

*Digital Marketing
Measurement Strategy
for*



LADERA

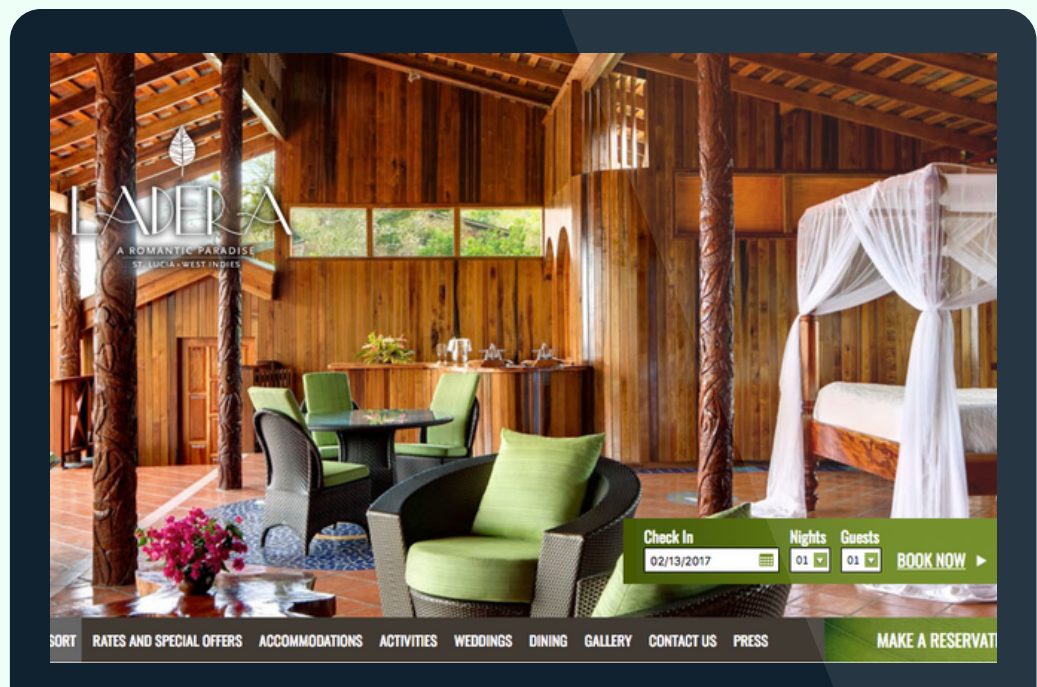
A ROMANTIC PARADISE
ST. LUCIA • WEST INDIES

Danielle Shepard



Website Background:

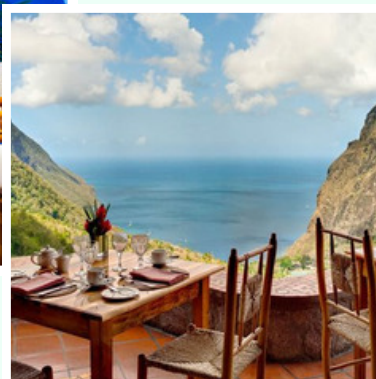
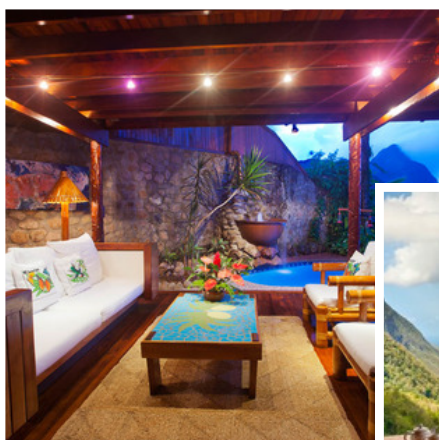
Before addressing Ladera's website, it is important to note Ladera's overall business objectives and how a website is a valuable strategy in achieving them. Ladera is a resort that takes full advantage of its natural surroundings and offers a unique design in guest accommodations for their wealthy, wedding-related (dating, married and soon-to-be married) target market segment. A website is the best communication strategy for the company because consumers almost exclusively make travel plans online, as they don't have access to the place itself yet. Ladera's website largely functions as an eCommerce store to generate sales through reservations, as well as an informational source about the resort. The various pages contain persuasive content about the resort itself, its amenities and St Lucia. Within the individual pages, all photography and content directly address their target audience's needs and desires. However, the green "Make a Reservation" page tab draws the eye to the website's true purpose: sales. A guest is given the chance to book a room on the main landing page before even looking at any of the other descriptive, informational pages.



Audience:

Ladera's target audiences are wealthy, mature married couples and engaged couples in the wedding planning process.

Ladera does not actively market to families or young people because they have positioned the resort to be the ultimate luxury vacation destination. When one proceeds through the online reservation process, there is not even a way to include the number of children in your party. The website's photography only features adults above the age of (approximately) 28 years old and largely focuses on highlighting its luxurious accommodations. Its content only describes amenities and activities that would appeal to adults and (dating, newlyweds, and already married) couples. Activities sponsored by the resort include outings directed towards adults of all ages, such as bartending classes, shopping trips and cooking demonstrations. Their target audience is accurately insinuated through their tagline, "A Romantic Paradise."



Main Pages:

Ladera's main pages of interest include:

- The Resort: /the-resort/
- Rates and Special Offers: /packages/honeymoon-packages/
- Accommodations: /accommodations/
- Make a Reservation: <https://reservations.travelclick.com/102179>
- Activities: /activities/
- Weddings: /romantic-getaways/
- Dining: /dining/restaurants/

Pages also featured:

- Gallery
- Contact Us
- Press

Main Menu Bar

THE RESORT RATES AND SPECIAL OFFERS ACCOMMODATIONS ACTIVITIES WEDDINGS DINING GALLERY CONTACT US PRESS

MAKE A RESERVATION

Core Functionality Elements:

Aside from learning about the amenities, browsing activities offered and making reservations online, the core functionality elements of Ladera.com can be found in the sidebar of the homepage. These are calls to action, which include:

- A carousel advertisement for packages and special offers
- Like and follow their social media platforms
 - Facebook
 - Twitter
 - Pinterest
 - Google+
 - Instagram
- Clickthrough thumbnail links to features in magazines
- Email List Sign Up
- Download eBrochure
- Viewing photos in the gallery

Website Goals:

Macro Goals

- Booking suites
- Booking a Wedding Special Package

Setting Up a Macro Goal

Goal setup Edit
Template: *Place an order*

Goal description Edit
Name: *Booked a Suite*
Goal type: *Destination*

Goal details

Destination
Equals to ☐ Case sensitive
For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional
☐ OFF Assign a monetary value to the conversion.

Funnel optional
☒ ON
Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Home Page	/home.html	<input checked="" type="checkbox"/>
2	Guests and Room Numbers	/guestsandrooms.html	<input type="checkbox"/>
3	Dates of Stay	/dates.html	<input type="checkbox"/>
4	Suite	/accommodations.html	<input type="checkbox"/>
5	Checkout	/total.html	<input type="checkbox"/>

[+ Add another Step](#)

Macro conversions or goals are our primary business objectives: booking suites. This funnel demonstrates the path that customers would go through in order to make a purchase (book a room at Ladera). This particular goal will track only those that come straight to the home page and immediately begin the booking process. This could be done for any page; for example, Step 1 could be *"/ packages/ honeymoon-packages/"* and it would track those that went to the booking process straight from the *Honeymoon and Anniversary Special Offers* page. The funnel is helpful in locating where and when customers enter and drop-off the purchase process.

Micro Goals

- Clicks on carousel advertisements in sidebar
- Like/follows on social media
- Clicks on magazine thumbnails
- Email list sign ups
- eBrochure downloads
- Contact form submissions
- Measure engagement of visits greater than 15 minutes on site
- Downloads of the wedding photo gallery album

Setting Up a Micro Goal

Goal setup Edit
Custom

Goal description Edit
Name: *Heavy Engagement*
Goal type: *Duration*

Goal details

Duration Hours Minutes Seconds

Value optional
☒ ON \$USD
Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

Micro conversions or goals are relationship building activities that lead up to a macro conversion. The example above illustrates a goal to track "Heavy Engagement" users that spend greater than 15 minutes on the site per session. A value can be assigned to see the "revenue generation" from this micro goal. Here, \$200 has been attributed to a completion of this goal, which would be an appropriate value if previous research shows that of those who complete the goal, an average of \$200 is attained.

How do I create a goal?

Goals can be created under Admin with a pre-filled template or can be custom made. A goal must have a name and you need to choose a goal type: Destination, Duration, Pages/Screens per Session or Event. Depending on which type you choose, you must fill out the Goal Details, which instruct Google Analytics what exactly to record and track; for example, which video to track the number of views of or how many minutes a visitor is on the site to be considered a completed goal.

Why should we create goals?

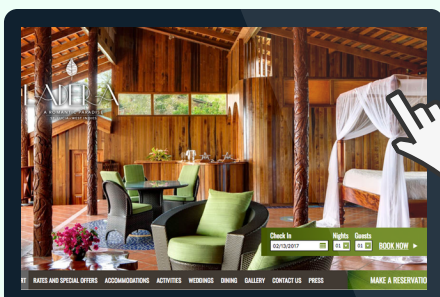
Goals track the website's performance and its contribution to the overall business objectives. To measure and track the success of these goals, Key Performance Indicators (KPIs) are set to internal (past company performance) or external (past industry performance) contexts. Below are some example KPIs for our previous goals.

Macro Goal KPIs

- Increase revenue by 10% by the next fiscal year
- Increase wedding package bookings by 10 by December
- Increase vow renewals by 5 by December
- Increase honeymoon bookings by 15% by the next fiscal year

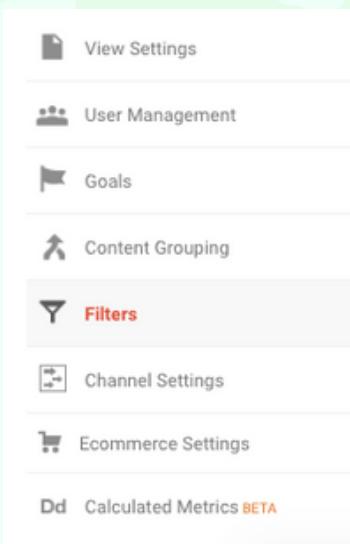
Micro Goal KPIs

- Increase engagement with sidebar ads by 3% by December
- Increase Instagram followers by 100 every month
- Increase magazine article reads by 2%
- Obtain 200 more email addresses every six months
- Increase eBrochure downloads by 50 by June
- Maintain current rate and/or address FAQs to reduce contact form submissions
- Increase heavy engagement users by 10% by next fiscal year
- Increase wedding gallery downloads by 50 downloads by December



Regional Filters:

Using the Filters feature, our Regional Sales Managers from North America, Europe and South America can view their own region's data. This is an important tool used in analytics because different tactics and strategies may work best only in certain areas of the world. Knowing where our customers are and how they interact with Ladera's website can help us effectively target those markets in a customized manner.



Under the Admin view of Ladera's Google Analytics account, the left hand side has a Filters option.

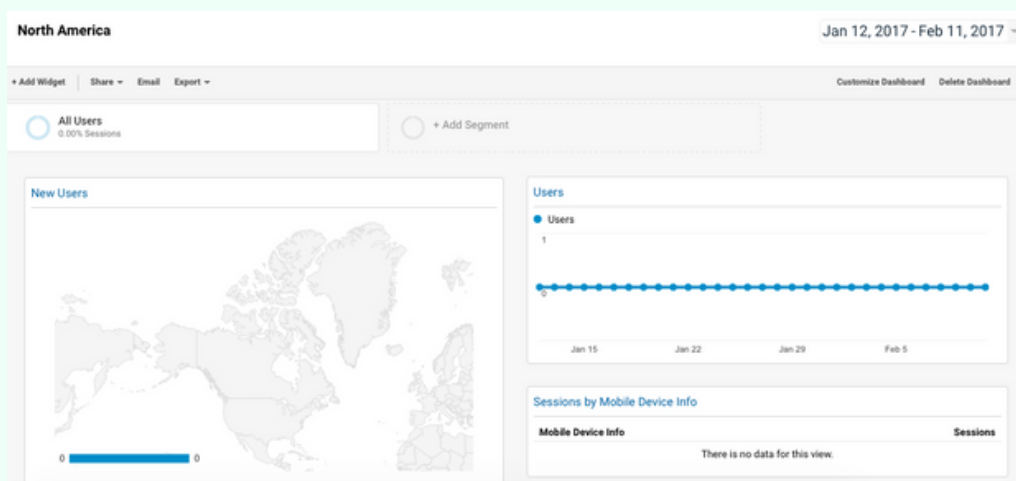
With Filters, we can tell Google Analytics what to include and what to exclude in our data reporting. We can separate our data by Country with a filter for each of our Regional Sales Managers. First, choose Create New Filter. It's important to note that a new filter must be created for each Region of countries.

Here, a filter is being created for

North American countries. A custom filter is told to "include" the countries United States, Mexico and Canada. Note that a "|" separates the individual countries' names. A Dashboard can be created to show Regional Sales Managers their regional data in an easy to navigate format that doesn't allow them to change data, just view it. This is helpful in that they can see their results easily and on their own time.

A screenshot of the 'Create New Filter' form in Google Analytics. The form has the following fields and options:

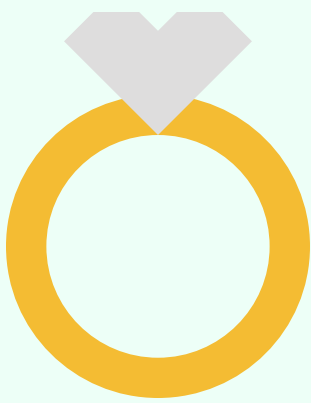
- Filter Name:** A text input field containing 'North America'. Below it, a red error message says 'This value must be non-empty.'
- Filter Type:** Two buttons: 'Predefined' and 'Custom'. The 'Custom' button is selected.
- Filter Field:** A dropdown menu with 'Country' selected.
- Filter Pattern:** A text input field containing 'United States|Mexico|Canada'.
- Case Sensitive:** An unchecked checkbox.
- Filter Action:** A group of radio buttons: 'Exclude', 'Include' (which is selected), 'Lowercase', 'Uppercase', 'Search and Replace', and 'Advanced'.



Main Landing Pages:

The main landing pages of the Ladera website include:

- Homepage: /home/
- Fact Sheet: /the-resort/fact-sheet/
- Accommodations: /accommodations/
- Weddings: /romantic-getaways/
- Honeymoon Packages: /packages/honeymoon-packages/



These main landing pages inform us that website visitors are interested in learning more about the resort itself and wedding related activities. These visitors are likely engaged and exploring their options for their big day. This reinforces the idea that

Ladera should be marketing towards the wedding-related demographic: soon to be engaged, soon to be married, anniversaries and vow renewals. These people are looking for a luxurious destination for their special occasion and they want to see if Ladera will fit their needs. The Fact Sheet and Accommodations pages provide the most basic information and the Weddings pages provides information about the special offers on events.

Suggested Wedding Campaign:



"Your greatest love deserves the greatest destination."

Weddings are one of the largest sources of revenue for Ladera and marketing efforts should focus on increasing awareness to the wedding services offered. A goal for this campaign can be set to increase wedding bookings by 8% by the end of the fiscal year. Setting a realistic KPI helps us discover if our campaign was successful or not.

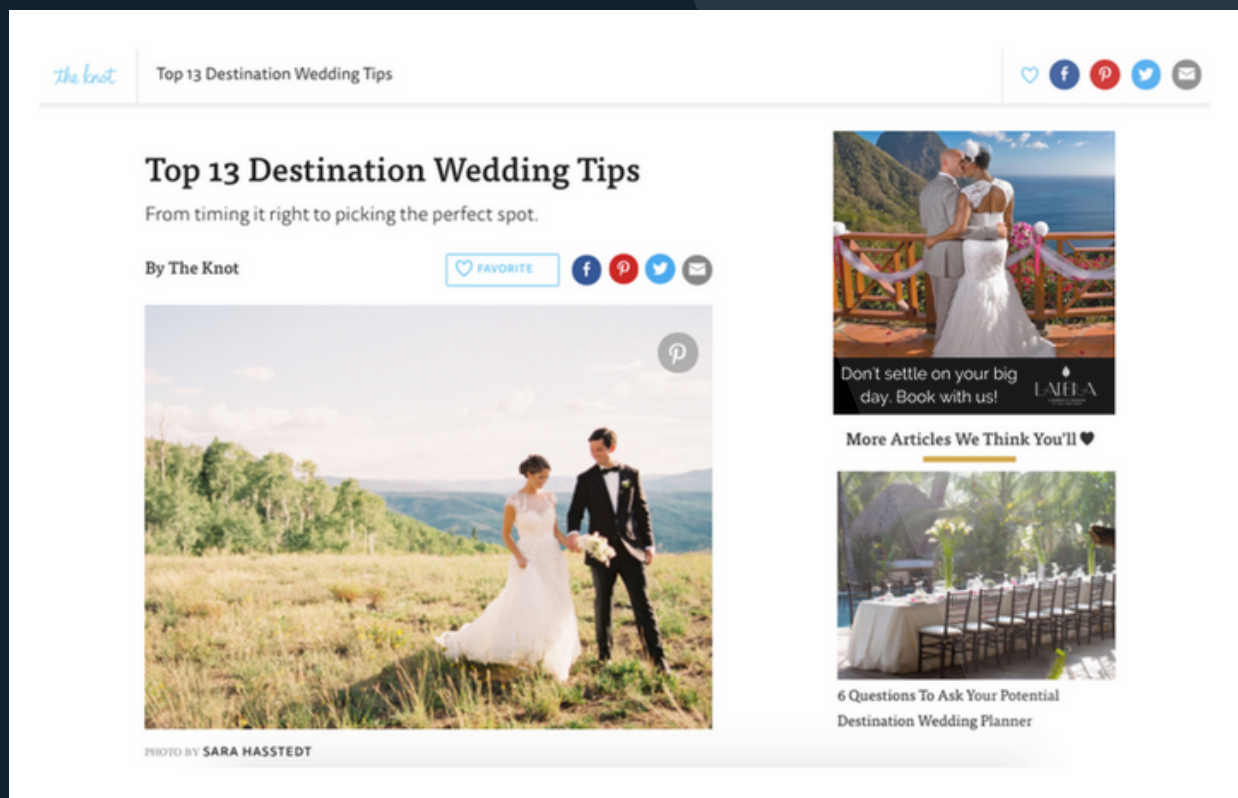
This recommended campaign, nicknamed "Greatest Love," focuses on having the best of the best to celebrate a couple's big day. It draws on the emotional appeal to women, who arrange the majority of wedding plans and make wedding-related decisions.

The landing page for our campaign should be the most persuasive, informational and attention-getting page about Ladera's wedding services. The current Wedding page, /romantic-getaways/, should be used as the campaign landing page. If there is a high bounce rate from this page, it is a sign that maybe the content is not what our target market is looking for or our content is not engaging/persuasive enough.

Recommended Channels:

1) Google AdWords Display Banner Ads

- Display ads should be used on relevant influencer and industry websites and apps
 - <https://www.theknot.com>
 - <https://www.weddingwire.com>
- Use the most envy-worthy photos that tell a story, where the viewer can see themselves at Ladera
- Can be used to advertise weddings, vow renewals and proposals

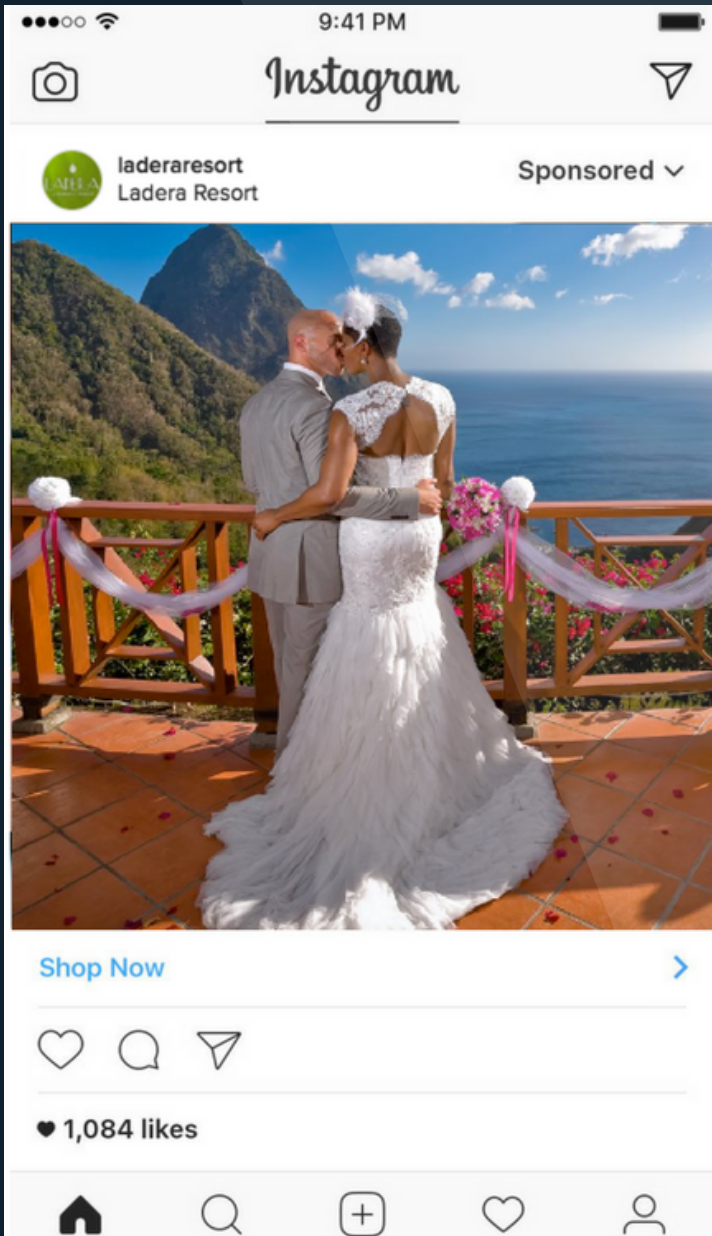


Bonus: Sponsored native advertising can easily be used on websites like The Knot, a "Buzzfeed-esque" website featuring massive collections of helpful articles, that directly reach our target market. Ladera should utilize content marketing by producing some sponsored articles that include custom URL links back to the landing page.

2) Instagram

Ladera has a strong following on Instagram with 7,383 followers

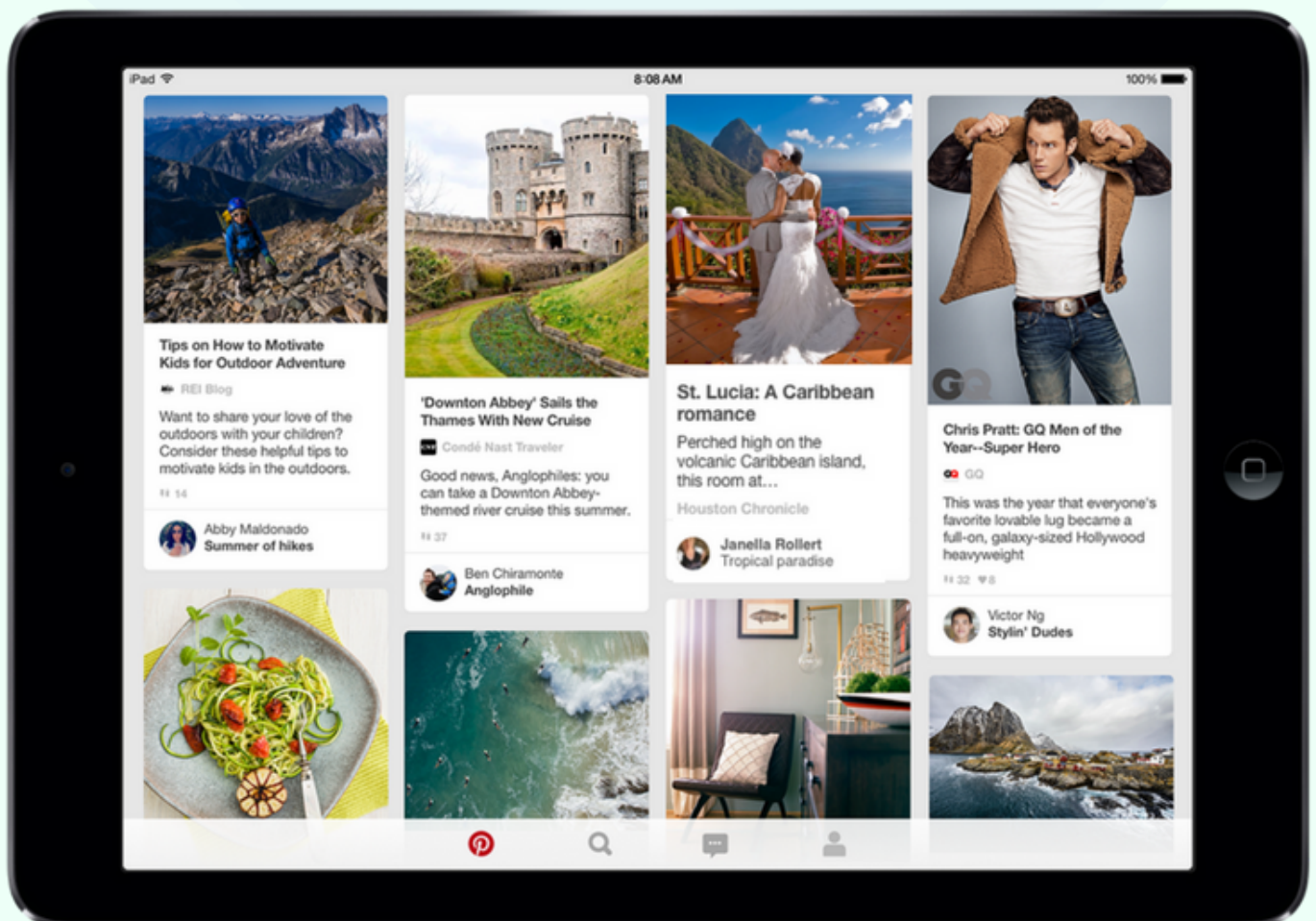
- Sponsored advertising through photo, video and carousel ads for target market segments
 - Instagram uses precise targeting by location, behavior, interests, demographics and lookalike audiences
- Ladera can also create partnerships with influencers/influential accounts
 - Offer their followers exclusive deals or free "giveaways" for their accounts
 - @howheasked - 512K followers
 - @wedding_bridetobride - 845K
 - @brides - 818K
 - @weddingdiary - 1.1M



3) Pinterest

Ladera has a somewhat weak following on Pinterest with 540 followers.

- Pinterest is an important social media platform for a business like Ladera, where users Pin dream vacations and bucket list plans
 - Invest in Promoted Pins to reach audiences that are interested in luxurious vacation spots and have an active buying behavior through Pinterest
- Pinterest has the highest ROI of all social media platforms
 - Use Buyable Pins that refer traffic straight to the landing page or allow Pinners to reserve a suite straight through Pinterest
- Engage with users on Pinterest to create relationships with customers and build a stronger following



Tracking Our "Greatest Love" Campaign:

Tracking the success of our campaign is easy through the use of URLs with custom parameters that send information back to Google Analytics. This information tells us which particular ads and channels are the most successful in gaining website traffic and producing the highest ROI. This data is crucial for digital marketing management in deciding where we should continue to invest and focus our marketing efforts.



* Website URL	<input type="text" value="http://www.ladera.com/romantic-getaways/"/>
The full website URL (e.g. <code>https://www.example.com</code>)	
* Campaign Source	<input type="text" value="The Knot"/>
The referrer: (e.g. <code>google</code> , <code>newsletter</code>)	
Campaign Medium	<input type="text" value="Banner"/>
Marketing medium: (e.g. <code>cpc</code> , <code>banner</code> , <code>email</code>)	
Campaign Name	<input type="text" value="Greatest Love"/>
Product, promo code, or slogan (e.g. <code>spring_sale</code>)	
Campaign Term	<input type="text"/>
Identify the paid keywords	
Campaign Content	<input type="text" value="sidehug kiss"/>
Use to differentiate ads	

Banner Display Ad on Influential Website, The Knot:

http://www.ladera.com/romantic-getaways/?utm_source=The%20Knot&utm_campaign=Greatest%20Love&utm_medium=Banner&utm_content=sidehug%20kiss

Instagram Sponsored Ad:

http://www.ladera.com/romantic-getaways/?utm_source=Instagram&utm_campaign=Greatest%20Love&utm_medium=social&utm_content=sidehug%20kiss

Pinterest Sponsored Ad:

http://www.ladera.com/romantic-getaways/?utm_source=Pinterest&utm_campaign=Greatest%20Love&utm_medium=social&utm_term=destination%20wedding&utm_content=sidehug%20kiss

Visitor Metrics:

It is important for Ladera's marketing team to understand their online visitors, so that they may constantly improve Ladera's online experience to encourage sales. The most important metrics for Ladera to track include:

- **Gender:** While this may seem like an obvious choice, it is important to ensure that advertising and content are being used effectively. For example, women would likely respond to advertising featuring romantic scenes more so than men.
- **Location:** Knowing the location of visitors can help streamline marketing efforts by allocating more resources in those places.
- **Engagement:** Understanding what kind content our visitors are interested in helps marketers understand what will initially attract a new visitor and keep them on Ladera's website. Number of sessions, session duration and pageviews, when combined with other metrics, can provide valuable information to benefit advertising.
- **Interest Categories:** Interest reports help create Buyer Persona's of Ladera's customers to more fully understand who is currently engaging with the website and making reservations.
- **Device Type:** Understanding how customers are accessing the website can help us optimize their overall experience.
- **Source Medium and Network Referrals:** Knowing how our visitors found/arrived at our website allows us to allocate more resources into the more successful sources/platforms and try to boost the less popular sources/platforms.

Recommendations:

I highly recommend the "Greatest Love" campaign. The creative aspect of the campaign can vary greatly by updating content with fresh material on a regular basis; however, Ladera should utilize the suggested analysis



"Your greatest love deserves the greatest destination."

and implementation strategies. Ladera should immediately use Google Analytics on AdWords, Instagram and Pinterest, as these platforms will allow Ladera to efficiently reach their target market and gain a high Return on Investment. Creating goals to analyze collected data will tell us if our campaigns are successful or not, which will help us develop better campaigns in the future. Filters and Visitor Metrics allow us to better understand who is looking at our website and how they are using it. From this data, we can streamline the Ladera website to create a better online user experience and drive sales.

UTILIZE	MEASURE	CREATE
AdWords Display Ads Instagram Pinterest	Location Gender Engagement and Interests Device Source Medium/Referrals	Filters Goals