

GROWTH MARKETING AGENCY



With Pedigree

The Concept of Creativity Upgraded to A Whole New Dimension

HOTEL MANORA - case study

ISO 9001
ISO 27001

BUREAU VERITAS
Certification



HOTEL MANORA

ABOUT / CHALLENGE

Hotel Manora is a small family hotel located on the island of Losinj, and in addition to 40 modern rooms, it offers its guests additional facilities such as restaurant, hotel bar, sauna area, massage and fitness, indoor heated pool and outdoor pool.

They turned to our agency for help in running their social networks and advertising on them. This proved to be a challenge, given that we did our first campaigns in the midst of the COVID 19 pandemic, and during that period it was not certain whether there would be a tourist season in Croatia at all.

GOALS

- To increase the number of followers on social networks
- To increase the organic engagement of followers on social networks
- To increase the number of conversions received through Facebook advertising
- Implementation of the newsletter system

RESULTS

172 %

increase in the number of
followers

26%

increase in organic engagement

3000

impressions on Facebook

Project Activity Steps

ADVERTISING PLAN

Before we started with the campaign, we made some design changes on the client's website in order to make it easier for users who come through advertising to find and book appointments.

We also created content and made a plan for posting on social media, to raise organic visibility. Initially, we published two posts, but in the middle of the season we raised it to three posts a week, and in cooperation with the client we constantly maintained communication with interested guests on social networks.

FACEBOOK ADVERTISING

After we identified the ideal consumer and several audiences most likely to engage on the social networks of Hotel Manora, campaigns were launched, resulting in 172 % increase in followers.

Combined with the advertising part, consistent announcements achieved a growth of 26% in organic engagement on posts.

The advertising campaigns themselves were focused on two markets, Croatian and Slovenian, because of the previously mentioned fear of the COVID-19 pandemic.

A total of 6 campaigns were conducted (in preseason and season). The campaigns had a unique reach of over 107,000 and generated over 300,000 impressions, and the average number of ad views per person was 2.86.

Conversion result: a total of 187 inquiries via email or Facebook Messenger, which contributed to the full occupancy of the hotel during the 2021 tourist season.

NEWSLETTER AUTOMATION

The last piece of the puzzle was newsletter system integration and automation. By establishing direct communication with existing and potential customers, we were able to increase brand awareness, build stronger brand loyalty and increase business' authority.

Visit HOTEL MANORA on the link below:

<https://www.manora-losinj.hr/>

Contact Us



ZOTEH LLC (HR)
VAT ID: HR11073776336
Vladimira Vidrića 8,
10000 Zagreb, Croatia
T: +385 91 7333 713
E: info@maoio.agency

MAOIO AGENCY LTD (UK)
Company No. 12352774
71-75 Shelton Street,
London, WC2H 9JQ, UK
T: +44 20 3286 9300
E: info@maoio.agency