



HILTON HEAD ISLAND  
*South Carolina*



VERB



# AGENDA

- Search Interest Trends
- Website Performance Metrics
- 2013-14 Recommendations
- Building a New Conversion Engine
- Social Media Engagement



PEBBLE BEACH  
RESORTS



VERB

**WE ENGAGE TRAVELERS  
TO DRIVE CONVERSIONS**



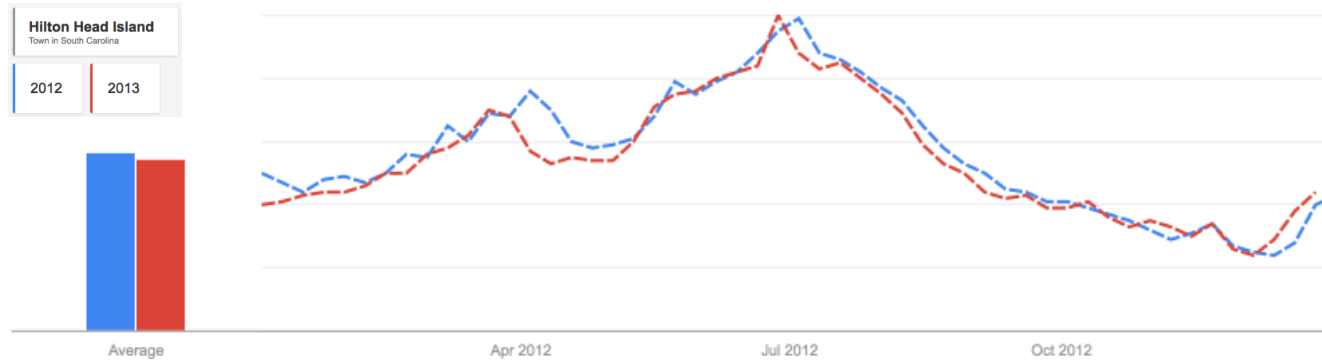


## **SEARCH INTEREST TRENDS**

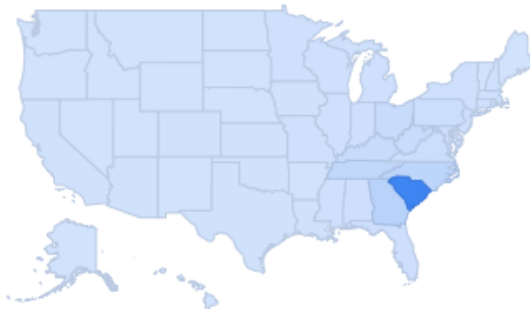
# SEARCH DEMAND TRENDS



- \* Interest as measured by volume of US Travel searches related to *Hilton Head Island*
- \* Relatively flat from 2012 to 2013



- \* Top origin markets 2013:



- SC
- GA
- NC
- TN
- OH
- KY
- WV
- DC
- PA

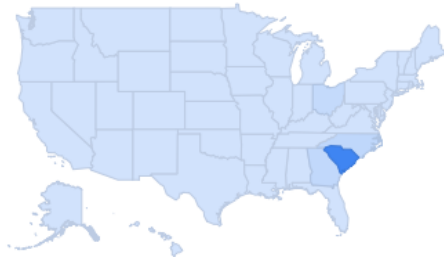
# SEARCH DEMAND TRENDS



- \* Interest as measured by volume of US Travel searches for *"hilton head golf"*
- \* Relatively flat to slightly down in 2013 vs PY



- \* Top 2013 origin markets and related queries:



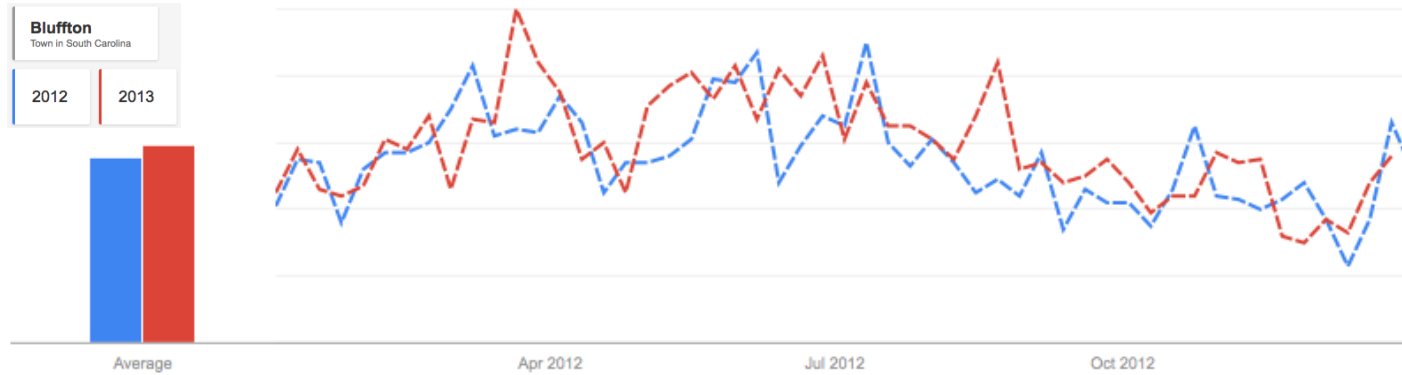
- SC
- NC
- GA
- OH

hilton head island  
hilton head sc  
hilton head rentals  
palmetto dunes golf  
palmetto dunes  
hilton head national  
sea pines golf

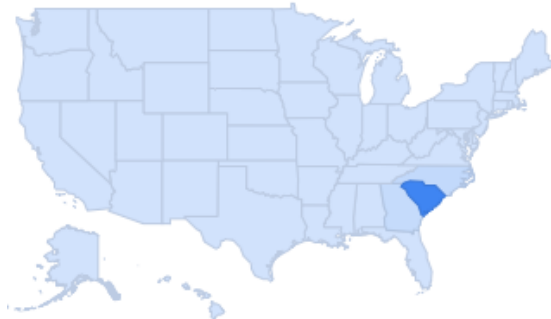
# SEARCH DEMAND TRENDS



- \* Interest as measured by volume of US Travel searches related to *Bluffton SC*
- \* Up from 2012 to 2013



- \* Top origin markets 2013 and related queries:



- SC
- NC
- GA

bluffton sc

palmetto bluff

bluffton sc hotels

bluffton hotels

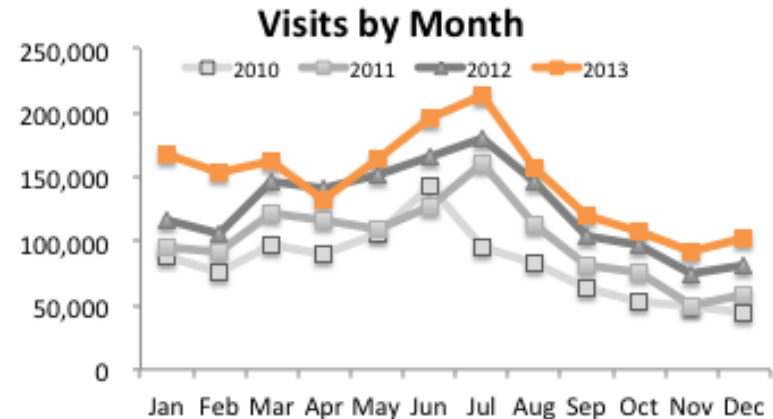
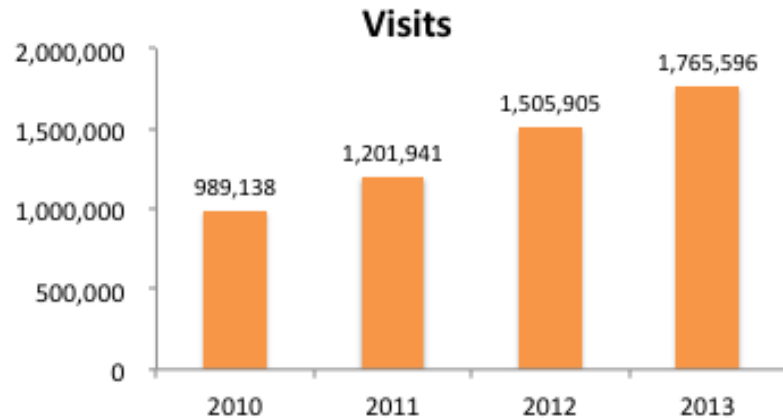


# WEBSITE PERFORMANCE

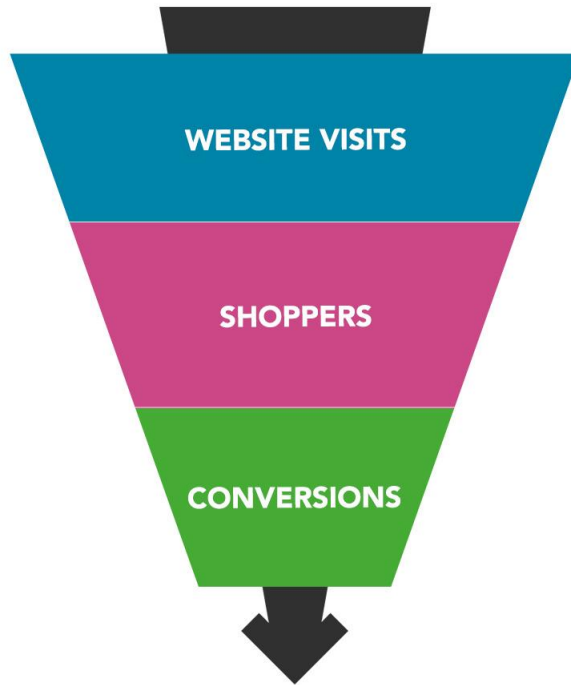


# WEBSITE VISITATION TRENDS

- HiltonHeadIsland.org had 1.8M website visits in 2013, a 17% increase vs the prior year
- Majority of the growth occurred in Q1 and summer months



# WEBSITE CONVERSION PERFORMANCE



1.8M

42%

36%



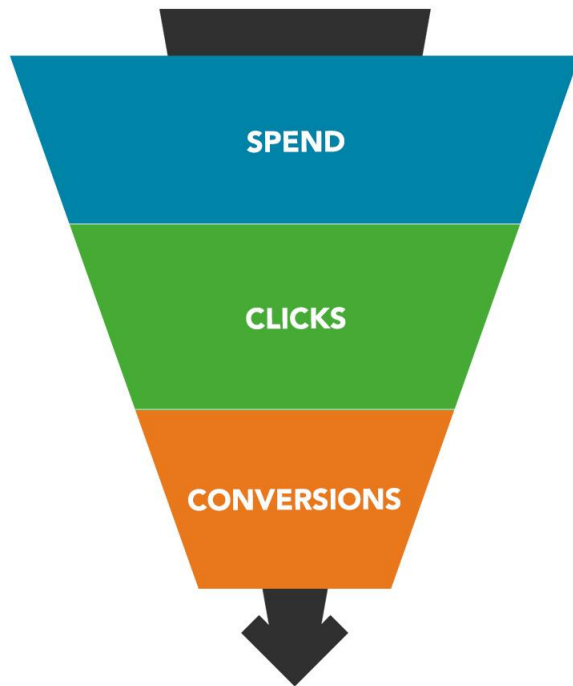
Total Visits to  
HiltonHeadIsland.org

Visits to Pre-Conversion Pages:  
Lodging, See and Do, etc.

Link outs to partner websites,  
Insider & Vacation Planner  
Requests, etc.

# 2013 SEM/PPC RESULTS

- One out of every 2 visits from paid campaigns converts, primarily driving traffic to partner websites



## Key Metrics

\$103k



150k



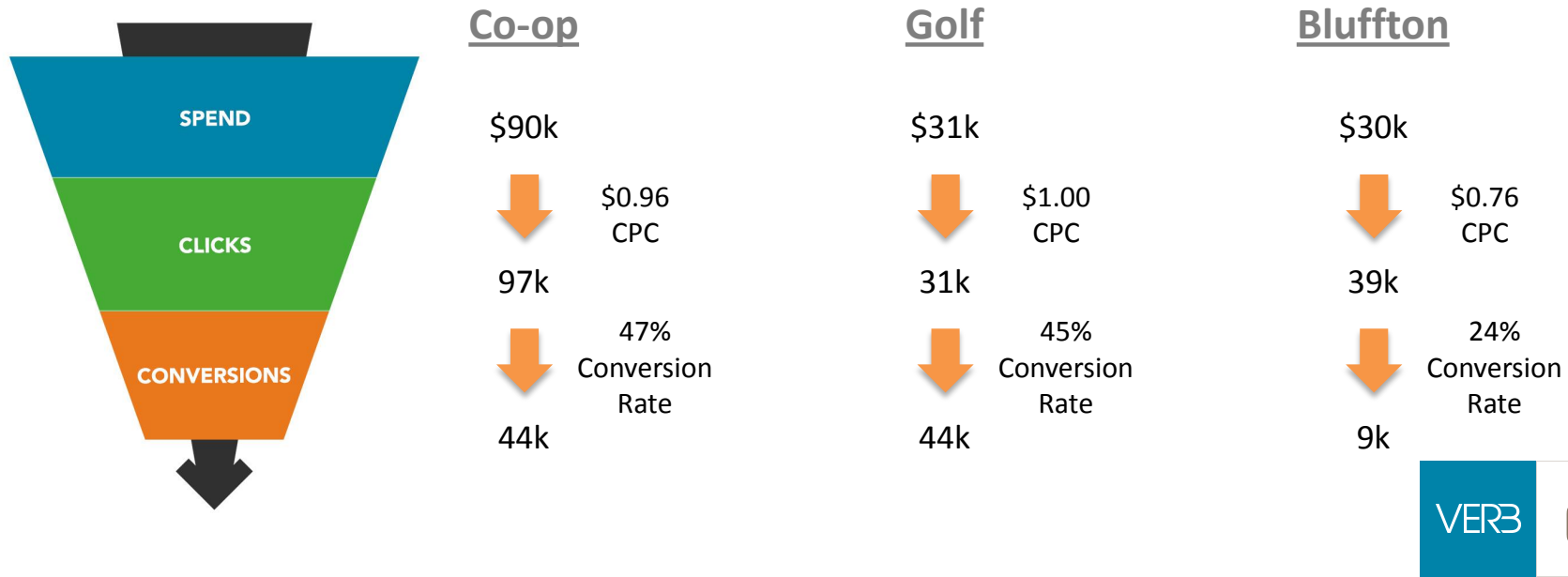
77k

\$0.68 Cost per Click

51% Conversion Rate

# 2013 CO-OP, GOLF, BLUFFTON RESULTS

- Co-op campaigns focused on remarketing and contextual placements, drove 97k clicks that converted at 47%
- Golf campaigns drove 31k clicks that converted at 45%
- Bluffton campaigns drove 39k clicks that converted at 24%





## **2013 – 14 DIGITAL MARKETING RECOMMENDATIONS**

# 2014–15 PPC MEDIA STRATEGY

Utilize PPC campaigns to drive targeted, measurable, cost-effective awareness, website traffic and conversions for Hilton Head Island.

Continue to build upon the momentum and success of the 2013-14 efforts

Individual Hilton Head Island PPC areas:

- Branded Interest
- Regional & Category Interest
- Island Events & Activities
- International Markets
- JetBlue SAV service from JFK and BOS

# CONVERSION FUNNEL



## ANALYTICS FOCUS

### TRACK ONLINE CONSUMER BEHAVIOUR, BY SEGMENT

FROM AD IMPRESSION THRU TO CONVERSION

### FOCUS ON KEY METRICS

COST-PER-CONVERSION, -CLICK, -LEAD, ETC.

VISITORS → SHOPPERS → CONVERSIONS

### DETAILED REPORTING & ANALYTICS

ONGOING KEY METRIC ANALYSIS & TRENDING

### OPTIMIZATION & SCALABILITY

TEST → IMPROVE → REPEAT

CONTINUALLY IMPROVING PERFORMANCE OVER TIME LEADS TO LOWER COST PER CONVERSION

# ONLINE MARKETING STRATEGY





# DIGITAL MARKETING CHANNELS

CAMPAIGNS WILL FOCUS EFFORTS ON TARGETING USERS, BY GEOGRAPHY,  
WITH INTERESTS IN OUR SPECIFIC PRODUCT, CATEGORY OR BRAND

## PAID SEARCH (SEM)



## DISPLAY ADVERTISING



## ONLINE VIDEO



- ALL CAMPAIGNS WILL BE PAY-PER-RESPONSE → CLICK OR COMPLETED VIEW FOR VIDEO
- ALL MEDIA WILL BE MEASURED AGAINST DRIVING BUSINESS RESULTS

# MEDIA TARGETING & TRACKING

- 2014-15 HHI campaigns will continue to build on the success of existing efforts
- Targeting users, by geography, with interests in our specific product, category or brand.
- All campaigns will be pay-per-response > clicks or completed views for video
- All media will be measured against driving conversions



- Local, Regional, Outer US and select Intl Markets
- HHI Brand
- Region of Low Country, S Carolina
- Beach, Family, Resort Vacations
- Events, Activities, Dining
- Travel
- Family, Beach, Luxury
- Cultural, Culinary
- Re-marketing

# PAID SEARCH (SEM)

## Search Engine Marketing

- Most efficient and effective channel
- Reach the right customer at the right time

Multiple refined and targeted individual  
Campaigns, Ad Groups and Ads:

Brand Search

> HHI Branded Interest targeting the entire US

HHI Event Search

> Food & Wine, RBC, Gullah, etc. targeting the entire US

Regional Search

> Category interest from GA, IL, KY, MD, NC, NJ, NY, OH, PA, TN, VA

Local Search

> General product interest targeting South Carolina

About 44,900,000 results (0.55 seconds)

**Hilton Head Island - Official Site for Info and Offers**

**Ad** [www.hiltonheadisland.org/](http://www.hiltonheadisland.org/) ▼

Start Planning Your Vacation Today.

Hilton Head Island has 374 followers on Google+

[Hilton Head Island Events](#)

[Hotels & Lodging](#)

[Deals & Specials](#)

[About the Island](#)

# DISPLAY / REMARKETING

## Google Display Network (GDN)

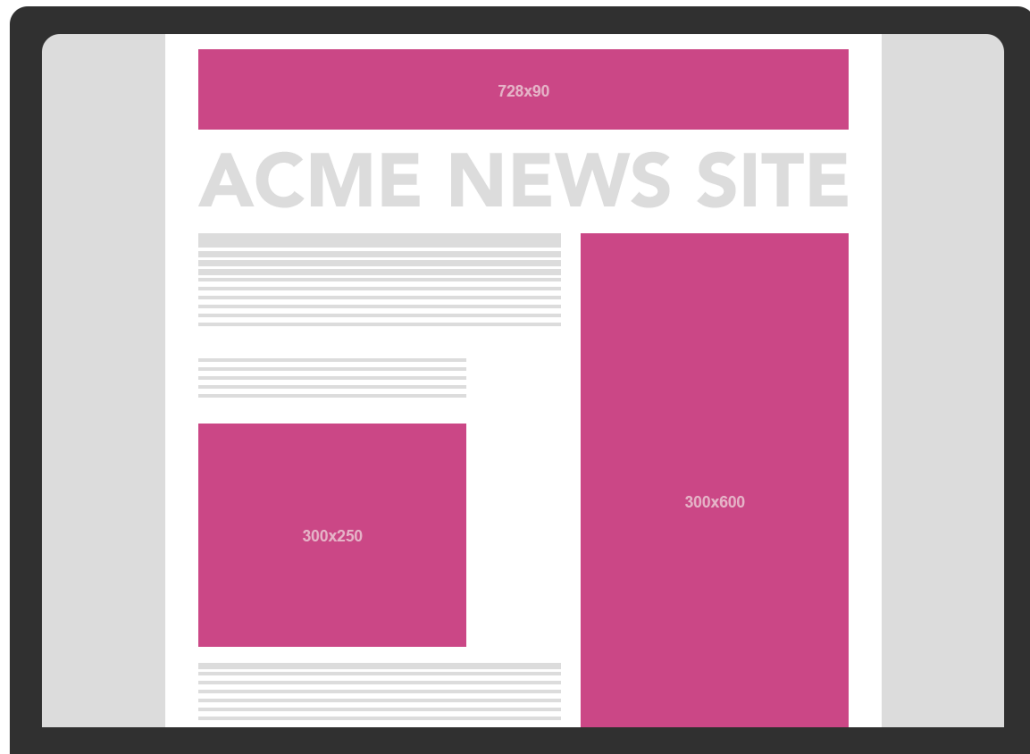
- Reaches over 90% of US users
- Targeted,
- CPC Pricing

## Show ads adjacent to:

- Keyword rich articles and topics
- Specific websites & pages
- Geo, Demo & Behavioral target options

## Display Targeting:

- HHI Brand & Events
- Area Interest
- Similar Users
- In-market Interest
- Remarketing
  - Website visit
  - Specific website pages



# ONLINE VIDEO ADS



## YouTube TrueView

- Pre-roll served across the *YouTube Network*
- Target geo, video content and users
- Skip-able after 5 seconds > only pay for completed views ~ \$0.12

## HHI Targets:

- Select Geo Markets
- Interest in HHI, SC + Travel
- Re-marketing

A screenshot of a YouTube search for "hilton head island". The search bar shows the query and a magnifying glass icon. Below the search bar, there are filters and a dropdown menu. The search results show two videos: "Hilton Head Island, South Carolina - Your Perfect Vacation Destination" by Anton Ross, and "Hilton Head Health - Weight Loss Spa and Health Resort" by Hilton Head Health. A large video player is shown below the search results, displaying a video titled "Hilton Head Island Moments 2013". The video player has a companion banner at the top right that says "Companion Banner". The video player also has a "Skip Ad" button and a progress bar at the bottom. The video player is showing a scene of a person walking on a path near a body of water, with a large tree in the foreground. The video player has a duration of 0:21 and a progress bar showing 0:58 / 0:59.



# HOW DO YOU BUILD A CONVERSION ENGINE?



MOBILE



SOCIAL MEDIA

2014



CONTENT



VIDEO

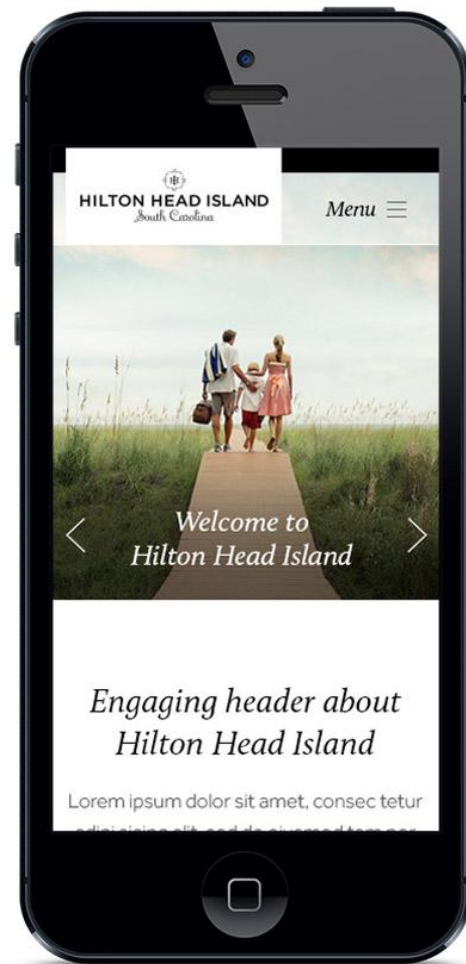
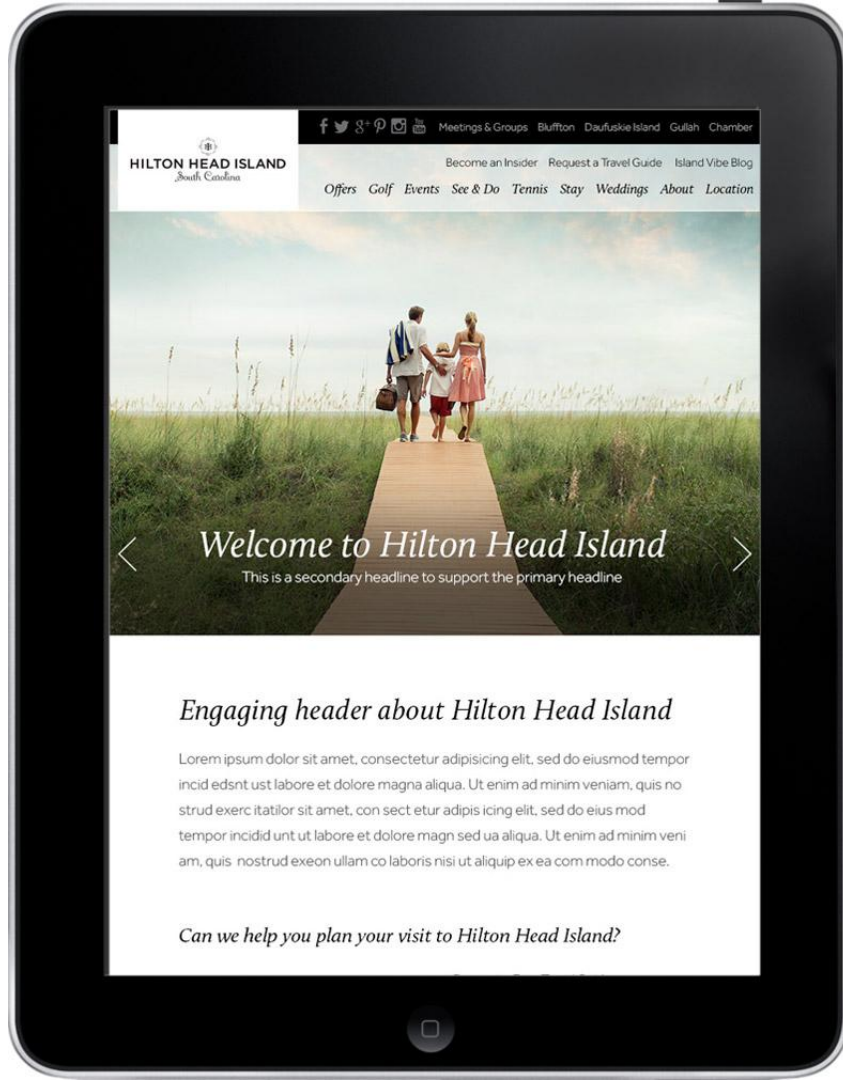
# BUILDING FOR MULTI-SCREEN BEHAVIOR

- ▶ The new Website will not be tied to any specific device.
- ▶ The brand experience will adapt to the device to optimize the brand experience for the end user, thus maximizing the conversion potential for the Website.











## *Partner Management Center Login*

USERNAME:

PASSWORD:

LOGIN

[← Back to Hilton Head Island](#)

[Lost your password?](#)



## *Partner Management Center Login*



SUBMIT A  
*Travel Deal*



SUBMIT AN  
*Event*



SHARE YOUR  
*News*



EDIT  
*Profile*



CONTACT  
*Us*

[< View the site](#)



## *Partner Management Center Login*



SUBMIT A  
*Travel Deal*



SUBMIT AN  
*Event*



SHARE YOUR  
*News*



EDIT  
*Profile*



CONTACT  
*Us*

[< View the site](#)

**CONTACT US**

Enter Title Here

TEXT

Word count: 0

## Phone Number:

## PREVIEW

SUBMIT FOR REVIEW

☐ Featured on Page XYZ





Unparalleled. Unforgettable.  
Hilton Head Island. The Preferred Choice for Meetings & Conventions.

## Plan your next meeting in Hilton Head Island

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna sed ut aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

LEARN WHY YOU SHOULD CHOOSE HILTON HEAD ISLAND?



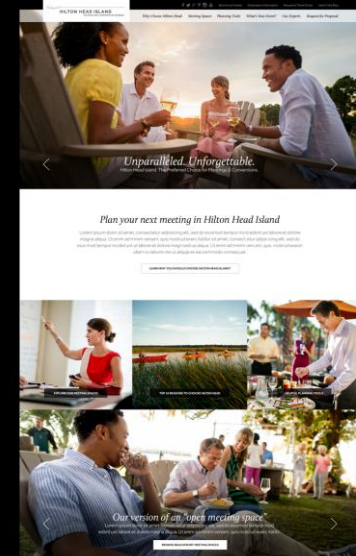
EXPLORE OUR MEETING SPACES



TOP 10 REASONS TO CHOOSE HILTON HEAD



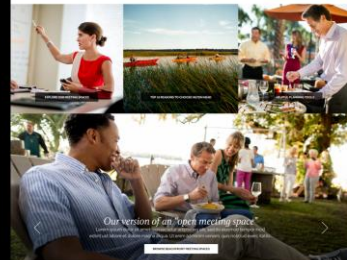
HELPFUL PLANNING TOOLS



### Plan your next meeting in Hilton Head Island

Learn more about our unparalleled meeting spaces, which include a variety of indoor and outdoor venues, and discover why Hilton Head Island is the preferred choice for meetings and conventions. Visit our website for more information and to request a travel guide.

LEARN WHY YOU SHOULD CHOOSE HILTON HEAD ISLAND?



### Our version of an "open meeting space"

Whether you're looking for a formal meeting room or a casual outdoor space, we have the perfect venue for your next meeting. Visit our website for more information and to request a travel guide.



### Bringing a new definition to "meeting green"

Whether you're looking for a formal meeting room or a casual outdoor space, we have the perfect venue for your next meeting. Visit our website for more information and to request a travel guide.

Request an Expert

Learn more about our unparalleled meeting spaces and request a travel guide.

REQUEST NOW

Request Information

Learn more about our unparalleled meeting spaces and request a travel guide.

REQUEST NOW

Request an RFP

Learn more about our unparalleled meeting spaces and request a travel guide.

REQUEST NOW



# HOW WE APPROACH NATURAL + LOCAL SEARCH

## INDEXABILITY

ENSURE PAGES, ASSETS (E.G. IMAGES, VIDEO, ETC.) AND DATA ARE OPTIMIZED FOR INDEXATION BY THE SEARCH ENGINES.

## CONTENT

OPTIMIZATION AND CREATION OF NEW CONTENT AND ASSETS THAT WILL GENERATE EXPOSURE THROUGH SEARCH ENGINES AND ENGAGEMENT FROM CUSTOMERS.

## CONNECTIVITY & DISTRIBUTION

NATURAL LINK BUILDING WITH HIGH AUTHORITY WEB PROPERTIES, CITATION BUILDING FOR LOCAL SEARCH AND AMPLIFIED EXPOSURE FOR CONTENT THROUGH SOCIAL OUTREACH.

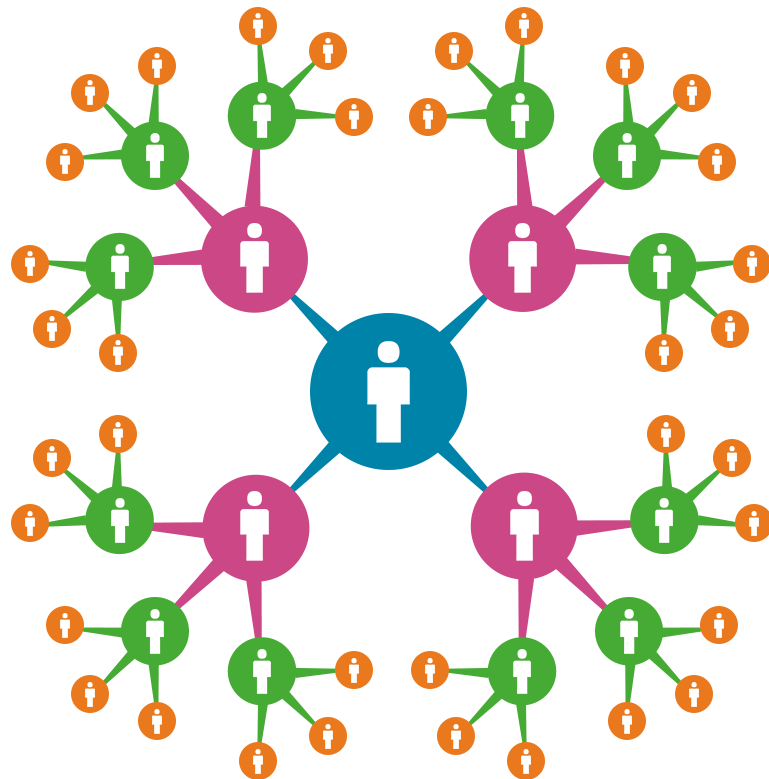
# HOW WE APPROACH SOCIAL MEDIA

 CONTENT AMPLIFICATION  
& MEDIA BUYING

 SEO/SOCIAL INTEGRATION  
& MONITORING

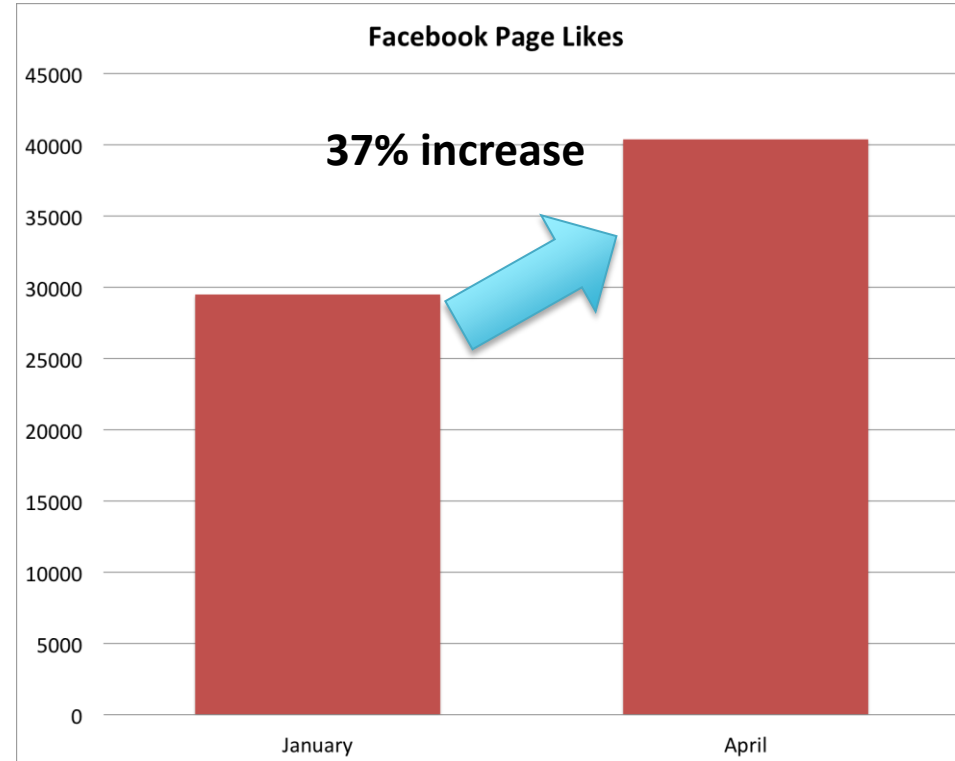
 SOCIAL CONTENT  
STRATEGY

 ANALYTICS & CONVERSION  
TRACKING



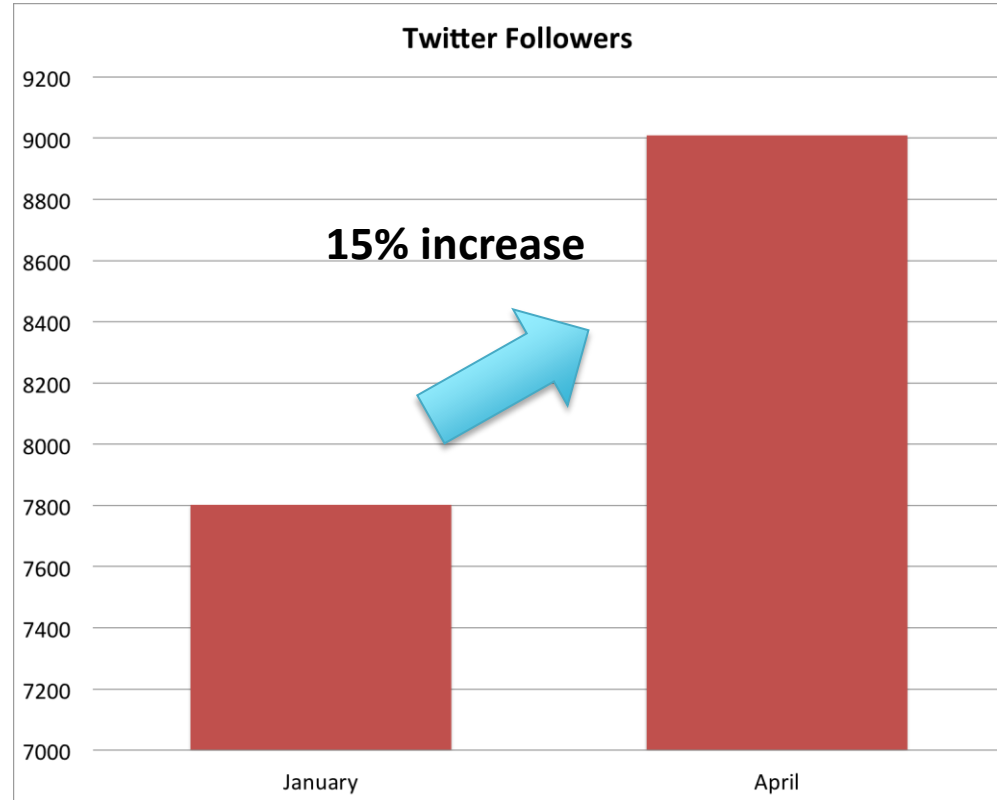
# FACEBOOK

- In January, we had 29,472 Likes on the page
- In April, we generated 40,364 likes



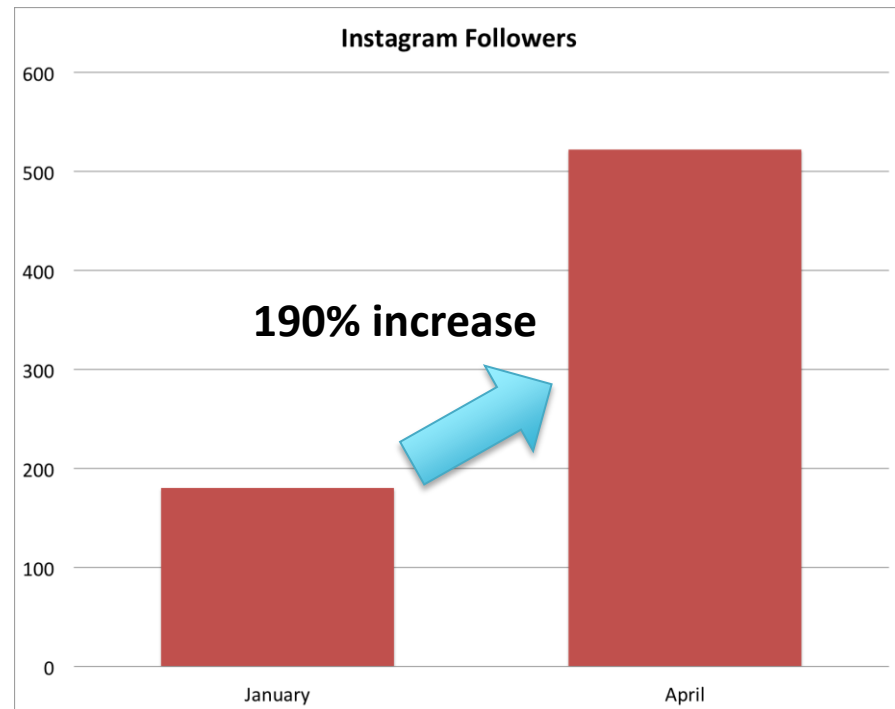
# TWITTER

- In January, we had 7,802 followers
- In April, we increased our followers to 9,010



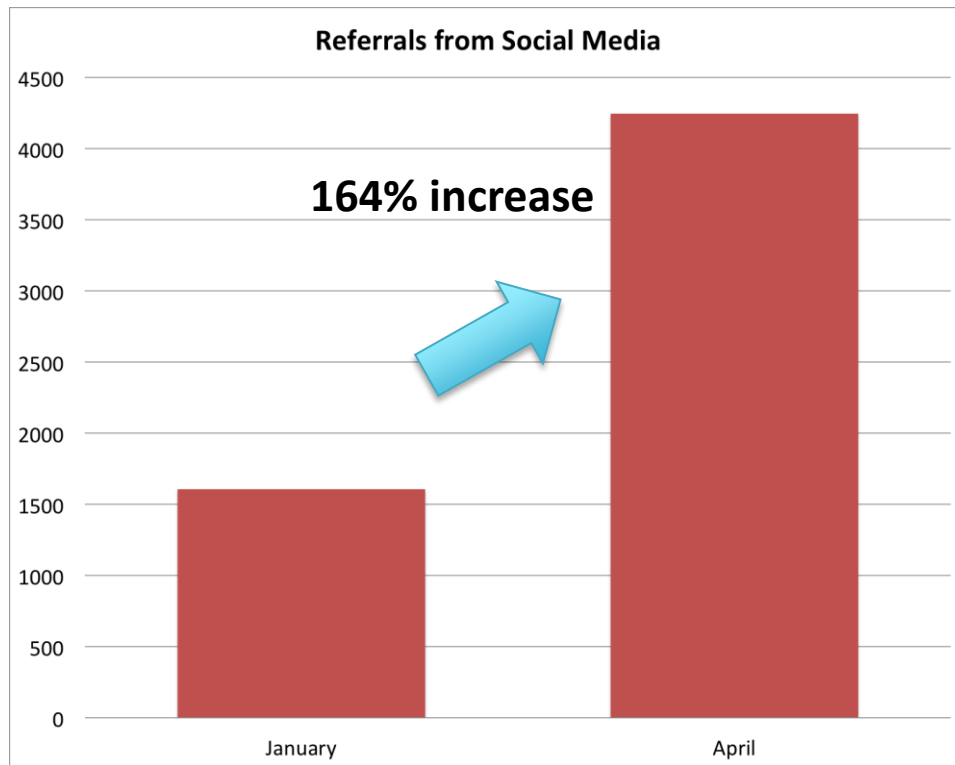
# INSTAGRAM

- In January, we had 180 followers
- In April, we generated increased following on Instagram totaling 522 followers.
- Photos from RBC Heritage performed very well, as well as user-generated content and custom imagery



# REFERRALS

- In January, we sent 1,605 visits from social media to the website
- In April, we sent 4,343
- This was driven by user-submitted content and customized graphics that are designed to build increased engagement and overall shareability

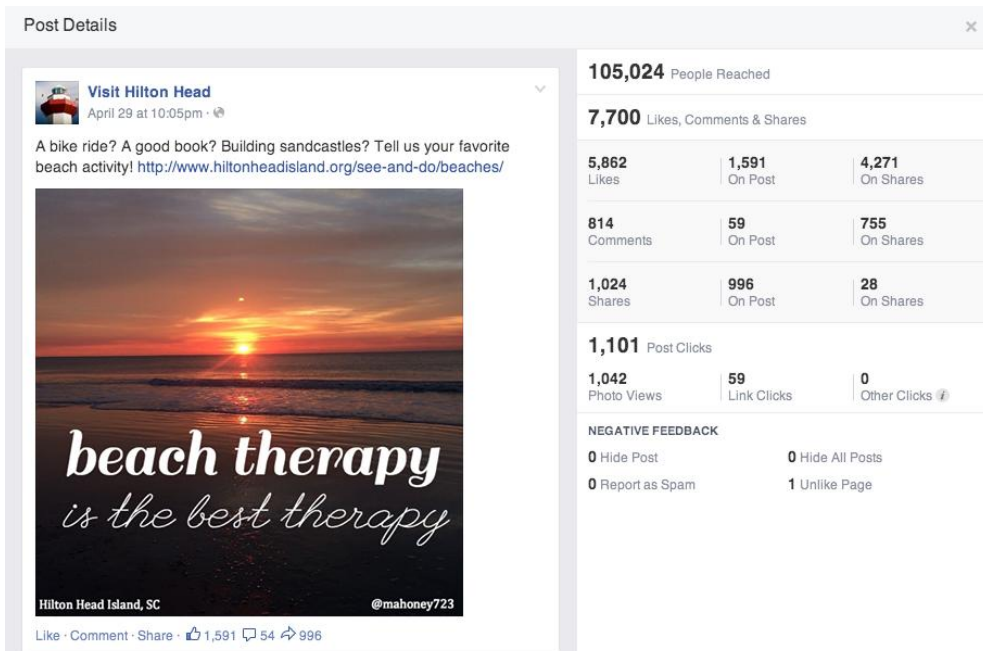


# POPULAR POSTS

- So, how did this growth happen?
  - We continually optimize our posts, focusing on what's working
  - We encourage our followers to share their own photos, and we reshare and remarket them
  - We have created and continued a dialog with our followers, which encourages them to share their photos and to share our content with their friends

# FACEBOOK

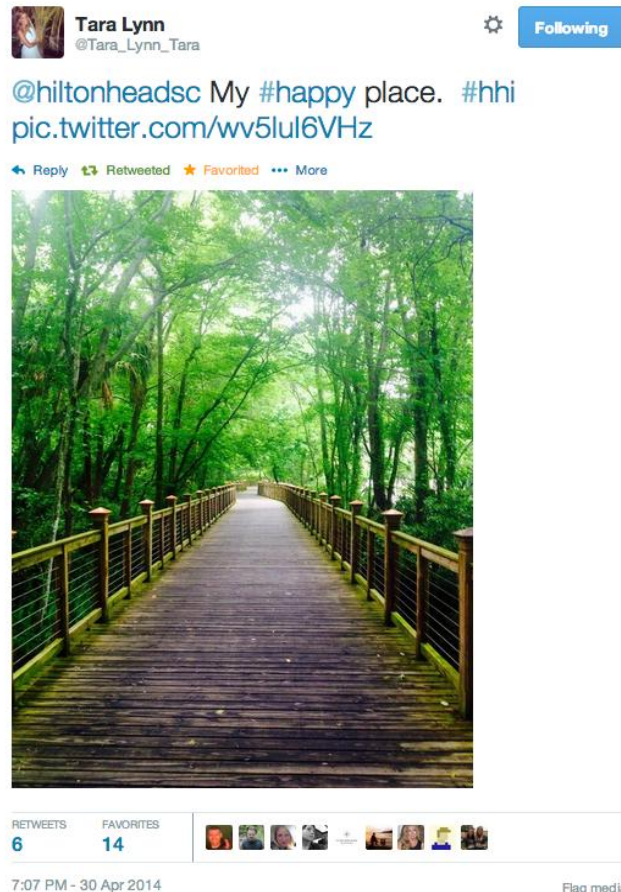
- On April 29, we posted this image – a quote about the beach combined with great photo that was shared by a Hilton Head Island fan
- This post had organic reach of 105K, was Shared over 1,000 times, received 5,862 Likes and 814 Comments





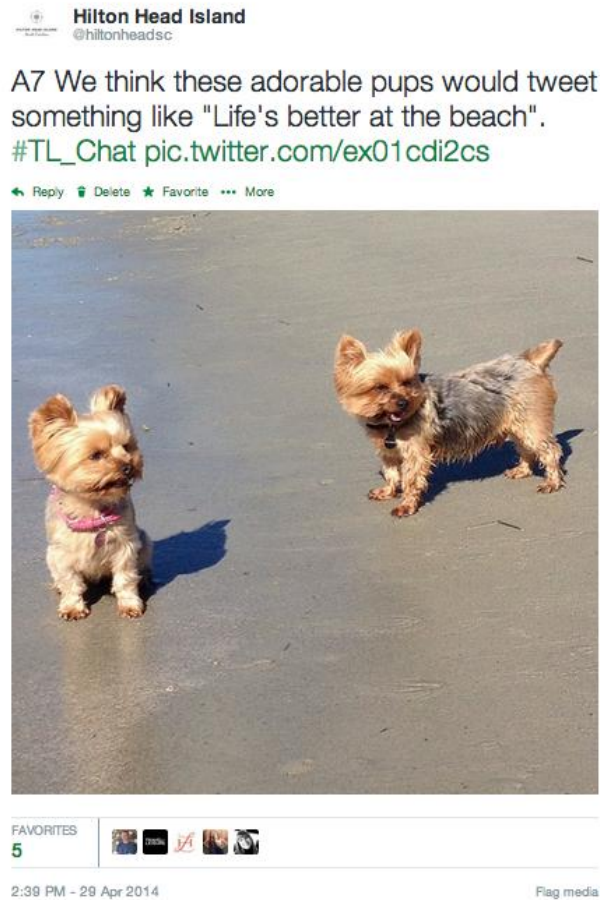
# TWITTER

- Hilton Head Island fans are very engaged on Twitter
- They interact with the brand, share photos, and Retweet posts
- To the right is an example of a Twitter user sending the brand a great photo of Hilton Head Island



# TWITTER

- We participate in travel-themed Twitter chats whenever possible, to increase brand awareness and interact with avid travelers on the platform
- We recently had fun with a chat run by Travel + Leisure on the topic of pet-friendly travel



--- THANK YOU ---