



Is your search marketing five star?

Radisson Edwardian is recognised worldwide as a hotel brand that offers luxury without pretention. Bedrooms are individually designed, meeting rooms are spacious, restaurants and bars are incomparably chic and the service is second to none.

Despite these obvious attributes, Radisson Edwardian saw the potential for improvement in paid search when it first approached us in August 2007. The hotel group was keen to put paid search high on its agenda – and increase return on investment. What they weren't expecting was to more than treble it.

The group was achieving an ROI of 1200% before we implemented our paid search strategy. The campaign went live in October 2007, achieving an ROI of 2553% in just one month – and there was even better to come. In the period between January 2008 and September 2008 the average ROI was 5086% while the highest overall ROI in any month (April) was 6669%.

“ We were certainly expecting big things from Greenlight, but to more than triple our ROI was way beyond our expectations. Greenlight worked hard to understand what makes us tick as a business – and what makes each of our hotels unique. Which stood them in great stead for driving a paid search campaign that converted more customers and drove our occupancy rates. Greenlight's paid search marketing expertise has truly galvanised our business. ”

Lisa Smith
Director of Revenue
Radisson Edwardian

Radisson
EDWARDIAN
HOTELS

Objectives

- To increase Radisson Edwardian's paid search ROI from 1200% to 2500%
- to achieve greater occupancy of hotel rooms
- to target leisure customers above business customers.

About Radisson Edwardian

Radisson Edwardian Hotels is a collection of 13 four and five-star luxury design hotels in central London, Heathrow and Manchester. The hotels are noted for their provision of luxury without pretention. Rooms are individually designed and contain the latest technology, with each hotel offering impressive meeting spaces, along with exquisite restaurants and bars.

Radisson Edwardian is part of the worldwide Carlson Companies, one of the largest privately held corporations in the world. The brands and companies of the Minneapolis-based conglomerate operate in more than 150 countries.

Background

Radisson Edwardian approached us after hearing about the impressive results we'd achieved for the Rezidor hotel group, also part of Carlson Companies. Radisson Edwardian had previously worked with another search engine marketing agency on its PPC activity, which had failed to produce the results Radisson could see we were only too capable of achieving. The hotel group was looking for a proactive search engine marketing agency, which would come to them with strategic and tactical recommendations rather than merely keep the account ticking over. That's where Greenlight came in.

Pre-campaign analysis

We started work on the account from scratch, rather than inheriting the work of the previous agency. Beginning afresh meant immersing ourselves in the brand and learning everything there was to know about Radisson Edwardian. We were briefed by the Marketing Director on every aspect of the brand and taken on guided tours of all 12 London hotels, giving us an in-depth understanding of what makes each hotel unique.

From a paid search perspective we found the hotel group's existing PPC activity to be lacking in structure and clarity. Many of the keywords were grouped into the same campaigns, leading to random generic copy appearing across the whole campaign. Moreover, none of the ad copy was tailored to the 13 individual hotels, which meant Radisson Edwardian was missing out on hundreds of long tail search opportunities.

Radisson Edwardian's original campaign didn't take local attractions, seasonal activities or special events into account, either (such as the London Marathon, Winter Wonderland, or the O2 Arena and Hyde Park concerts). What was needed was a focus on these events, and the attractions local to each hotel.

Strategy

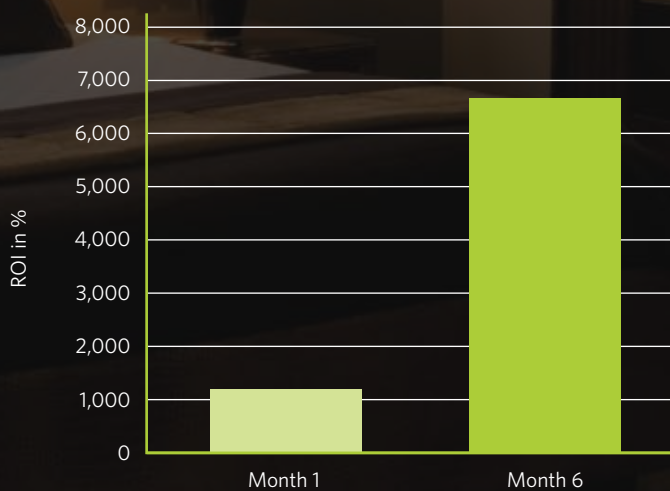
We went on to develop a highly targeted search and contextual search campaign. A tailored list of keywords and bespoke ad copy was produced for each of the 13 hotels within the group, ensuring strong positive traffic and low wastage. Starting with 2000 keywords in October 2007 we built up the campaign to 10,000 keywords. And focusing on each hotel's location and its corresponding attractions, we made sure to target every relevant attraction in the capital. Additional hotel facilities were also included, such as spas and conference halls, along with theatre and hotel packages.

As time progressed, the campaign became ever more granular and targeted, as well as increasingly focused on the long tail keywords.

Results

Despite having to build the account from scratch, we achieved spectacular results from day one. Radisson Edwardian had an ROI of 1200% before we started working with them: the campaign went live in October 2007 and 2553% ROI was achieved in the first month of activity. And there were even better results to come. In the period January 2008 to September 2008 average ROI was 5086%, average cost-per-click was 61p and the highest overall ROI in any month (April) was 6669%. In short, Greenlight had more than tripled Radisson Edwardian's ROI expectations in the space of seven months (see figure 1).

Figure 1



As Greenlight continues to work with Radisson Edwardian, future paid search campaigns will focus on three key areas:

- I. Rolling out campaigns to target worldwide markets including Europe, Australia, UAE, USA and Canada.
- II. Developing a food and drinks campaign to raise awareness of the individual hotel restaurants. A huge selling point for the company is the fact that some of its restaurants are headed up by celebrity chefs.
- III. Creating more effective landing page strategies in order to increase conversion rates and continually improve ROI.



This campaign won the IDM award for Best Use of Search Engine Marketing, 2009