



## A 100 Percent Increase in Leads utilizing Paid Search campaigns that combined enhanced Landing Pages, Search Engine Marketing, and Conversion Optimization!

### Client:

- Travel For Teens
- [www.TravelForTeens.com](http://www.TravelForTeens.com)
- Provides highly organized summer travel programs for teens to destinations all over the world.

### Marketing Challenges and Goals

- Enhance lead conversion on website
- Maintain low cost per lead
- Acquire new customers
- Increase visibility to new customers via online search
- Target specific prospects in demographic in specific markets
- Maximize marketing return on investment

### Solution:

- Devise Digital Advertising campaigns using compelling offers that assist travel prospects in the research, discovery and sales process
- Create campaigns using trip specific relevant offers to reach teens further along in the decision making cycle
- Optimize landing pages – including the build out of an on-page contact form, creating a clear path to conversion
- Deep links to the most relevant trips and trip related content

### Results:

- Integrated digital marketing strategy increased leads 100%
- Maintained an average CTR of 6% for paid campaigns
- 18% of paid visitors converted to leads
- Maintained a cost per click well below travel industry average



Case Study

For more information on launching your own campaign or getting expert help, please visit [www.BigFishResults.com](http://www.BigFishResults.com) or call 401-484-8736.