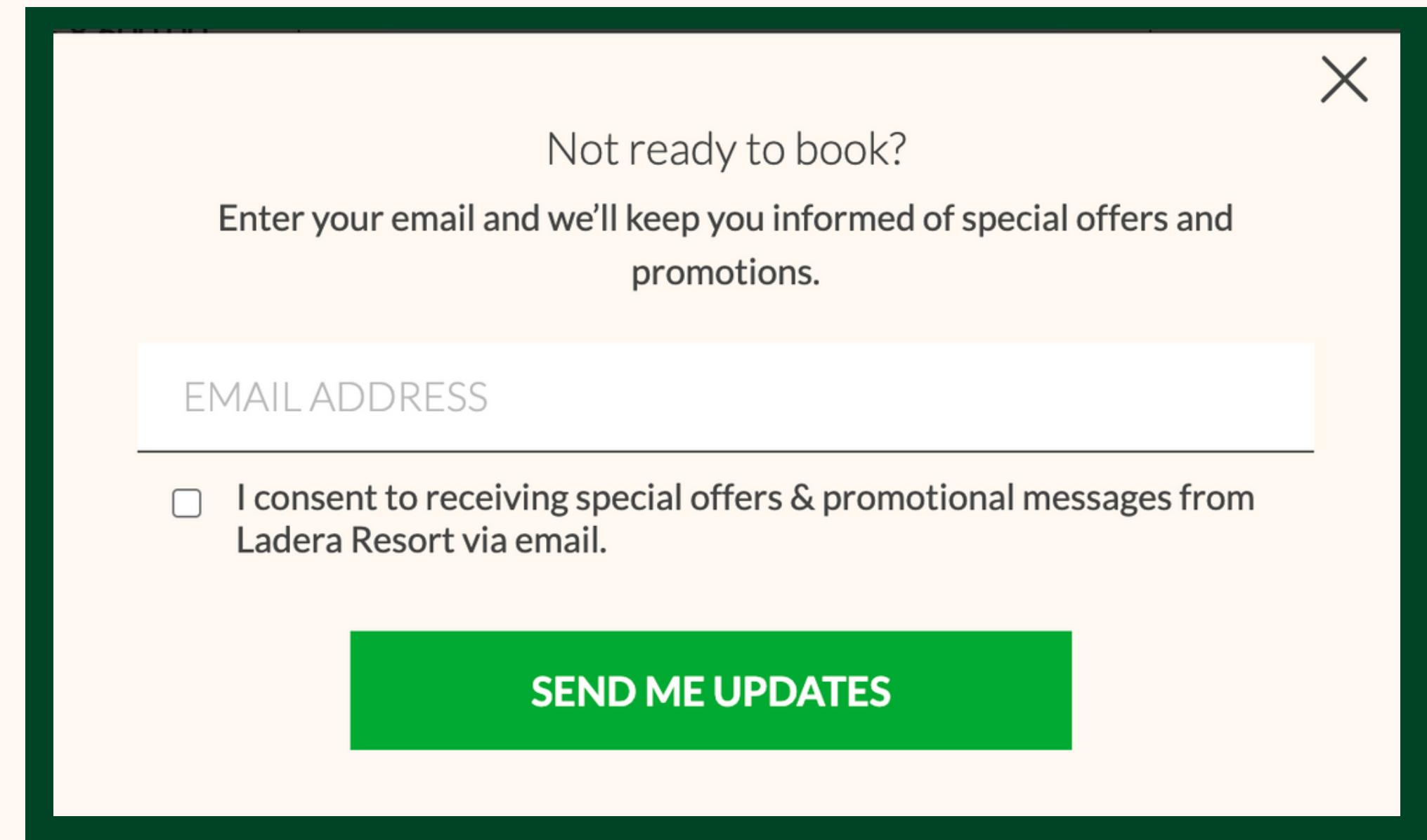
Salesforce allows Ladera Resort to efficiently unify different functions of the the business to achieve customer success and reach campaign goals. Increasing conversions of reservation bookings is the goal for this campaign, and utilizing Salesforce Marketing Cloud will help Ladera Resort to achieve this goal.

Salesforce Strategy

What is the Customer Journey?

The customer journey consists of every experience customers go through when interacting with a company's brands, products, or services across all channels. It is crucial to create a set of unforgettable experiences in order to have a strong and successful customer journey.

Salesforce allows Ladera Resort to create a memorable customer journey for each specific customer and potential customer of Ladera Resort. Once customers input their emails on the booking screen as shown on the right, Ladera Resort has the opportunity to send promotional materials to each customer via email. Ladera Resort will utilize email messaging to create an unforgettable customer journey.



Not ready to book?
Enter your email and we'll keep you informed of special offers and promotions.

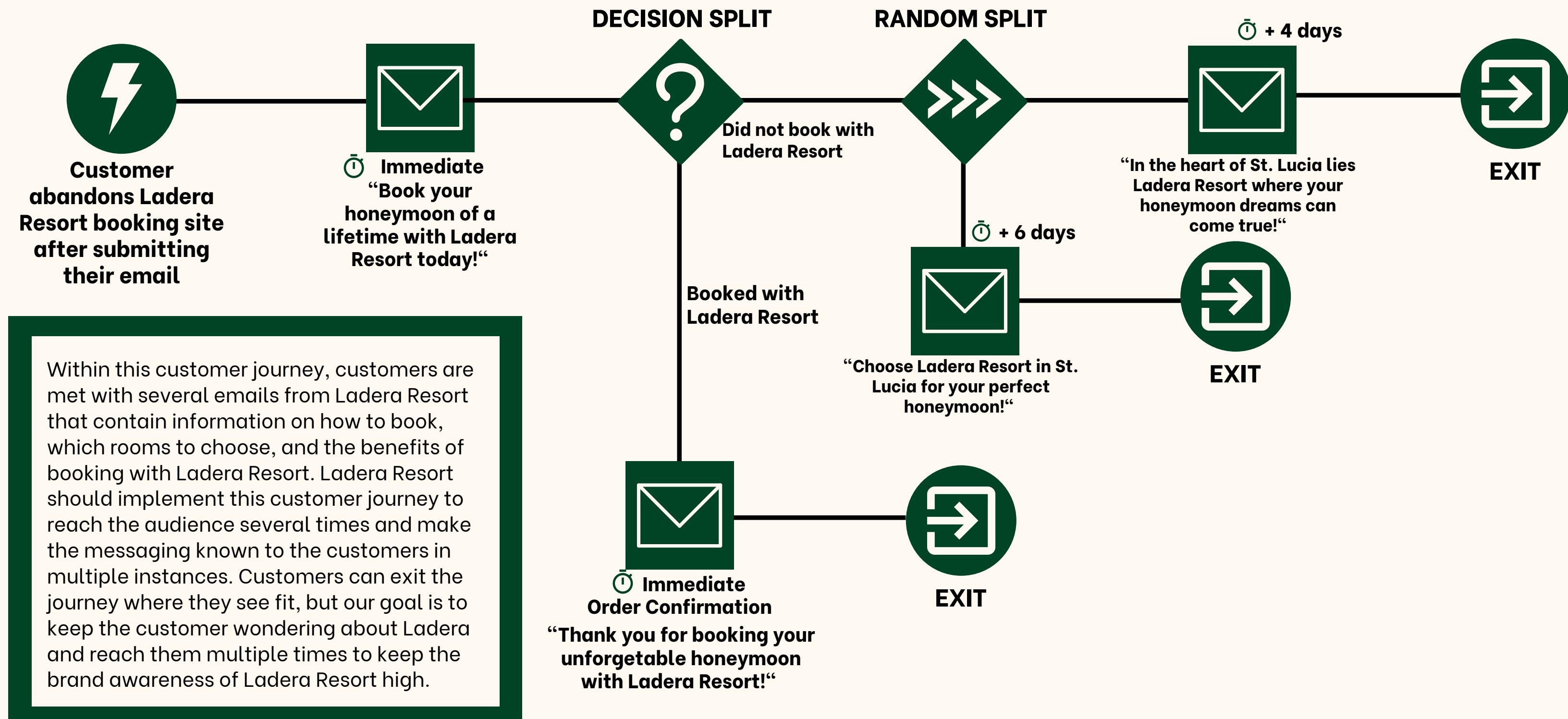
EMAIL ADDRESS

I consent to receiving special offers & promotional messages from Ladera Resort via email.

SEND ME UPDATES

Salesforce Strategy

Customer Journey



Salesforce Strategy Emails

Goals

The goals for the Salesforce Strategy of this campaign are to:

1. Increase reservation bookings with Ladera Resort
2. Increase e-mail signups for promotional materials
3. Create a seamless experience using Salesforce's Journey Builder

What makes a great email?

A crucial piece of the Salesforce strategy is to generate great emails that the audience engages with. To ensure great emails, we must include an attention-getting and strong subject line that is personalized to each customer. Each email will include links to Ladera Resort's social media pages and multiple landing pages so that all of the information is easy for the customer to find. This easy experience will increase click-through-rates. Great emails should be compatible with multiple devices and show the same content on all devices.

Salesforce Strategy Emails

Dynamic Automation

Ladera Resort should use Dynamic Automation to create personalized emails. Dynamic emails delivers personalized content to each customer through the use of a template. As Ladera Resort collects data such as consumer demographics and website data such as page view and purchase history, Ladera Resort will be able to create personalized emails that resonate with the audience. Personalized messaging through Salesforce's email strategy will allow customers to engage with Ladera Resort and improve overall customer experience.

Automated Features & Behavioral Triggers

Ladera Resort should utilize Behavioral Triggers to email users automatically who complete an action in relation to Ladera Resort. Examples of actions are booking reservations, signing up to receive promotions via email and abandoned booking reminders. Once customers complete an action, an email will be delivered immediately to ensure appropriate reactions from Ladera Resort. Behavioral triggers will help Ladera Resort to maintain engagement with their customers. Ladera Resort will also use Lead Nurturing which uses software to send messages that are triggered by customer behavior to develop and maintain relationships with customers at every stage of their journey with Ladera Resort.

Salesforce Strategy Emails

Automated Cadence

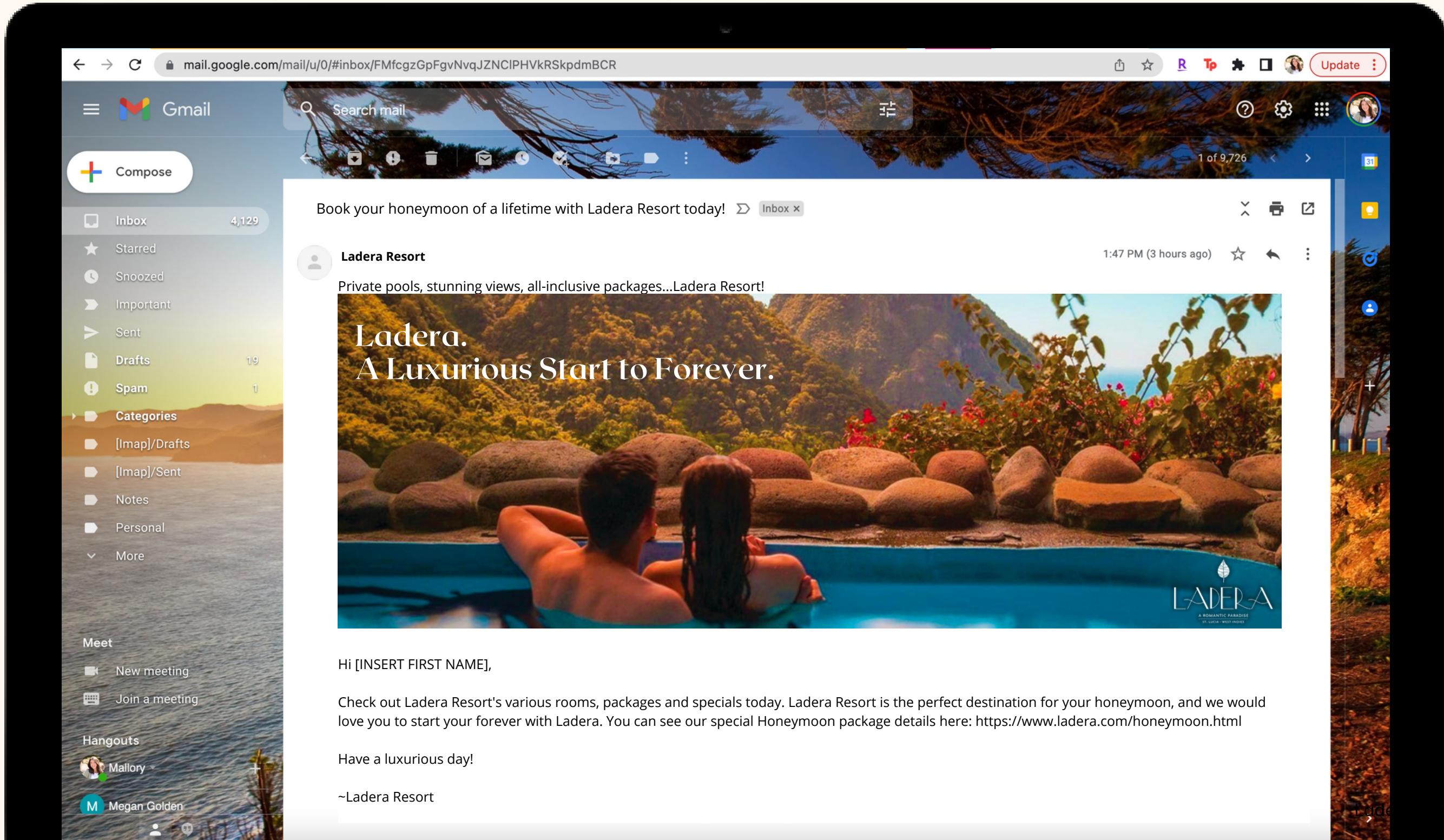
The automated cadence for the Ladera Resort emails will vary depending on how far along the customer is on their journey. If a customer has not been active on the Ladera Resort website or left their cart abandoned for a prolonged period of time, we will increase the frequency in which customers receive Ladera Resort emails.

When customers abandon their cart, they will immediately receive an email, and if their booking has not been booked for a week, the customer will receive emails every 5 days to remind them of what Ladera Resorts offers.



Salesforce Strategy

Sample Email



The image shows a screenshot of a Gmail inbox on a laptop screen. The inbox has a dark theme with a background image of a tropical resort. A promotional email from 'Ladera Resort' is open, featuring a large image of a couple in a pool with a mountain view. The email subject is 'Book your honeymoon of a lifetime with Ladera Resort today!' and the body text includes 'Private pools, stunning views, all-inclusive packages...Ladera Resort!' and 'Ladera. A Luxurious Start to Forever.' The message is timestamped '1:47 PM (3 hours ago)'. The Gmail interface shows the 'Compose' button, the 'Inbox' folder with 4,129 messages, and other navigation links like 'Starred', 'Snoozed', and 'Important'.

Book your honeymoon of a lifetime with Ladera Resort today! Inbox x

Ladera Resort 1:47 PM (3 hours ago)

Private pools, stunning views, all-inclusive packages...Ladera Resort!

Ladera.
A Luxurious Start to Forever.



Hi [INSERT FIRST NAME],

Check out Ladera Resort's various rooms, packages and specials today. Ladera Resort is the perfect destination for your honeymoon, and we would love you to start your forever with Ladera. You can see our special Honeymoon package details here: <https://www.ladera.com/honeymoon.html>

Have a luxurious day!

~Ladera Resort

Salesforce Strategy

Cost

Consulting Fees

Assuming that Ladera Resort is willing to budget for Salesforce Marketing Cloud, it is important to execute all aspects of this strategy properly. Our Salesforce Consulting Team charges a fee of \$150/hour to create emails and mine Salesforce Cloud data throughout the entirety of the campaign. Two consultants will work part-time and work 30 cumulative hours per week to ensure the Salesforce strategy is being executed properly.

\$150/hr x 30 hr/wk x 13 weeks = \$58,500 total cost

Key Performance Indicators (KPIs)

Key performance indicators (KPIs) will help us measure the success of our Salesforce Strategy. To measure Ladera Resort's email success, our consulting team will analyze:

- Number of emails opened
- Email shares
- Social network follower growth
- Click through rate
- Reservation booking growth
- Unsubscribe rate

Combining Digital Platforms

Combining digital platforms will create an integrated experience for each customer of Ladera Resort. We recommend using Google Analytics, Google Ads, Facebook, and Salesforce to generate an integrated customer experience. Using email and marketing efforts will create a strong and cohesive brand image of Ladera Resort and will allow Ladera Resort to collect crucial customer data to provide personalized experiences. We strive to increase engagement and conversions.

Recommendation

We recommend that Ladera Resort immediately implement Salesforce to reach business goals. We request immediate approval to launch the Salesforce Strategy starting November 1, 2022.



Campaign Summary

Creating a cohesive campaign using digital marketing tools is crucial to meet goals, and this is what this campaign will do. We will use Google Analytics, Google Ads Search, Facebook and Salesforce Marketing Cloud to integrate all aspects of the customer's journey to create a cohesive campaign that both collects users' crucial information and tracks progress in reaching campaign goals.

Google Analytics will be used to track progress throughout the “Ladera. A Luxurious Start to Forever.“ campaign. Google Ads will distribute Ladera Resort’s advertisements to various outlets to increase traffic to Ladera’s website. The Facebook Marketing Strategy will promote Ladera Resort’s messaging to specific audiences on Facebook and Instagram. Salesforce Marketing Cloud will deliver personalized emails and information to each Ladera Resort customer. Salesforce will allow Ladera Resort to reach interested customers and increase engagement among the target audience.

Combining these four digital platforms will ensure measurable success for Ladera Resort.

We recommend immediate implementation of Google Analytics, Google Ads, Facebook Marketing Strategy, and Salesforce Marketing Cloud to increase traffic to Ladera Resort’s website and to increase conversions.

