

Background

Swallow Hotels is one of the UK's best known privately owned hotel brands. Now under the management of Crerar Management Limited – part of the North British Trust Group – the group markets 26 hotels throughout the UK under the Swallow Hotels brand name.

Prior to Crerar Management Limited, the brand had fallen on hard times, going into receivership in September 2006. North British Trust Group purchased the Swallow brand from the receivers following the demise of London & Edinburgh Inns, the former parent company.

Our priority was to resurrect the brand online and firmly establish the group as of the most popular UK hotel websites.

Our Services

Consultancy - During the consultation period, it was established that the original website had to be redesigned. A specification for the Web site was created and suppliers were sourced to build a new content managed database. The new website included more content on the local area, packages and special offers.

Keyword Research – the aims of this research are to corroborate a list of the most commonly typed search phrases in relation to the client's service/product specifications.

SEO Copywriting – closely working with the Swallow Marketing team to make the Web site text more visually aesthetic to search engines and most importantly, online visitors.

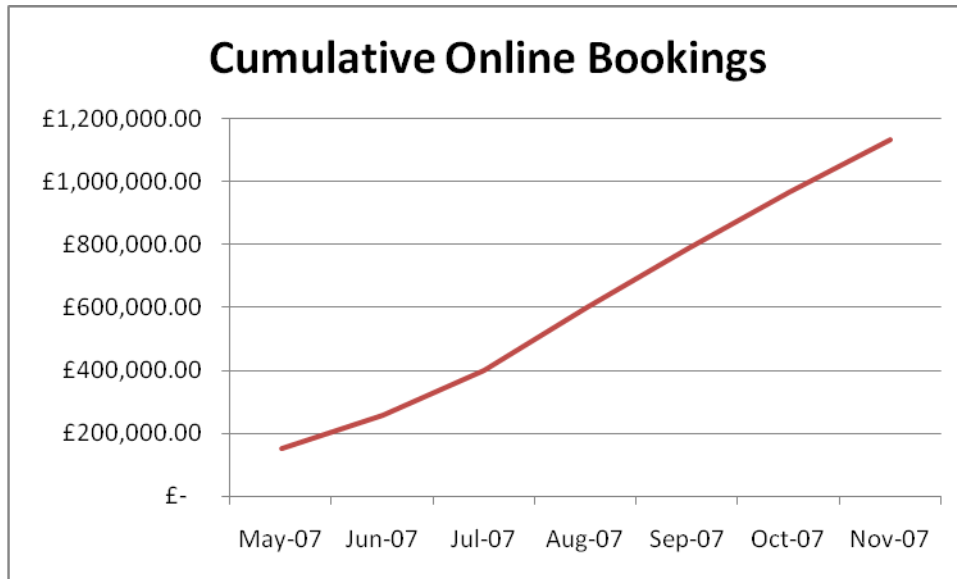
Internet Marketing – because the website had been inactive for a period of months, the initial goal was to win back search results for the hotel name plus location searches as these searches generate the highest conversion rate. Following on from this, the focus was to win better generic – non branded search results.

Paid Search – A paid search campaign was set up with Google AdWords to boost business for the hotels which had been sitting close to empty as the business came out of receivership.

Brand Protection – Because the Swallow name has been so heavily targeted by 3rd party, commission based websites; we undertook a brand protection exercise to stop other online advertisers use the Swallow brand online.

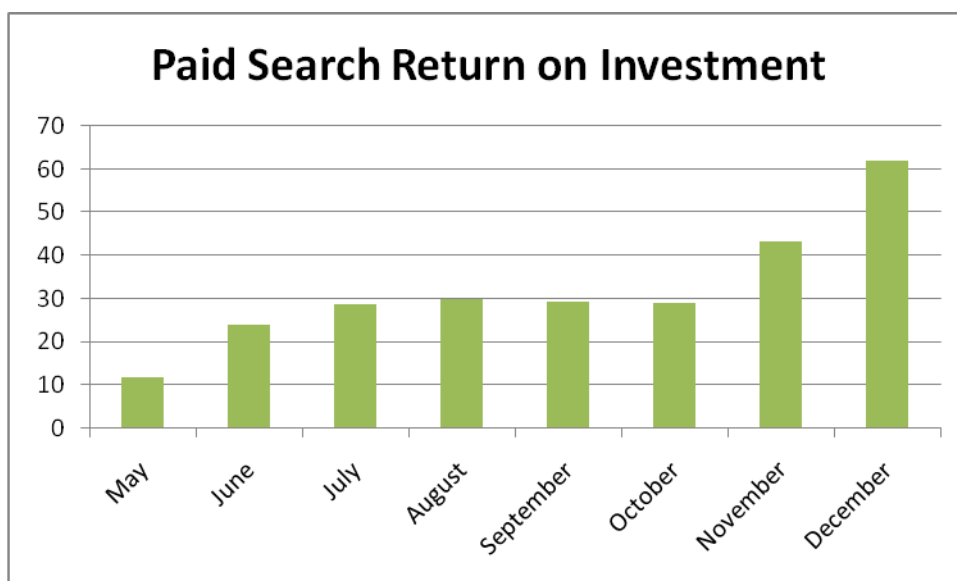
Results

Since working with Occupancy Marketing, the results for the hotel group have been impressive. Direct online bookings for the 26 hotels are now greater than the 100 plus hotels pre bankruptcy.



The paid search activity has proven to be a significant contributor to online bookings due to the active management of the campaign.

The impact of the brand protection programme in October 07 can be seen visually below as return on investment increased from 40 times cost to 60 times cost.



Summary

- Online bookings increase to record levels.
- More direct, non-commissionable business being driven to the site.
- Excellent result from paid search.
- Clear benefits from protecting your brand online.