



netconversion
internet strategy | marketing | results

HILTONHEADISLAND.org

DIGITAL MARKETING REVIEW

**DRIVING
CONVERSIONS FOR THE
TRAVEL & HOSPITALITY
INDUSTRY** 

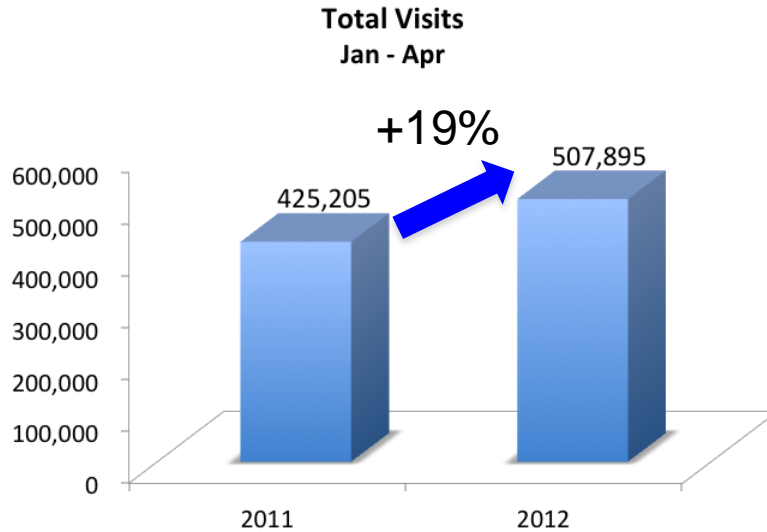
Overview

- ▶ HHI.org 2012 Key Metric Performance
- ▶ 2012-13 Online Marketing Plan
 - ▶ Targeting
 - ▶ Channels
 - ▶ Areas of Focus
 - ▶ Budget Flow
 - ▶ Media Calendar
- ▶ Analytics & Reporting
- ▶ Hilton Head Island Golf
- ▶ Hilton Head Island Meetings & Groups

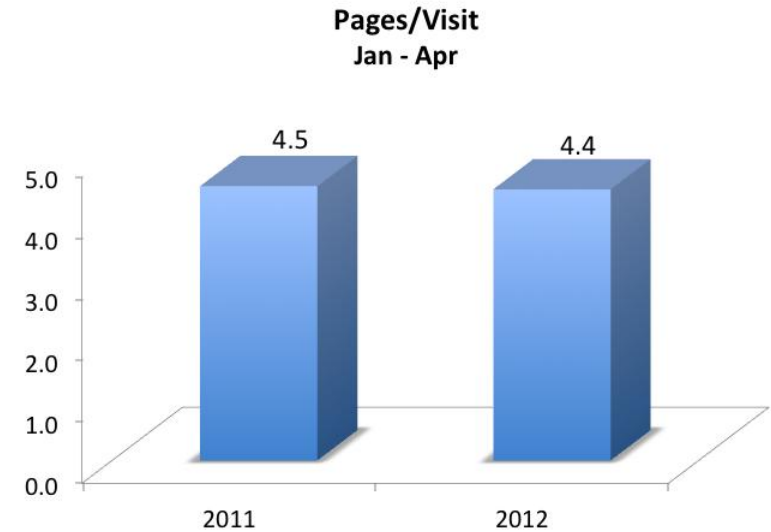
2011-12 Key Metric Performance

Overall Website Performance

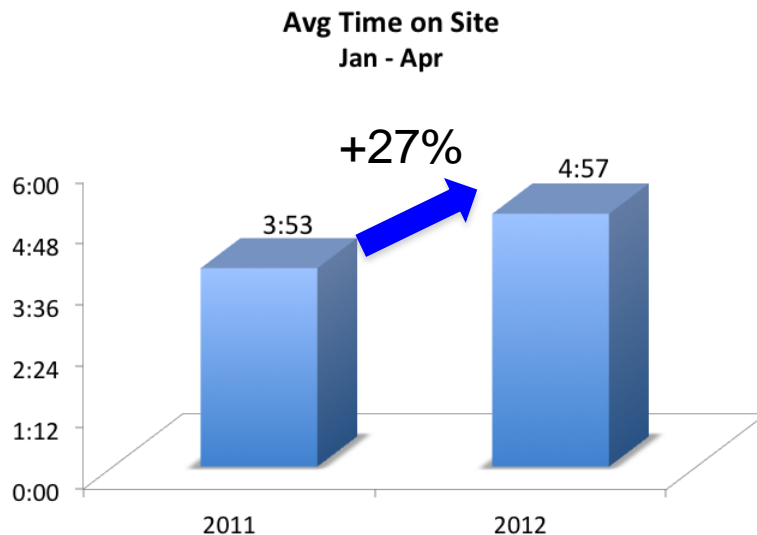
- ▶ Total Website Visits are up +19% vs prior year



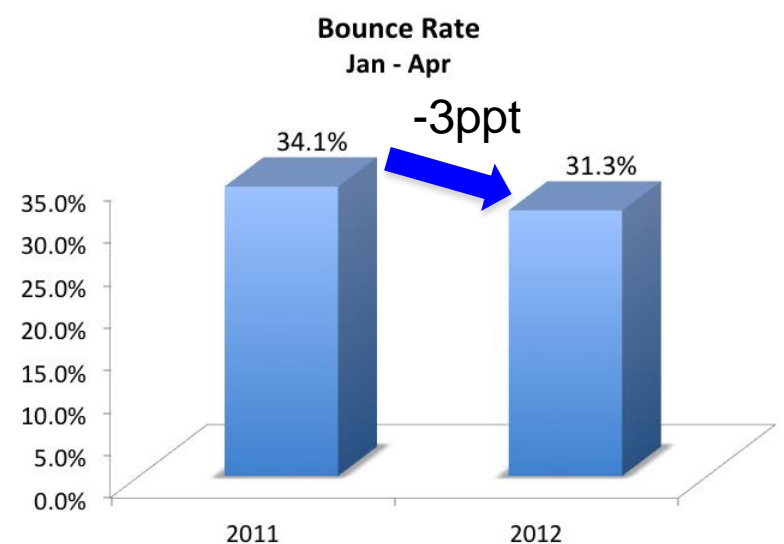
- ▶ Pages per Visit are roughly flat vs prior year



- ▶ Avg Time on Site is up +27% vs prior year

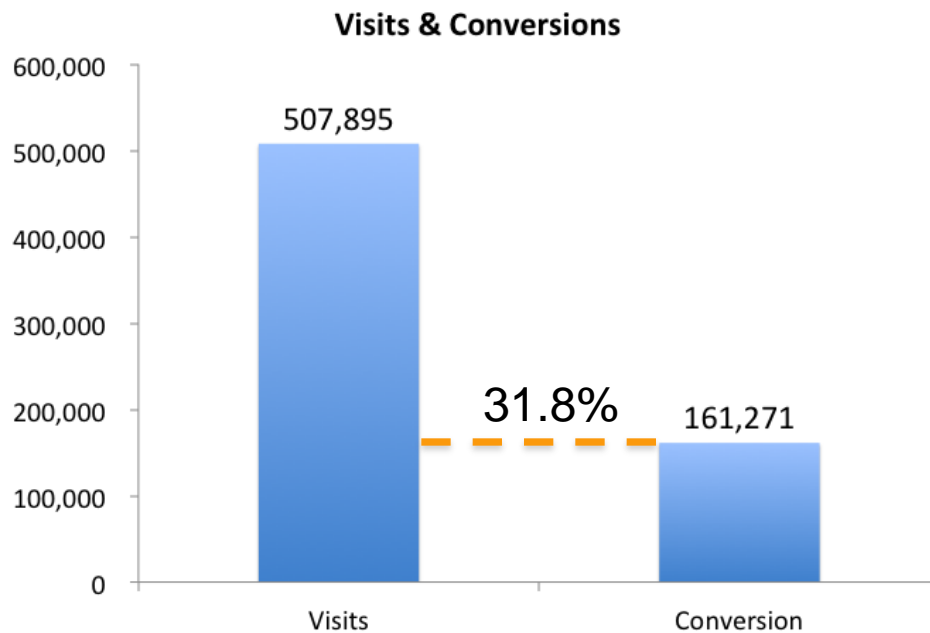


- ▶ Overall Bounce Rate is down 3ppt vs prior year



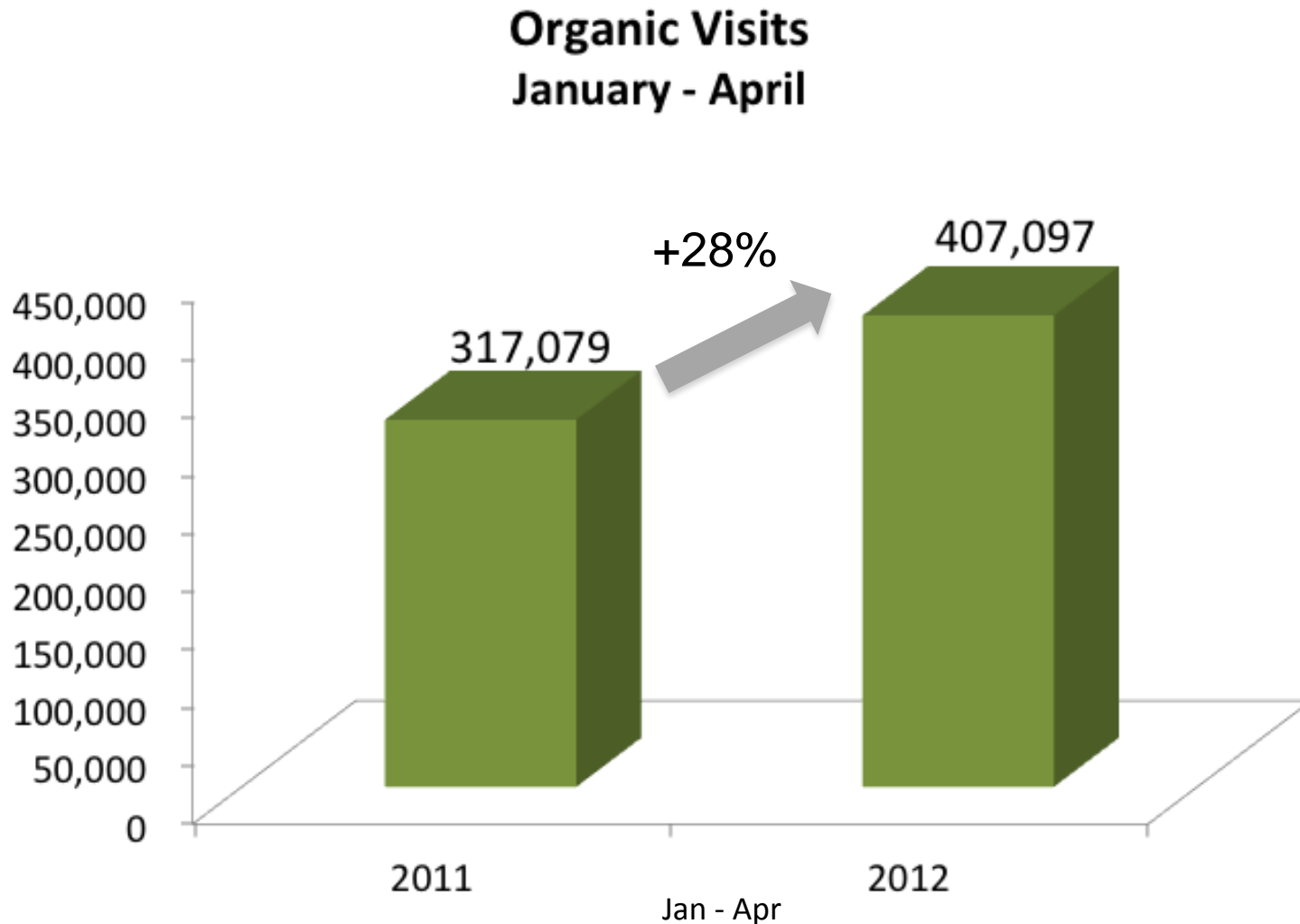
Conversion Rate

- ▶ YTD over 31% of visits to HHI.org converted on one of the key metrics
- ▶ The majority ~93% of conversion are links outs to partner properties



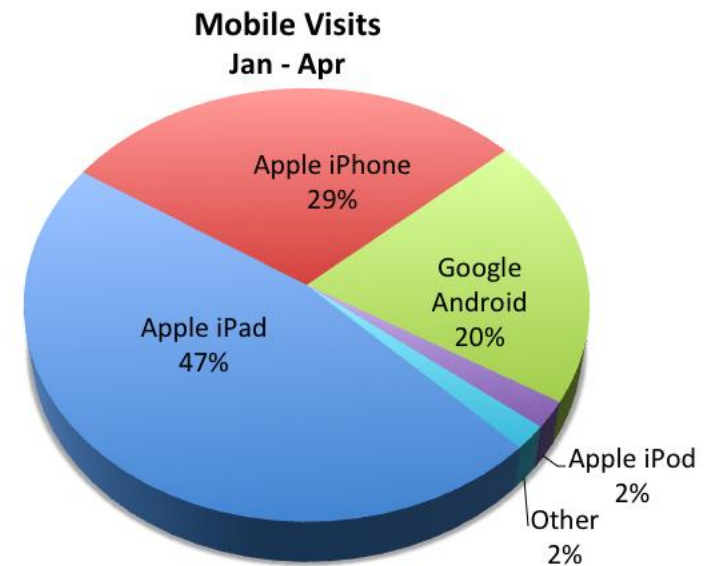
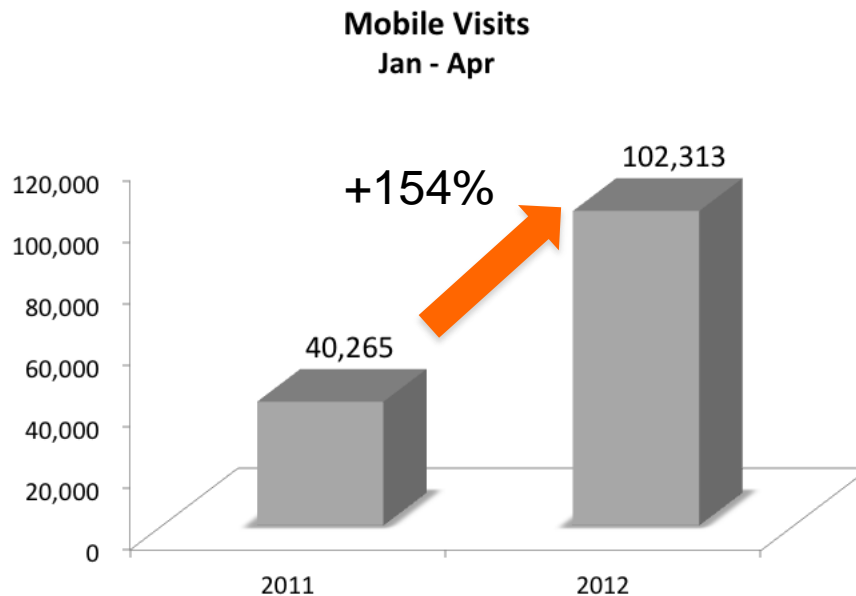
Organic Search Visitation

- Organic Search visitation is up significantly +28% vs the prior year



Mobile Visitation

- ▶ YTD, mobile visits drove 20% of overall HHI.org traffic
- ▶ Mobile visits to HHI.org have more than double vs the prior year up +154%
- ▶ Traffic is almost equally split between smartphones and tablets (iPad)



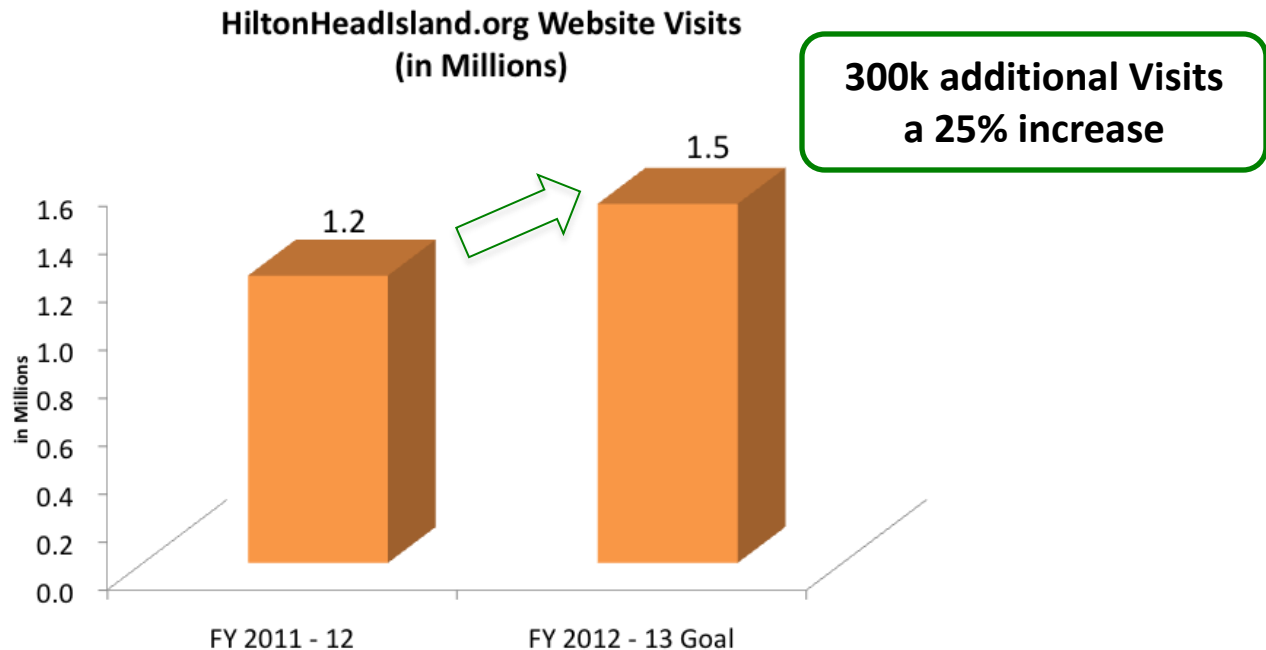
Mobile Visitation



HHI 2012-2013 Online Marketing Plan

Strategic Overview

- ▶ **Objective** ~ support an increase in HiltonHeadIsland.org website traffic from 1.2 million to 1.5 million users in 2012-13

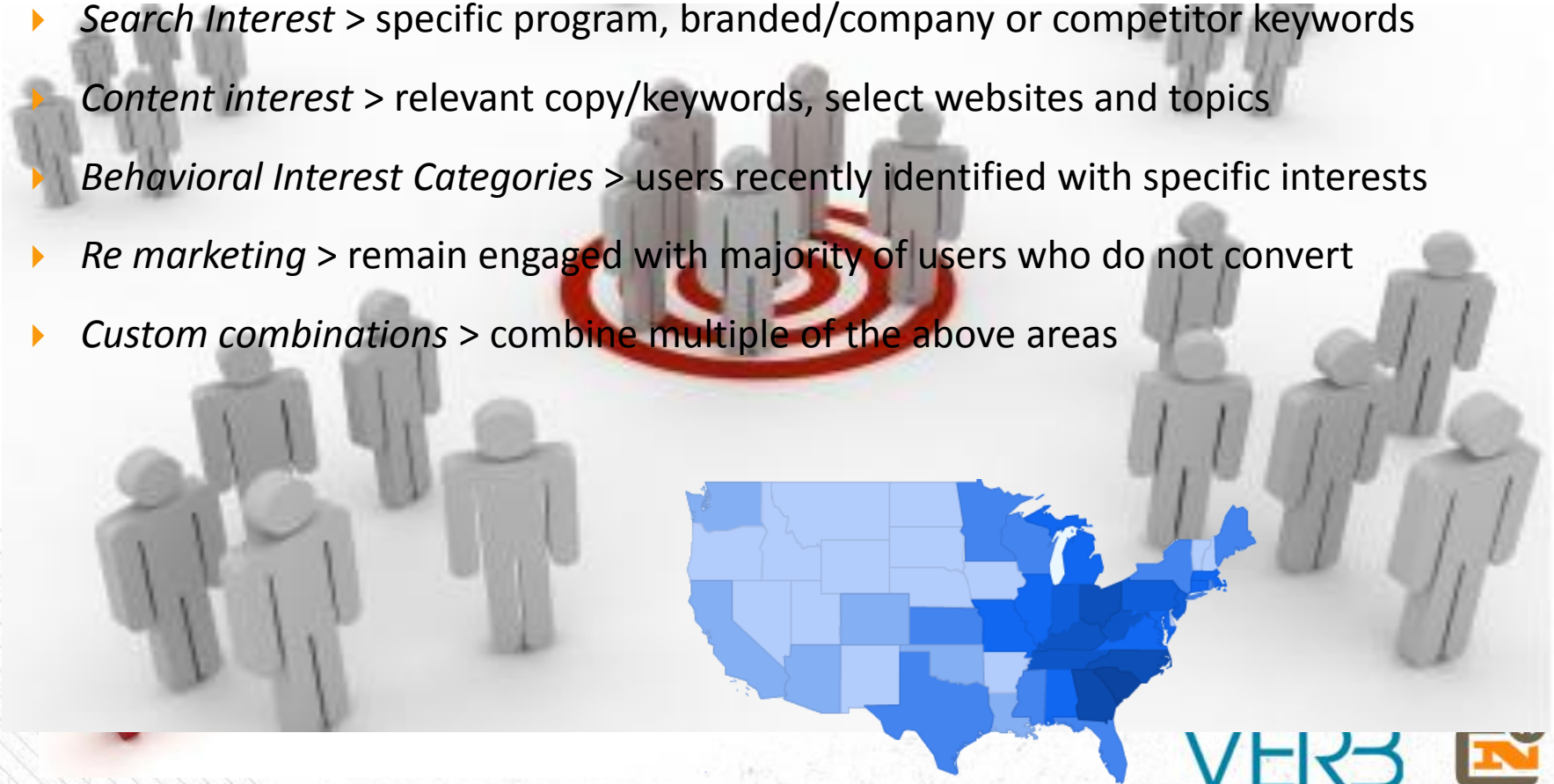


- ▶ **Strategy** ~ utilize select, targeted, online marketing opportunities to cost-effectively engage potential Hilton Head Island visitors and drive them to measurable online conversion actions

Targeting of Online Marketing

All of the 2012-13 HHI online marketing campaigns will be targeted toward specific users by multiple criteria:

- ▶ *Geographic origin market* > local, SC, other key states, etc.
- ▶ *Search Interest* > specific program, branded/company or competitor keywords
- ▶ *Content interest* > relevant copy/keywords, select websites and topics
- ▶ *Behavioral Interest Categories* > users recently identified with specific interests
- ▶ *Re marketing* > remain engaged with majority of users who do not convert
- ▶ *Custom combinations* > combine multiple of the above areas



Online Marketing Channels

Leverage multiple online channels to maximize targeting, reach, measurability, efficiency and effectiveness of online marketing efforts.

- ▶ **Search Engine Marketing (SEM)**

- ▶ Reaches the right customer at the right time
- ▶ Global, targeted, measurable
- ▶ *Most efficient and effective advertising*



- ▶ **Display/Banner Advertising**

- ▶ Reaches qualified users and utilize multiple targeting criteria
- ▶ Focus on performance-based pricing options (pay-per-click)

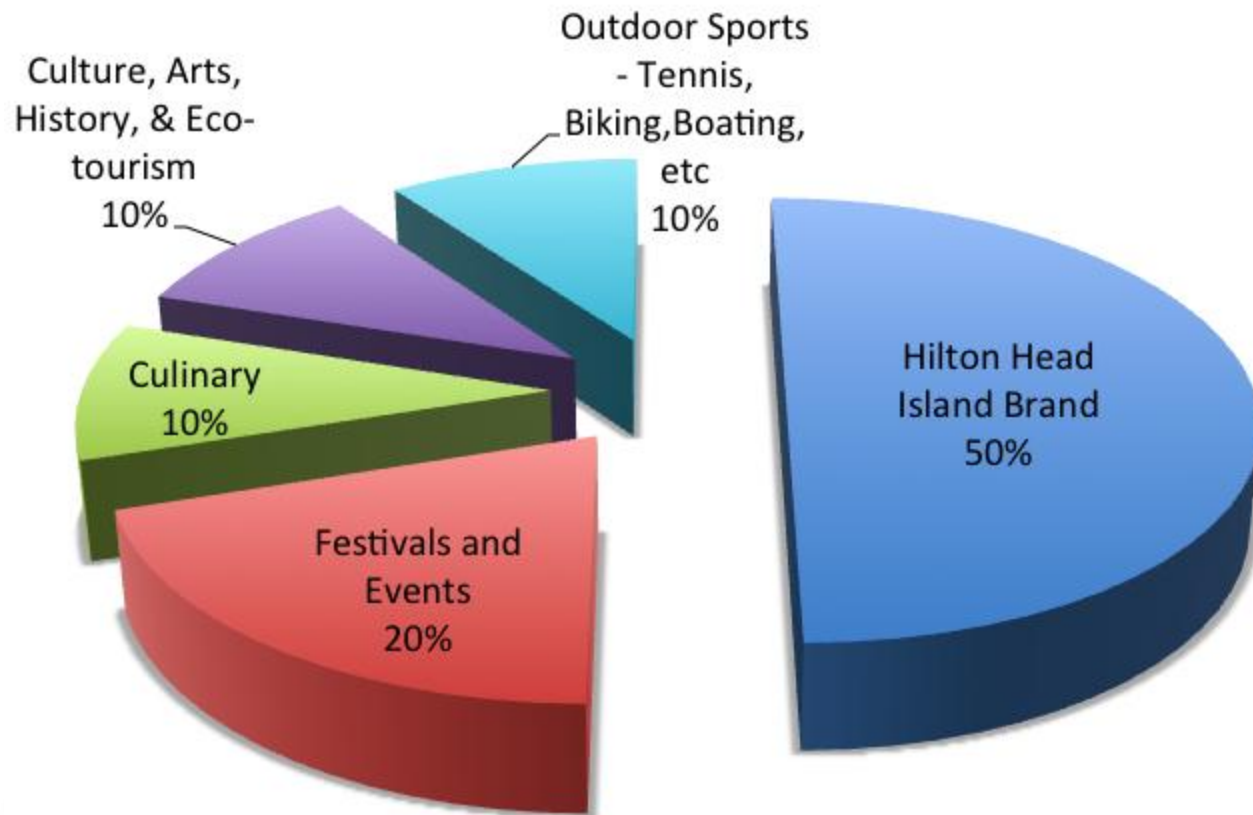
- ▶ **Additional Opportunities**

- ▶ Mobile –*mobile phone* and *tablet* campaigns
- ▶ Social Media ~ Facebook “Like” campaigns
- ▶ Video ~ *YouTube* (the 2nd largest global search engine)



Promotional Focus

- ▶ Individual campaigns customized to drive the following HHI promotional areas:



Facebook – Optimizing the Platform

facebook  

User Name Home ▾



Visit Hilton Head
8,256 likes · 332 talking about this · 103 were here

[Update Info](#) [View Activity](#) 

 Beach Resort · Beach · Vacation Home Rental
 1 Chamber of Commerce Drive, Hilton Head Islan...
 +1 800.523.3373
 Open until 5:00 pm.



6 ▾

[Photos](#) [Hilton Head Insider](#) [Golf](#) [Culinary](#)

 **Post**

 **Photo**

Write something...


 **User Name** added 6 photos to the album Facebook Timeline Visit Hilton Head.
February 21 – March 1

Recent Activity 

 User 1 add a life vent to his timeline.

 User 1 and User 2 are now friends.

 User 1 likes Visit Hilton Head

 User 1 add an event in is lifestyle.



Visit Hilton Head

✓ Liked



HILTON HEAD ISLAND
come away with me

ESCAPE THE USUAL PHOTO CONTEST!



WIN A 4-NIGHT GETAWAY
TO HILTON HEAD ISLAND!

DETAILS

ENTER

VIEW SUBMISSIONS

INVITE FRIENDS

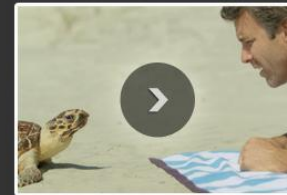
[f Share](#)
[Tweet](#)
93

WHAT YOU NEED TO DO:

- 1 HOW WOULD YOU ESCAPE?**
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco ut.
- 2 UPLOAD YOUR PHOTO BY JUNE 26**
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.
- 3 CAN YOU SAY.....WINNING?**
 Lorem ipsum dolor sit amet, consectetur adipisicing elit do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

[ENTER NOW](#)

GET INSPIRED...









RECENT SUBMISSIONS...



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Facebook – Optimizing the Platform

facebook  Search  User Name Home 

 Visit Hilton Head Golf  

HILTON HEAD ISLAND GOLF PACKAGES


SPRING ALIVE SPECIAL



One Night and two rounds starting at \$197 per person, based on double...

[Learn More](#) [Book Online](#)


PALMETTO DUNES OCEANFRONT RESORT TRAVEL PACKAGE



The ultimate Hilton Head Island golf experience, with a special new...

[Learn More](#) [Book Online](#)


SPRING ALIVE SPECIAL



One Night and two rounds starting at \$197 per person, based on double...

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SPRING ALIVE SPECIAL



One Night and two rounds starting at \$197 per person, based on double...

[Learn More](#) [Book Online](#)

Now
February
January
2012
2011
2010
2009
Founded



HILTON HEAD ISLAND
come away with me

BECOME A HILTON HEAD
INSIDER

JOIN NOW →

GET THE ISLAND VIBE →

CONNECT WITH
HILTON HEAD ISLAND



Visit Hilton Head Island

+ Subscribe

31
subscribers

39,201
video views

Featured

Feed

Videos

Search Channel



ZipLine Hilton Head

by hiltonheadislandvcb 1 month ago

556 views

Featured Playlists

Uploaded videos



38 videos

Favorite videos



28 videos

What to Do on Hilton Head Island

Hilton Head Island boasts 12 miles of pristine beach...



9 videos

About Visit Hilton Head Island

The Hilton Head Island Visitor & Convention Bureau hopes that all who visit this channel will be enticed by the sights and sounds of Hilton Head Island. Located in the heart of the South Carolina lowcountry and cradled by the Atlantic Ocean, Hilt...

more v

hiltonheadisland.org

by hiltonheadislandvcb

Latest Activity

Apr 17, 2012

Date Joined

Jul 17, 2009

Age

52

Location Hilton Head Island, South Carolina, USA

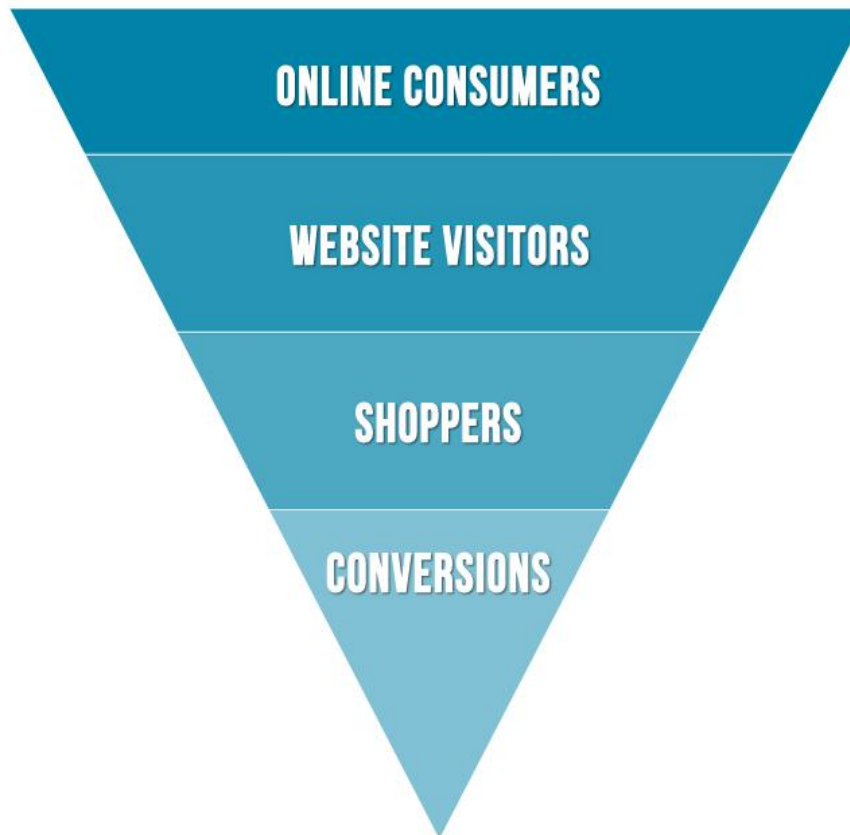
Country

United States

Analytics & Reporting

Key Metrics for Hilton Head Island

CONVERSION FUNNEL



TRACK ONLINE CONSUMER BEHAVIOR, BY SEGMENT

- From Ad Impression thru to Conversion



FOCUS ON KEY METRICS

- Cost Metrics (cost-per-click, -lead, etc.)
- Conversion Metrics
 - Visitors → Shoppers → Conversions



EFFECTIVE DASHBOARD

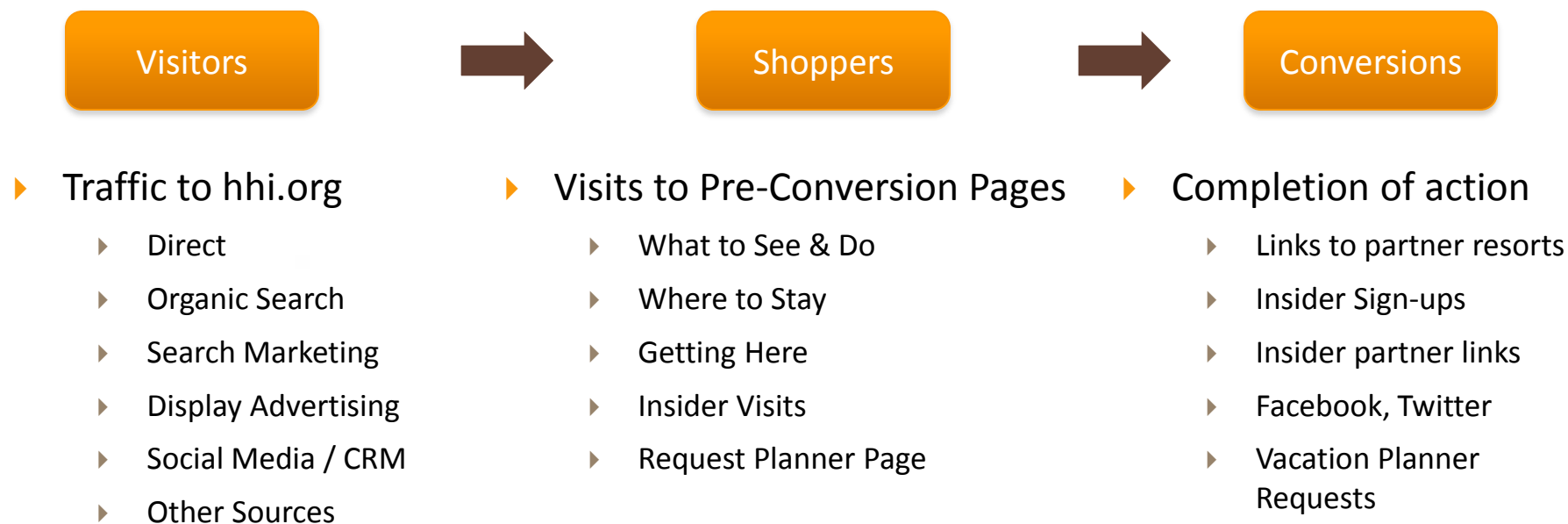
- Analysis of Key Metric Trending



OPTIMIZATION AND SCALABILITY

- Test → Improve → Repeat

Key Metrics for Hilton Head Island



Key metrics are tracked and trended and be used to continually optimize the marketing campaigns and the website

Hilton Head Golf

COURSES

GOLF PACKAGE OFFERS

LODGING

GOLF SCHOOLS

EVENTS

PHOTOS & VIDEOS

HILTON HEAD EXPERIENCE

LEGENDARY GOLF EXPERIENCES

HARBOUR TOWN GOLF LINKS (SEA PINES)



Proud host of the prestigious annual PGA Tour Event, the RBC Heritage...

[Learn more](#) [Visit Web Site](#)

GALLEON/BRIGANTINE COURSE (SHIPYARD)



Nearly all holes are lined with towering oaks and feature a few interesting doglegs...

[Learn more](#) [Visit Web Site](#)

ROBBER'S ROW (PORT ROYAL)



Golf architect Pete Dye works his magic to deliver the most scenic course of Port Royal...

[Learn more](#) [Visit Web Site](#)

HERON POINT (SEA PINES)



Transformed to become one of the most talked-about modern masterpieces on the island...

[Learn more](#) [Visit Web Site](#)

HILTON HEAD ISLAND GOLF VACATIONS

OVER 20 CHAMPIONSHIP HILTON HEAD GOLF COURSES TO ENJOY

If you are planning a golf getaway to South Carolina, make it a Hilton Head golf vacation. Golf enthusiasts can find over 20 world-class quality [Hilton Head golf courses](#) in the Lowcountry area, including Bluffton and Daufuskie Island and enjoy such PGA Tour Events as the upcoming [RBC Heritage at Harbour Town Golf Links](#). Another great many of Hilton Head's public and private golf courses have been sculpted by such golf course architect legends as Robert Trent Jones Sr., Pete Dye and Jack Nicklaus, promising a great time on the fairway.

BEYOND THE HILTON HEAD GOLF COURSE FAIRWAYS.

The [Hilton Head golf experience](#) is more than delivering world-class golf courses. Each golf course has its own set of unique characteristic and challenges to keep even the most skilled player motivated. Many golf courses feature highly recognized [golf schools](#) that can help improve your game with state-of-the-art tools and helpful tips.

MAKE THE BEST OF YOUR HILTON HEAD GOLF GETAWAY

Combine your Hilton Head golf experience with incredible lodging accommodations. Our [hotels, inns and golf resorts](#) offer true comforts of good old fashion Southern hospitality and our [vacation homes and villa rentals](#) offer families and larger golf groups the spaciousness and they need. Browse our [Hilton Head Island golf packages](#) and begin planning

REQUEST A QUOTE

CLICK HERE



HILTON HEAD GOLF

A guide to Hilton Head Island and Lowcountry golf.

[Download Guide](#) (PDF 5.58MB)



Stay & Play Golf Packages

Exciting 28 250 Rental [HILTON HEAD Rentals & Golf](#) [CLICK FOR SPECIAL OFFERS](#)

Website Performance

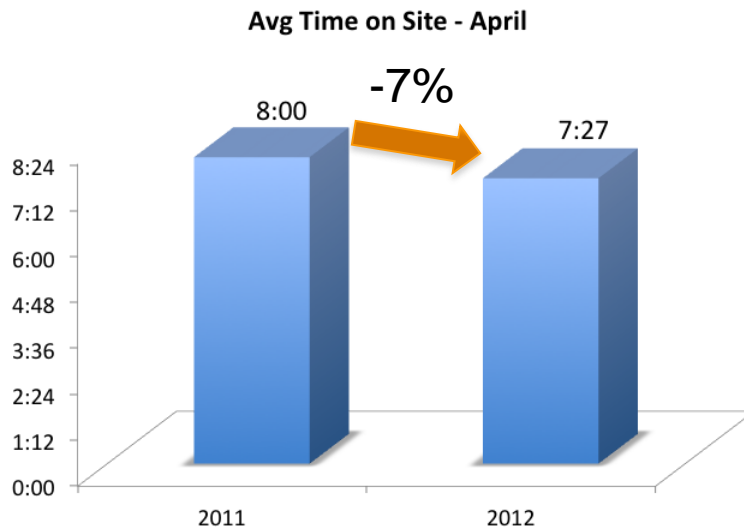
- Visits are up +50% vs prior year



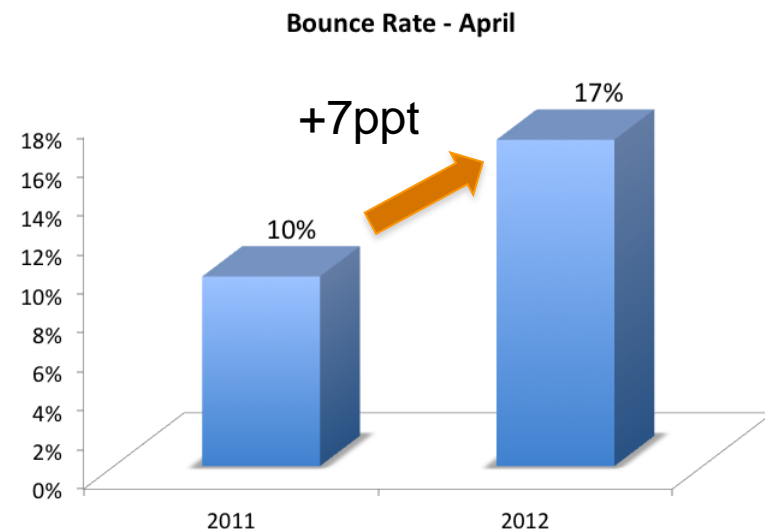
- Pages per Visit are down slightly -6% vs prior year



- Avg Time on Site is down -7% vs prior year

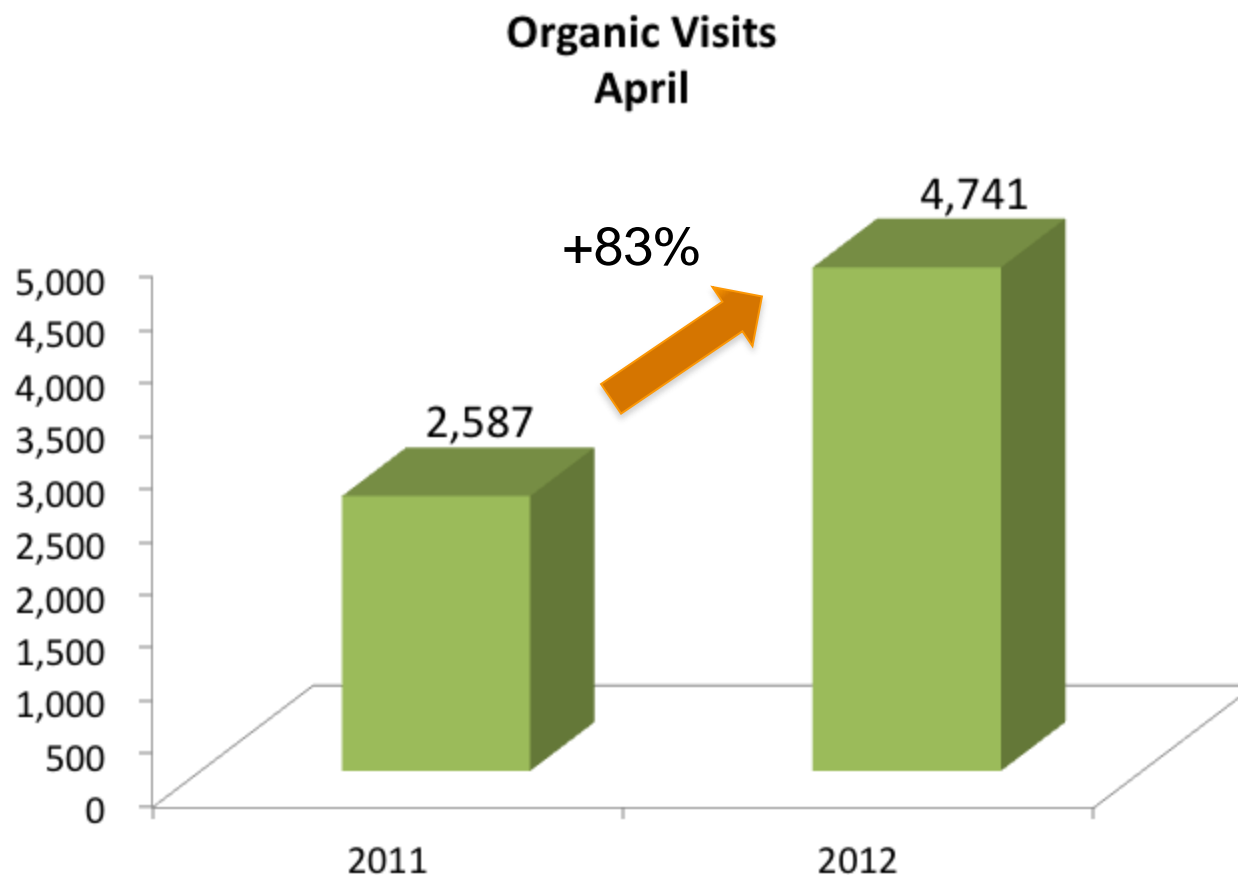


- Overall Bounce Rate is up +7ppt vs prior year, driven by increased link outs to partner properties



Organic Search

- ▶ Organic Search is the primary driver of visitation growth vs the prior year.
- ▶ Organic Search visits are up significantly +83% vs the prior year



Online Marketing Campaigns

- ▶ Individual campaigns enable marketing efforts to focus against specific groups of consumers and interests, offer/messaging, conversion metrics and budget control.
- ▶ Dedicated channel and products campaigns would be developed to promote multiple areas of Hilton Head Golf:

Search Campaigns

- ▶ **HHI Golf Search (US)** campaign > targets users in the US seeking HHI golf
- ▶ **HHI Golf Search (CA)** campaigns > targets users in Canada seeking HHI golf
- ▶ **Regional Golf Interest** campaign > targets users in the US seeking SC, etc golf
- ▶ **Broad Golf** campaign > targets users in regional drive states seeking general golf options
- ▶ **Competitors Golf** campaign > targets users in top HHI markets seeking competitor destination

Content (Banner/Text)

Additional considerations

Re marketing

Mobile Campaigns

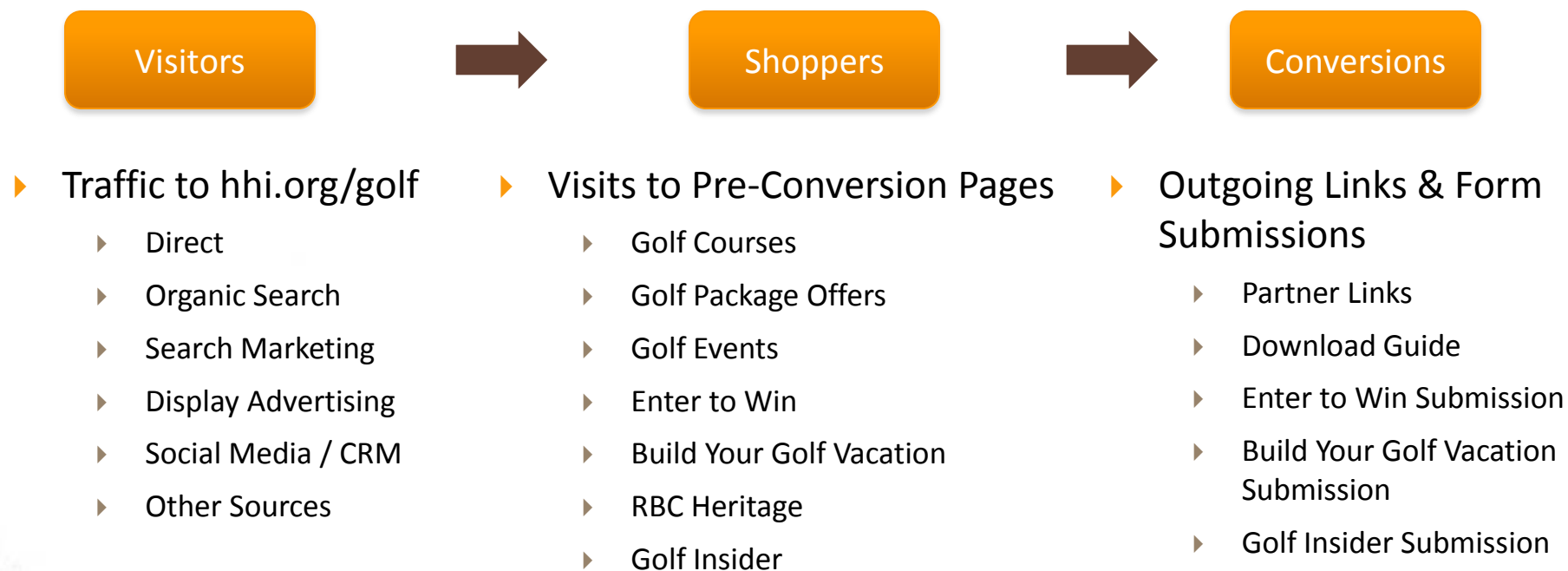
Video Campaigns

Interest Categories

Social Campaigns

- ▶ All campaigns will be tracked against key performance indicators:
 - ▶ Spend > Clicks > Shoppers > Conversions

Key Metrics for Hilton Head Golf



Key metrics are tracked and trended and be used to continually optimize the marketing campaigns and the website

HHI Meetings & Groups Micro-site

Meetings & Groups Initiatives

- ▶ The key objective is to position the HHI region as the preferred location to host a meeting, conference or retreat, while generating increased leads for group sales.
- ▶ Lead generation via online Requests for Proposals is key.
- ▶ Positioning destination lures, combined with key components of the Hilton Head Island Difference is key.
- ▶ All content will be available on a mobile Web site for smartphone users.
- ▶ Proposed introduction of Come Early, Stay Late incentive program for increased spending in region pre/post conferences/events.

REQUEST FOR PROPOSAL

WHY HILTON HEAD?

PLAN YOUR EVENT

SOCIAL RESPONSIBILITY

EXPERIENCE HILTON HEAD

LOREM IPSUM SIT AMETSED



MEET GREEN

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[Learn More](#)



SOCIAL RESPONSIBILITY

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[Learn More](#)



MEET THEN DO

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ENGAGING HEADER FOR AUDIENCE

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PLAY
VIDEO

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QUESTIONS?

Chat live with a Hilton Head Island Expert!

[Chat Now](#)



CONNECT WITH US...



Questions?