



LADERA

A ROMANTIC PARADISE

ST. LUCIA • WEST INDIES

DIGITAL MARKETING PROPOSAL

CREATED BY HANNA JON LEWIS



TABLE OF CONTENTS

PART ONE: GOOGLE ANALYTICS MEASUREMENT STRATEGY

Why Does Ladera.com Exist?.....	5
Target Market.....	6
Landing Pages.....	7-8
Core Functionality Elements.....	9
Macro Goal.....	10
Micro Goals.....	11
How to Set a Goal in Google Analytics.....	12
How to Set Geographic Filters.....	13
The "Second Honeymoon" Campaign.....	14
Campaign Channels.....	15
URL Builder.....	16
Understanding Visitors.....	17
Conclusion.....	18

PART TWO: GOOGLE ADWORDS INVESTMENT STRATEGY

Campaign Personas.....	20
Competition.....	21
Seasonality.....	22
Campaign Alignment.....	23
Goals and Objectives.....	24
Campaign Structure.....	25
Keywords.....	26-27
Google Search Network Example Ads.....	28
Budget.....	29
Campaign Details.....	30
Campaign Predictions.....	31
Success Metrics.....	32
Recommendations.....	33

TABLE OF CONTENTS

PART THREE: FACEBOOK INVESTMENT STRATEGY

Facebook and Instagram.....	35
Objective.....	36
Audience.....	37
Placements.....	38
Ad Formats.....	39
Sample Ads.....	40-41
Bid Strategy.....	42
Budget.....	43
CPM and CTR.....	43
Impressions and Visitors.....	43
Expected Return.....	43
Recommendations.....	44
Bid and Ad Optimizations.....	45

PART FOUR: SALESFORCE EMAIL STRATEGY

Customer Journey.....	47
Email in Multichannel Plan.....	48
Goals.....	48
What Makes a Good Email?.....	49
Dynamic and Automated Features.....	49
Sample Email.....	50
Automated Cadence.....	51
Behavioral Triggers.....	51
Marketing Cloud.....	52
Budget.....	52
KPIs.....	53
Email Summary.....	54
Campaign Summary.....	55

PART ONE



GOOGLE ANALYTICS AND MEASUREMENT STRATEGY

WHY DOES LADERA.COM EXIST?

The Ladera website attracts potential customers to the resort by showing them a sneak peek into the upscale, elegant amenities and experiences that they offer. The five-star resort boasts thirty-seven guest rooms and numerous activities for their guests.

The website exists specifically to draw potential customers in so that they will eventually book a trip to the resort. It does this by detailing the entire Ladera experience, from dining options to individual villas and everything in between.





AFFLUENT COUPLES

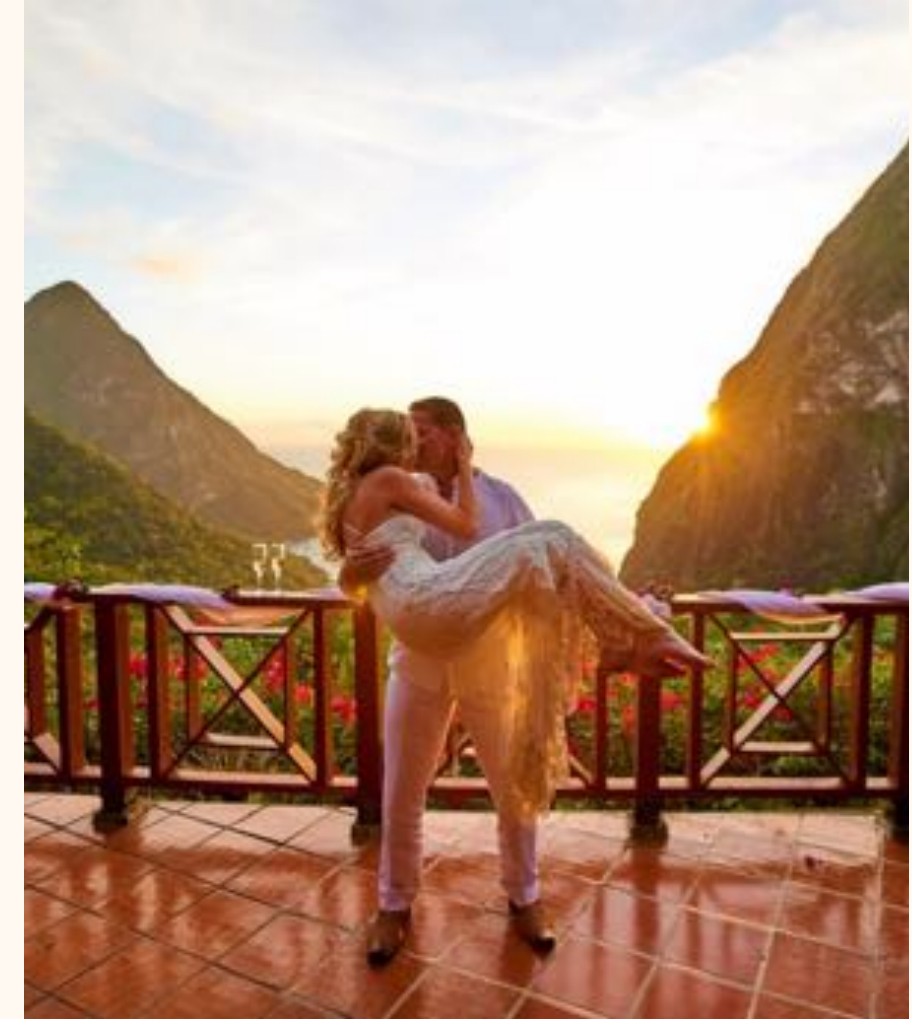
Ladera is targeting an affluent audience of couples, married and otherwise, to their website. They specifically highlight major events such as wedding, honeymoons, engagements, and other celebratory trips by offering curated packages such as the Wedding Package and the Honeymoon Package.



TARGET MARKET

LANDING PAGES

Landing pages exist to help direct customers through the website. They can be used in ads to generate conversions and Ladera uses landing pages to target specific groups within their audience. For example, a couple looking to plan their honeymoon would be more likely to engage with the Honeymoon landing page, rather than the Wedding landing page.





LANDING PAGES

WEDDING

<https://www.ladera.com/weddings.html>

The Wedding landing page offers the option to explore different Ladera wedding options or to submit a request for a wedding proposal. It also includes a short video and the details of different wedding amenities.

HONEYMOON

<https://www.ladera.com/honeymoon.html>

The Honeymoon landing page shows photos of couples enjoying the resort and complimentary champagne while also providing a detailed list of included amenities and a link to book your honeymoon.

PEAK TO BEACH

<https://www.ladera.com/peak-to-beach.html>

The Peak to Beach landing page details two different booking options, which both include a split-stay between two different all-inclusive resorts, Ladera and Cap Maison.

VOW RENEWAL

<https://www.ladera.com/vow-renewal.html>

The Vow Renewal landing page includes details on all of the included amenities in the Vow Renewal Package. It displays a photo of a small wedding cake, food, champagne, and bouquet, with a link to book online.

CORE FUNCTIONALITY ELEMENTS

BOOK NOW TOOL

The book now tool is on every single package or villa page and is also linked as a widget at the top of the webpage at all times

EMAIL SIGN-UP

The email sign-up tool allows customers to enter their email addresses in exchange for "15% cash rewards and direct booking benefits"

CONTACT US TOOL

The contact us tool directs customers to a form where they can submit a comment and someone from Ladera will get back to them in the future

CLICK TO CALL

The click to call feature allows customers to directly call the resort when they are viewing the webpage on a mobile device

SOCIAL MEDIA LINKS

These links provide direct access to all of Ladera's social media accounts so that consumers can learn more about the resort or read reviews

MESSENGER

The messenger widget lets customers directly message with a Ladera employee while they are navigating through the website

MACRO GOAL

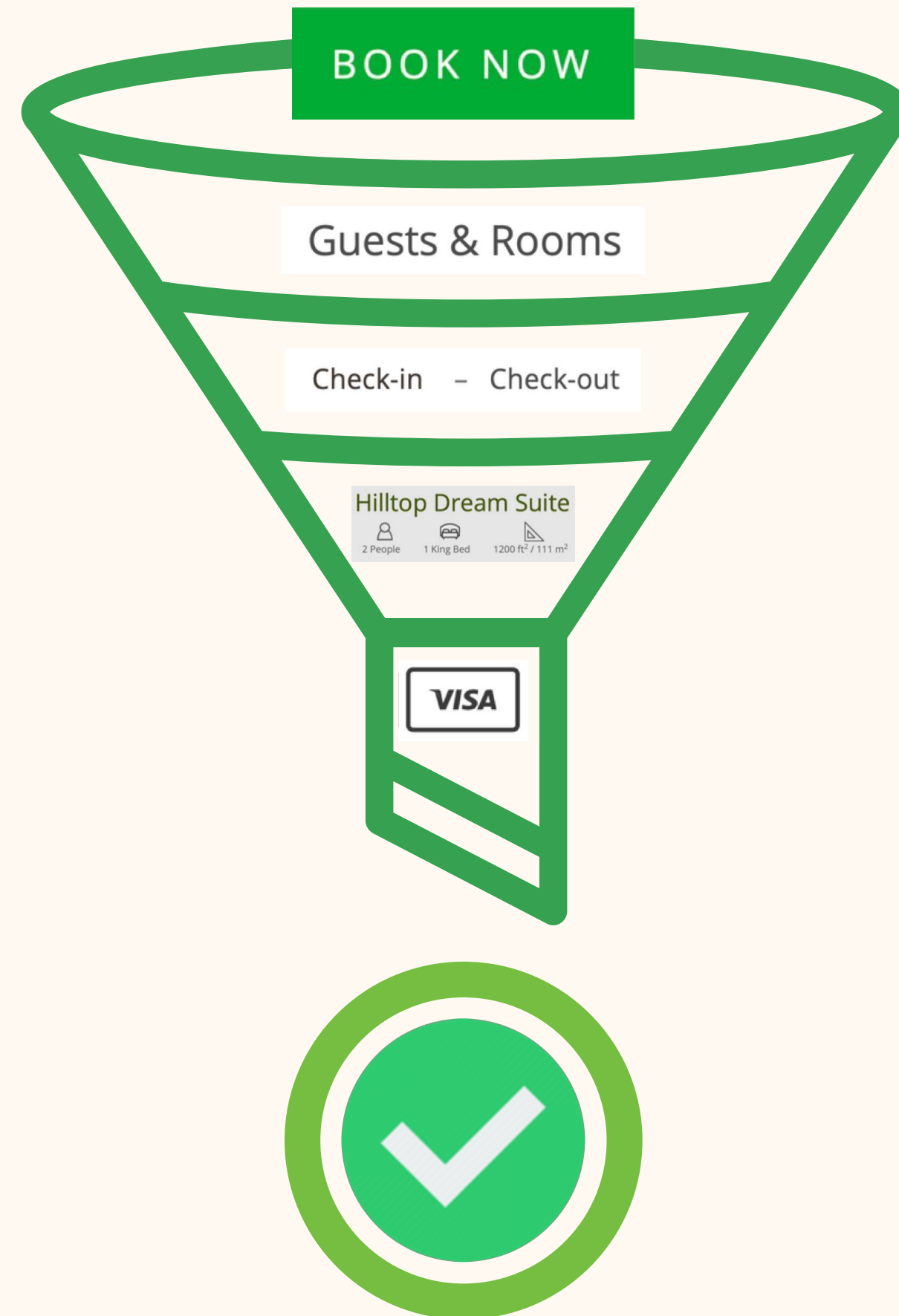
WHAT IS THE MACRO GOAL?

A macro goal is what the company ultimately wants its consumer to accomplish at the end of their purchasing journey. In Ladera's case, their macro goal should be conversion. They want customers to book a trip on their website in order to generate revenue.

MACRO-CONVERSION FUNNEL

The macro conversion funnel details the steps that a customer takes in order to complete the macro goal.

1. Click the "Book Now" tool
2. Choose the number of guests and rooms
3. Select the dates of the stay
4. Pick which room/package to book
5. Enter guest and payment details
6. Purchase confirmation





MICRO GOALS

By completing these micro goals, consumers show that they are interested in the Ladera Resort and could potentially book a stay there in the future

VISIT ONE OR MORE SOCIAL LINKS

Event: a single visitor clicks on one of Ladera's social links in the "Like & Follow Us On" section of the website

SIGN UP FOR EMAIL PROMOTIONS

Event: a single visitor submits their email address via the "Unlock Offers" widget so they will receive promotional emails from Ladera

SUBMIT A PROPOSAL REQUEST

Event: a single visitor fills out a form to request a proposal for a destination wedding at the Ladera resort

STAY ON THE SITE FOR 10+ MINUTES

Duration: a single visitor spends at least ten minutes on any of the Ladera website pages, browsing through all of the amenities and experiences

NAVIGATE THROUGH 3+ LANDING PAGES

Pages: a single visitor navigates to at least three different pages during their time on the Ladera website

HOW TO SET A GOAL IN GOOGLE ANALYTICS

1



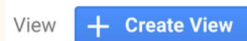
First, you must go into Google Analytics and set up an account or sign into your existing account

2



Now scroll to the bottom of your home page and click the "Admin" tab in the lower left corner

3



Next you choose which account, property, and view you want to set a goal for

4



Under "View", you'll see a tab that says "Goals"- click that and a new page will open

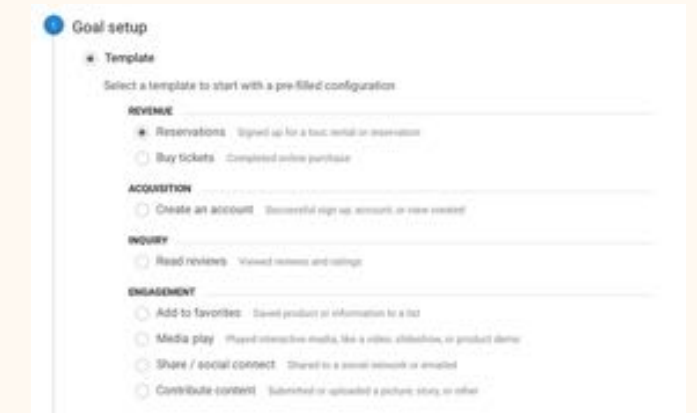
5



Click the button on this page that says "+ New Goal" and it will open the goal setting widget

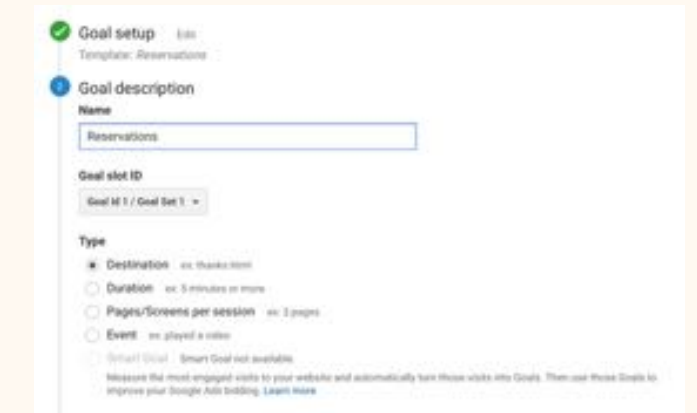
6

In the Goal Setup portion, you can choose to create a custom template or you can choose one of the pre-made template options: Revenue, Acquisition, Inquiry or Engagement



7

For the Goal Description, you must name the goal, choose which Goal Slot ID the goal fits, and pick which goal type it is: Destination, Duration, Pages/Screens Per Session, or Event



8

Lastly, you have to fill out the Goal Details portion with the destination and then choose if you would like to assign a value to each conversion or a funnel to specify how visitors navigate the site before they book a trip



9



Finally, save your goal by clicking the blue button on the bottom of the page labeled "Save"

HOW TO SET A GEOGRAPHIC FILTERS

1



First, you must go into Google Analytics and set up an account or sign into your existing account

2



Now scroll to the bottom of your home page and click the "Admin" tab in the lower left corner

3



Next you choose which account, property, and view you want to set a filter for

4



Under "View", you'll see a tab that says "Filters"- click that and a new page will open

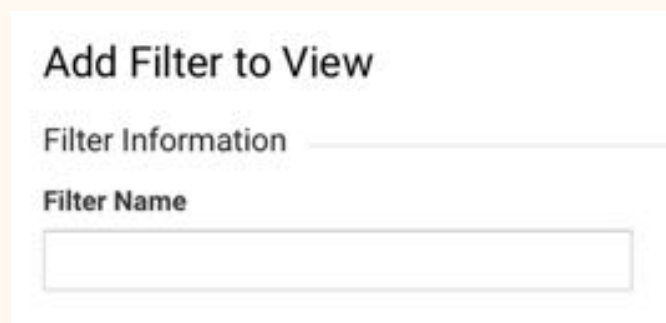
5



Click the button on this page that says "+ Add Filter" and it will open the filter widget

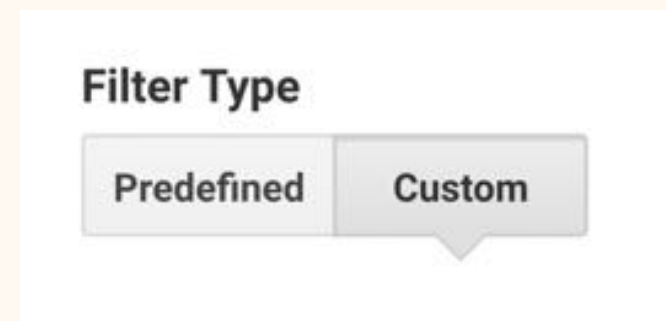
6

The first section of the filter widget is where you will input all of the necessary information- to create your new filter, first give it a name

 A screenshot of the "Add Filter to View" form. It has a title "Add Filter to View" and a section "Filter Information" with a text input field labeled "Filter Name".


7

Next, choose whether you would like for your filter to be predefined or custom- in our case, this filter should be custom

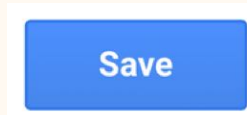
 A screenshot of the "Filter Type" section. It shows two buttons: "Predefined" and "Custom". The "Custom" button is highlighted with a speech bubble, indicating it is the selected option.

8

Because we want to specify a geographical location with our filter, we will choose "Include" in our custom parameters and then we will select the field "Region" and specify which region we are targeting in the "Filter Pattern" section

 A screenshot of the filter configuration options. It shows radio buttons for "Exclude" and "Include", with "Include" selected. Below is a "Filter Field" section with a "Select field" dropdown menu. Underneath is a "Filter Pattern" text input field and a "Case Sensitive" checkbox.

9



Finally, save your filter by clicking the blue button on the bottom of the page labeled "Save"

THE "SECOND HONEYMOON" CAMPAIGN

Ladera shows off the picturesque views and romantic ambience of their resort throughout their entire site. The "Second Honeymoon" campaign will target couples in North America that either want to travel to celebrate an anniversary, or just get away from the hustle and bustle of their everyday lives. Because most couples in North America get married between May and September, this campaign will run from February to April, in order to target them ahead of their actual anniversary date. Plus, starting around Valentine's Day will encourage customers to purchase a stay at Ladera as a gift for their significant other.

The goal of this campaign is to generate traffic to the Peak to Beach landing page: <https://www.ladera.com/peak-to-beach.html>. If the campaign ads reach the correct audience, there should be an increase in Peak to Beach package reservations.



CAMPAIGN CHANNELS



GOOGLE ADS

Google Ads target customers based on their search keywords and other factors related to their personal information. These ads appear in a user's search results and look native to the platform, other than the fact they have a small "Ad" box out next to the URL. We will use Google Ads for this campaign to target users searching for keywords related to the Ladera website.



EMAIL

Email marketing can help target users who are interested in Ladera, as they have already opted in to receive these marketing emails. For this campaign, we can use email to specifically target people that have visited the Ladera site and entered their email, however, they have not booked a stay with us yet. By doing this, we can offer specific promotions to these users.



INSTAGRAM

Instagram ads are typically native to users' feeds as they look just like any other post. Sponsored ads on Instagram can be targeted at a very specific customer segment or you can create a lookalike audience that targets users like your current followers. These ads will also have a banner link directing users to either Ladera's profile, site link, or contact information.

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. Note: the generated URL is automatically updated as you make changes.

* Website URL	<input type="text" value="https://www.ladera.com/peak-to-beach.html"/>
	<small>The full website URL (e.g. https://www.example.com)</small>
* Campaign Source	<input type="text" value="newsletter"/>
	<small>The referrer (e.g. google, newsletter)</small>
* Campaign Medium	<input type="text" value="email"/>
	<small>Marketing medium (e.g. cpc, banner, email)</small>
* Campaign Name	<input type="text" value="second_honeymoon"/>
	<small>Product, promo code, or origin (e.g. spring_sale)</small>
Campaign Term	<input type="text"/>
	<small>Identify the paid keywords</small>
Campaign Content	<input type="text"/>
	<small>Use to differentiate ads</small>

URL BUILDER

The URL Builder creates distinct URLs for each different channel within the campaign to track where each site visit originates from. It can help Ladera track which ad channels lead to the most conversions throughout the campaign.

To create a distinct URL, you have to enter the landing page, campaign source, campaign medium, and campaign name. You can also include the campaign term and campaign content, if you would like.

GOOGLE ADS

```
https://www.ladera.com/peak-to-beach.html?  
utm_source=AdWords&utm_medium=cpc&utm_campaign=second_honeymoon&  
utm_term=summer
```

INSTAGRAM

```
https://www.ladera.com/peak-to-beach.html?  
utm_source=Instagram&utm_medium=sponsored_post&utm_campaign=second  
_honeymoon&utm_term=summer
```

EMAIL

```
https://www.ladera.com/peak-to-beach.html?  
utm_source=newsletter&utm_medium=email&utm_campaign=second_honeymo  
on&utm_term=summer
```


SESSION DURATION

Session duration is used to measure how long each visitor stays on the webpage so that users who stay a significant amount of time can be retargeted

BOUNCE RATE

Bounce rate is used to make sure that links are working properly and bringing customers to the correct landing pages

GEOGRAPHY

Geography is used to track which locations have the highest conversion rates and then we can reallocate funds to advertise in areas with better chances of conversions

NEW VS. RETURNING USERS

New vs. returning users is used to track which visitors have visited the site in the past so that a new campaign can be measured accordingly

SITE DEPTH

Site depth is used to count the number of pages a user visits before they make a conversion and it also shows which pages customers frequently exit from

UNDERSTANDING VISITORS

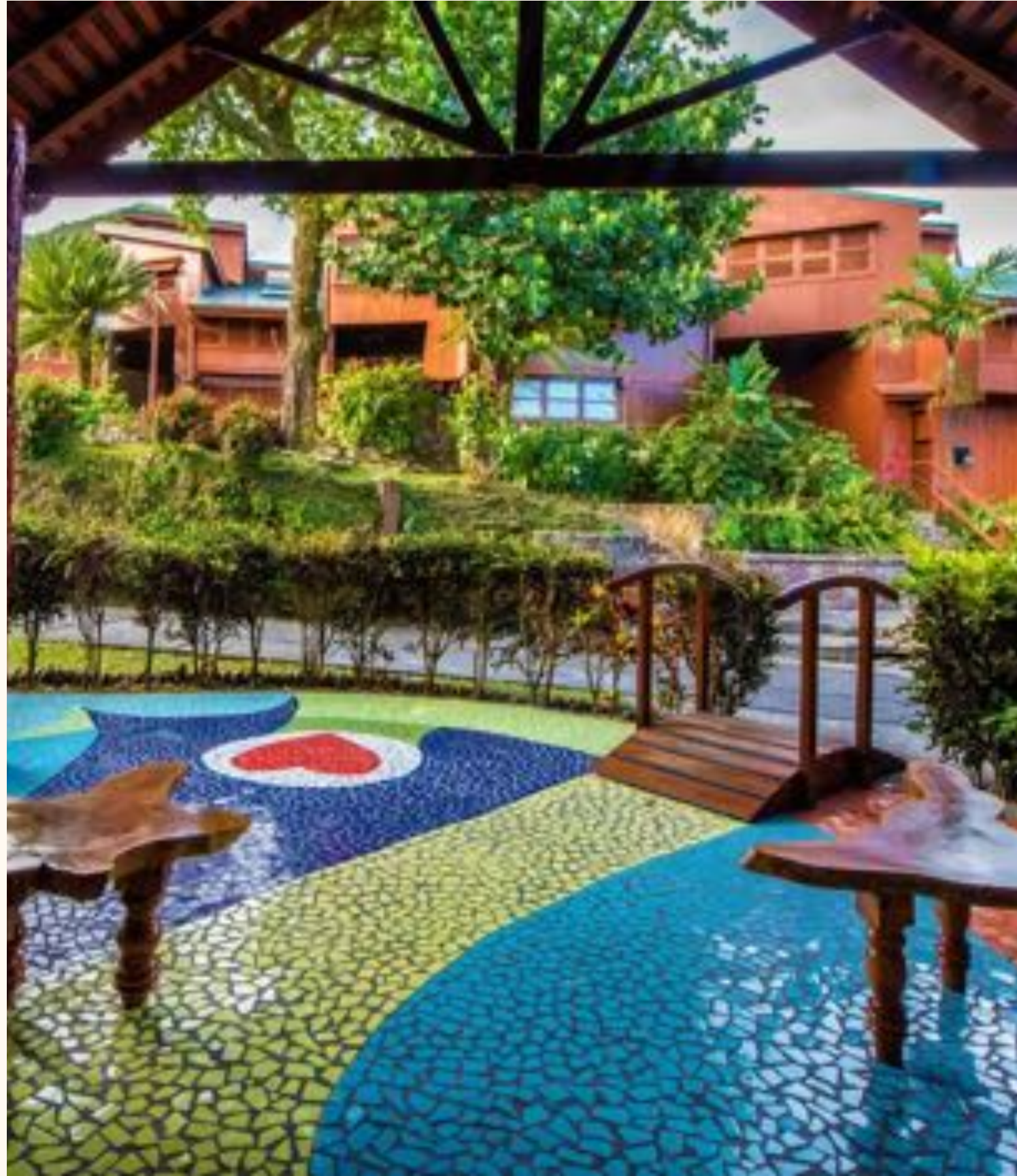




PART ONE CONCLUSION

The "Second Honeymoon" campaign will be used to promote the sale of the Peak to Beach package. We will use Google Ads, Instagram, and email advertising to distribute the campaign across multiple channels and we will target couples in North America, looking to book a romantic, tropical getaway. Each channel will be monitored and tracked using the custom URLs we built with the URL Builder and we will monitor session duration, bounce rate, geography, new vs. returning users, and site depth with Google Analytics.

PART TWO



**GOOGLE
ADWORDS
INVESTMENT
STRATEGY**

CAMPAIGN PERSONAS

NO DEPENDENTS DENISE

Denise and her boyfriend/husband have been together for five years or less and they are still in the "honeymoon phase" of their relationship. Denise is between the ages of 25 and 35 with no children and a stable career. She and her significant other both love to travel.



ROMANCE ISN'T DEAD RITA

Rita and her husband have been together for 10 years or more and they have 2-3 children together that are all around elementary/middle school ages. Rita is between the ages of 35 and 45 and she either doesn't work or works part time. She just needs a week away from the kids.



MILESTONE MARY

Mary and her husband are "empty nesters" who are happily enjoying their retirement, ready to celebrate a milestone in their marriage. Mary is between the ages of 55 and 65 and lives a comfortable life, as she saved for retirement throughout her entire career.





SUGAR BEACH, A VICEROY RESORT

- 4.5 star resort with prices between \$800 and \$1600 per night
- Wedding packages, Paradise Found Romantic Getaway package
- Plunge pools in every room and butler service
- Land, sea, and air activities offered at an additional cost



BOUCAN BY HOTEL CHOCOLAT

- 4.5 star resort with prices between \$400 and \$1200 per night
- All-Inclusive packages range from \$800 to \$1600 per night
- "Just Married", "Romance & Rest", and "Pampered in Paradise" packages
- Experiences include chocolate tours, boat trips, and spa treatments



JADE MOUNTAIN RESORT

- 5 star resort with prices between \$1200 and \$1800 per night
- Wedding, honeymoon, and anniversary packages
- 24 different infinity pool "sanctuaries" and 5 "sky suites" on site
- Culinary, wellness, and recreational activities also offered

THE COMPETITION

SEASONALITY

The "Second Honeymoon" campaign will run from February to April to target all of the couples that will be celebrating an anniversary or taking a trip between May and September. This will give our target audience the opportunity to book their romantic getaway three to six months in advance. If the campaign is successful, it could be replicated and tailored to a different season, such as the holiday season in the winter months.



CAMPAIGN ALIGNMENT

GOOGLE ADS OBJECTIVES

Google Ads give Ladera a better chance of appearing in users' Google searches due to the relevant keywords which, in turn, makes consumers more likely to see their ads

Because more users will see Ladera's ads on Google, there is a greater probability that more potential customers will then click on those ads and interact with Ladera's website

More traffic to the Ladera website will ultimately result in more conversions, which in this case are hotel reservations, and these reservations will generate more revenue for Ladera



MARKETING GOALS

Increase Brand Awareness

Increase Customer Engagement

Increase Revenue

GOOGLE ADS GOALS AND OBJECTIVES

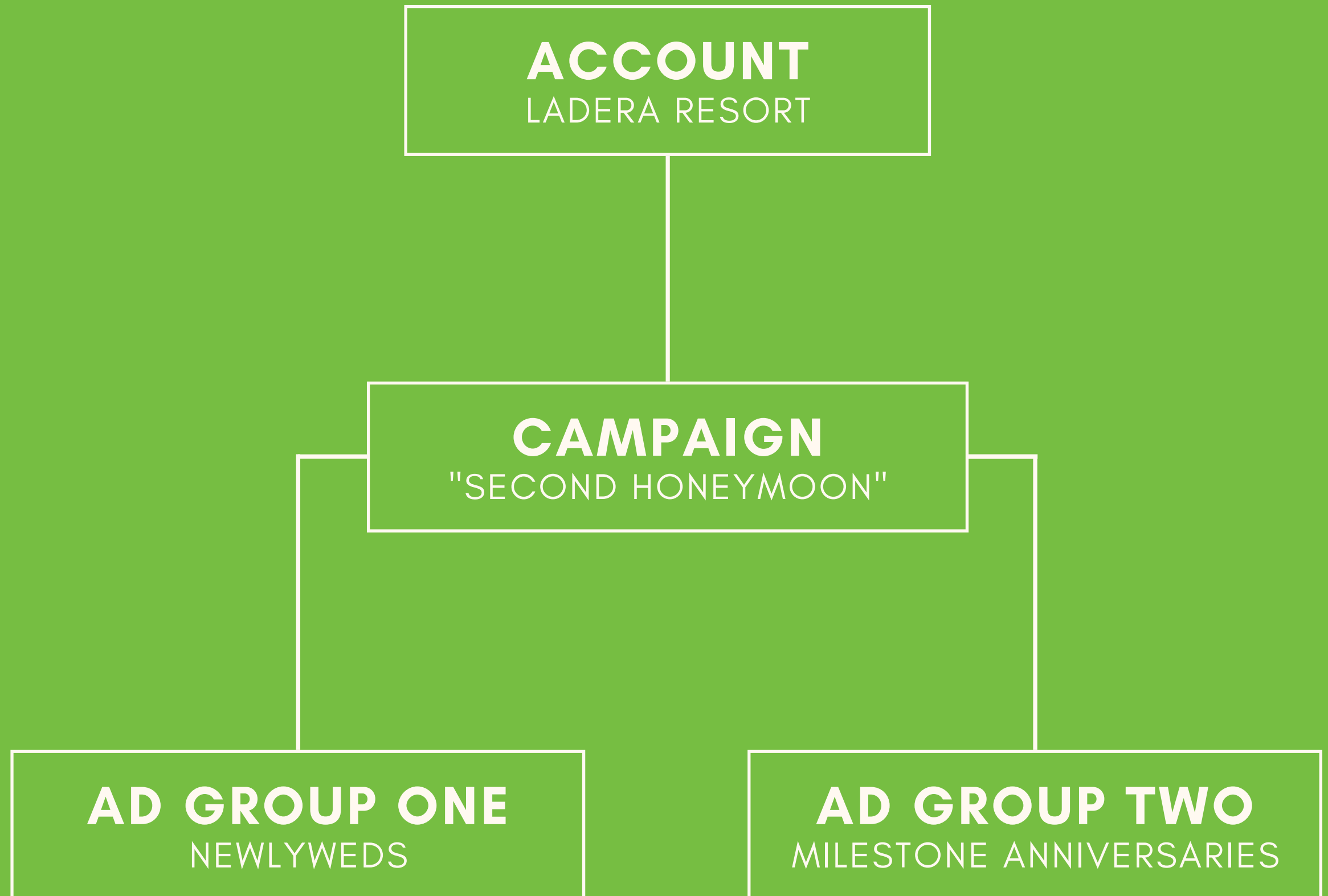
PRIMARY

The primary goal of the "Second Honeymoon" campaign is to increase Ladera's revenue by generating more conversions on Ladera's Peak to Beach packages

SECONDARY

The secondary goal of the "Second Honeymoon" campaign is to increase Ladera's brand awareness by exposing a greater number of consumers to their website and landing pages

CAMPAIGN STRUCTURE



AD GROUP ONE: KEYWORDS

BROAD MATCH

st lucia, all inclusive, romantic getaway, couples trip, best resorts in st. lucia, private couples retreat, all inclusive hotel st. lucia, peaceful getaway, quiet couples resort

EXACT MATCH

[couples resort st. lucia], [best couples retreat], [private villa st. lucia], [romantic getaway Caribbean] , [best resorts st. lucia], [best resort st. lucia]

NEGATIVE KEYWORDS

-kid friendly st. lucia, -affordable caribbean, -cheap couples getaway, -kid friendly caribbean, -cheap st. lucia





AD GROUP TWO: KEYWORDS

BROAD MATCH

vow renewal, couples getaway, st. lucia hotels, anniversary trip, 25th anniversary trips, romantic getaway, anniversary in caribbean, private resort st. lucia, couples vacation

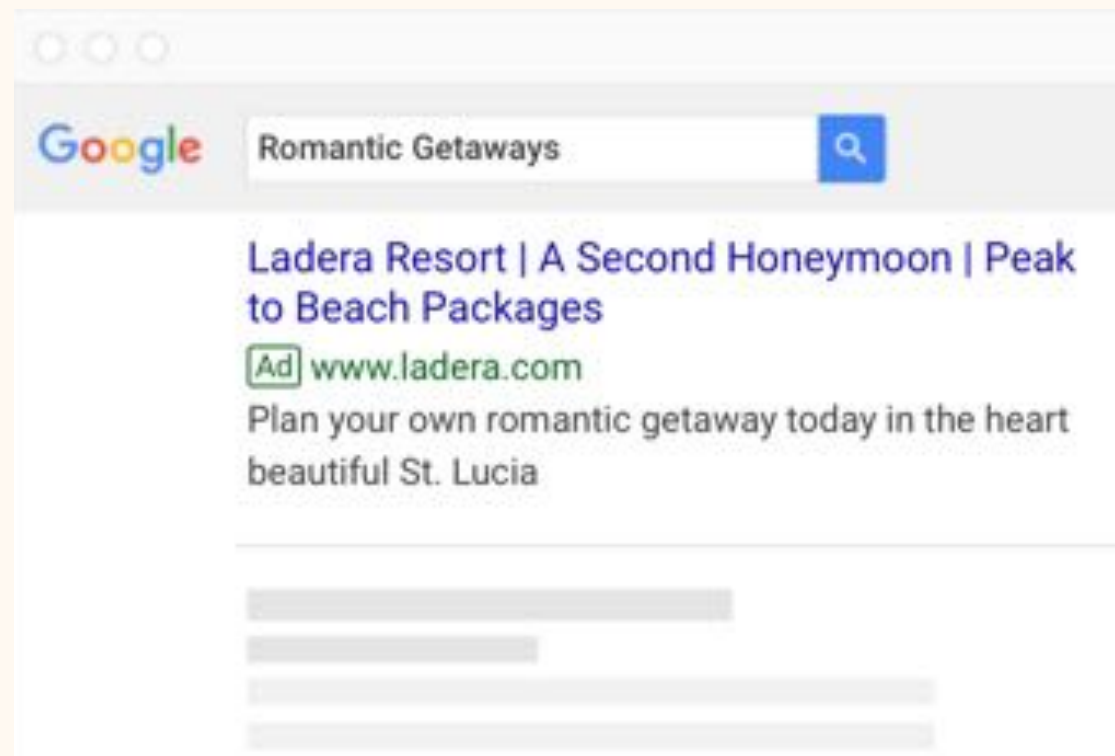
EXACT MATCH

[anniversary st. lucia], [best vow renewal caribbean], [private couples retreat], [romantic anniversary caribbean], [st. lucia resort], [st. lucia vow renewal packages]

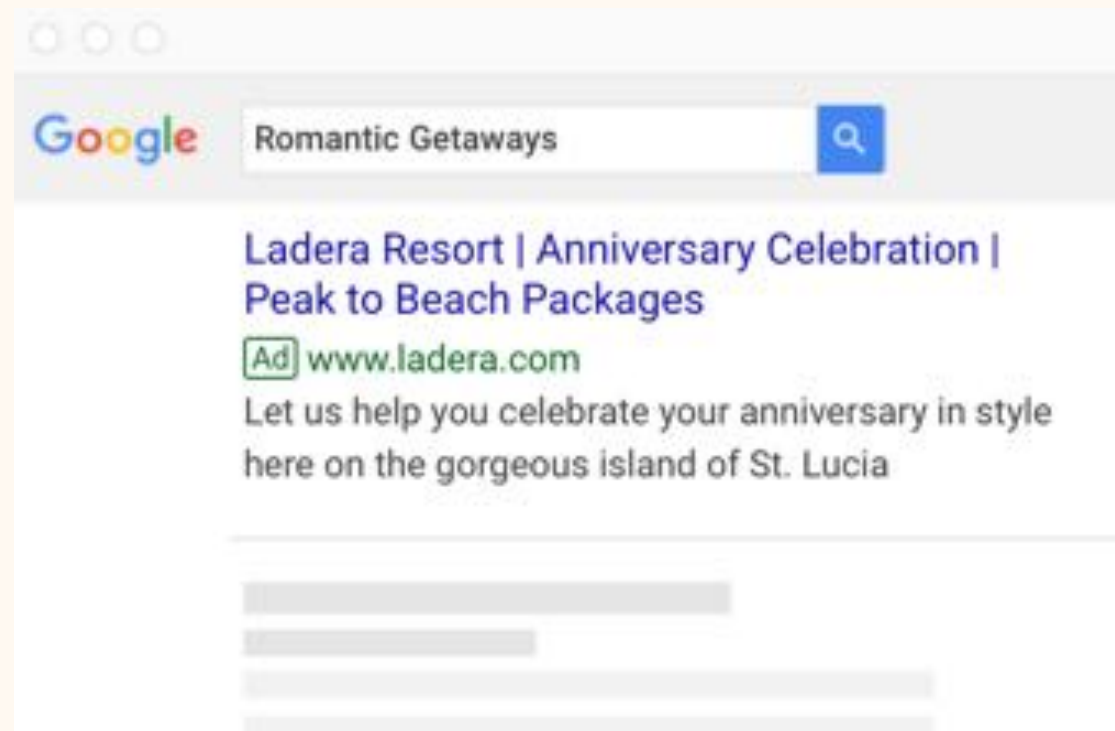
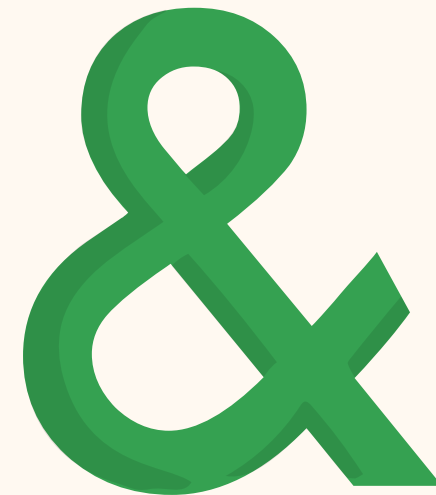
NEGATIVE KEYWORDS

-family friendly st. lucia, -affordable anniversary trips, -vow renewal cheap, -cheap anniversary trip, -kid-friendly

Google Search Network Example Ads



AD GROUP ONE
NEWLYWEDS



AD GROUP TWO
MILESTONE ANNIVERSARIES

GOOGLE ADWORDS BUDGET

The "Second Honeymoon" campaign will cost \$21,000 over the course of three months:
February, March & April

FEBRUARY

\$4,000 will be spent in February to test out the campaign and make necessary changes

MARCH

\$7,000 in March after necessary changes are made and the campaign is optimized

APRIL

\$10,000 to be spent in April as the target market is clearly defined and ads have been tailored



CAMPAIGN GOALS

The campaign goal for the "Second Honeymoon" campaign is to generate more conversions on the Ladera website. With \$21,000, we have projected a CTR of 4.6% and an average CPC of \$1.95, which will generate around 240,000 impressions and 11,000 clicks.

CAMPAIGN DETAILS

This campaign will specifically target users who are searching for a romantic couples getaway in the Caribbean. Ad rotation will increase throughout the duration of the campaign to adjust for changes made once we have enough data to optimize our campaign parameters. Because a majority of search takes place on mobile devices, we will employ mobile search ads as well to increase site exposure.

Conversions	Avg. CPA	Conversion value	ROAS	Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position
56	\$380	\$270K	13	11K	240K	\$21K	4.6%	\$1.95	1.5

Your plan can get 56 conversions for \$21K and a \$3 max. CPC ©
Conversion rate : 0.50%, Value per conversion : \$4.9K
Daily Budget: \$350

CAMPAIGN PREDICTIONS

THE PROJECTED 11,000 NEW CLICKS TO THE LADERA WEBSITE MULTIPLIED BY OUR 0.50% CONVERSION RATE WOULD YIELD A TOTAL OF 55 NEW GUESTS.

The Classic Peak to Beach Package

costs a total of \$8393.77 per boobooking (\$6,937 flat rate plus the 10% value added tax and a 10% service charge). **55 new conversions** multiplied by \$8393.77 equals **\$461,657.35 in new revenue**. Our \$461,657.35 in revenue minus our **\$21,000 investment** divided by 21,000, then multiplied by 100 equals a **2098.37% return on investment**.

The Peak To Beach Ultimate Luxury Package

costs a total of \$12,187.12 per booking (\$10,072 flat rate plus the 10% value added tax and a 10% service charge). **55 new conversions** multiplied by \$12187.12 equals **\$670,291.60 in new revenue**. Our **\$670,291.60** in revenue minus our **\$21,000 investment** divided by 21,000, then multiplied by 100 equals a **3091.86% return on investment**.



SUCCESS METRICS

For the "Second Honeymoon" campaign, we will monitor metrics such as revenue and return on investment to track the campaign's success. As you can see under "Campaign Predictions", we are currently expecting a 2098.37% return on investment if all 55 of our predicted new customers book the Classic Peak to Beach Package. Our return on investment could, however, reach as high as 3091.86% if some of those customers opt to book the Peak to Beach Ultimate Luxury Package instead.

RECOMMENDATIONS

I suggest that Ladera move forward with the "Second Honeymoon" campaign, given our predicted revenue and return on investment. Even if this campaign has less than 0.10% conversion rate (all other numbers staying the same) our return on investment would be 339.67% with \$92,331.47 in revenue and a \$71331.47 net profit.



PART THREE



FACEBOOK INVESTMENT STRATEGY

FACEBOOK AND INSTAGRAM

Facebook and Instagram are two of the world's most popular social media networks in the world with 2.4 billion and 1 billion users, respectively. Facebook currently holds the title of the most popular social media in North America right now with 171.25 million monthly users in the U.S. alone. Instagram is a close second at 123.04 million monthly users in the U.S.



OBJECTIVE

The "Second Honeymoon" campaign will use Facebook's Conversion Advertising Objective to encourage Facebook and Instagram users to interact with Ladera's social media posts, visit their website, and ultimately book a trip to the resort.



AUDIENCE

CUSTOM

The custom audience is made up of users who have digitally interacted with Ladera.com in the past and may be interested in booking a stay in the future

CORE

The core audience is comprised of financially-stable married individuals between the ages of 25 and 30 whose interests include luxury goods, travel, and food

LOOKALIKE

The lookalike audience includes users who are similar to our core audience and may share some of their demographics, yet these users don't 100% fit the core profile



PLACEMENTS

Ideally, we would like to target our audiences with native advertisements that flow with the rest of their Facebook or Instagram newsfeed and automatic placements on Facebook Blueprint will ensure that our budget is maximized for exposure. We will use Instagram to target those users on the lower-end of our age demographic and Facebook to target those on the higher-end, as Instagram is more commonplace for Gen Z. .

AD FORMATS

SINGLE IMAGE

Individual, high-quality images that attract the eye of Ladera's potential customers

CAROUSEL

Multiple images or videos in a single post that tell a story, more so than a single imagee post

VIDEO

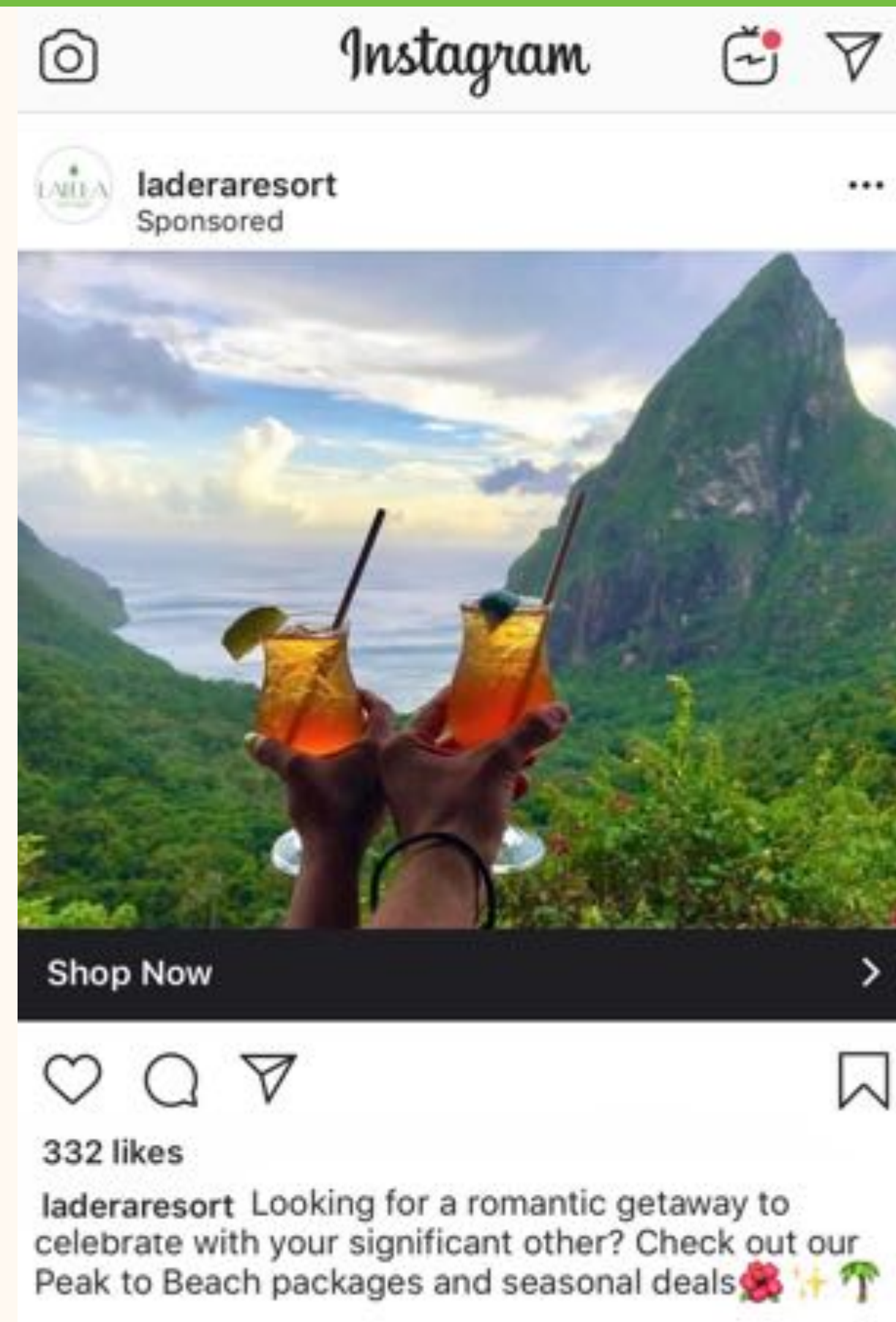
Short, visually appealing snippets that give potential consumers an inside look at the Ladera experience



SAMPLE AD ONE

INSTAGRAM

Our Instagram ads will include both single image and carousel ads that appear in-feed, so as not to interrupt the user experience. Ads will be promoted so to direct traffic to Ladera's Peak to Beach booking page.



SAMPLE AD TWO



FACEBOOK

Our Facebook ads will also show up in-feed to flow with the layout of users' newsfeeds. We will use both single image and video ads on Facebook that direct customers to our profile page and the Peak to Beach landing page.



RECOMMENDED BID STRATEGY

For Facebook advertising specifically, we recommend that Ladera uses a cost-cap bidding strategy so as not to surpass their \$24,000 budget. This should allow Ladera to maximize their ad spend by encouraging Facebook to pursue the events with the lowest cost per the highest optimization probability.

PREDICTIONS

IMPRESSIONS: 4.8 MILLION

$\$5.00 = (\$24,000 / \text{impressions}) \times 1,000$

WEBSITE VISITORS: 96,000

$4,800,000 \times 2\% = 96,000$

CONVERSIONS: 480

$96,000 \times 0.5\% = 480$

EXPECTED RETURN: \$4,029,009.60

$480 \times \$8,393.77 \text{ (Classic Package Rate)} = \$4,029,009.60$



GIVEN

Budget = \$24,000

CPM = \$5.00

CTR = 2%.



RECOMMENDATION

I would recommend moving forward with the Facebook advertising investment strategy, given the predicted impressions, website visitors, conversions, and expected return. I would also suggest that Ladera consider implementing Facebook Pixel to track users' cross-device behavior. Once sufficient data has been collected with Facebook Pixel, it will be easier for Ladera to target users based on their individual preferences.

BID AND AD OPTIMIZATION

In order to optimize our Facebook advertising strategy, we should preform A/B testing prior to rolling out any Ladera ads on the platform. Before we launch the campaign, we can test different photos, videos, layouts, captions, audiences, etc. to figure out what would work best for our specific campaign goal.



PART FOUR



**SALESFORCE
EMAIL
STRATEGY**

CUSTOMER JOURNEY



TRAVEL "ITCH"

The customer journey begins when a potential customer gets the urge to plan a trip or vacation, either for a specific occasion or just for pleasure.

RESEARCH OPTIONS

After the user begins the customer journey, their next step is to do research on their travel options. This is the point in the customer journey where the user considers Ladera as a viable option and so we must capture their attention so that they continue in their customer journey.

PURCHASE

This is the integral point in the customer journey where the user actually completes a conversion and books a stay at the Ladera resort, helping us achieve our goal of increasing revenue.

DURING STAY

During the customer's stay, we can continue to enrich their experience with location-based offers and deals on excursions and activities. We can also use this opportunity to send links to review Ladera on websites such as TripAdvisor.

POST-STAY

After a customer returns home from their stay at Ladera, we can retarget them with emails and social media ads to remind them of the amazing time they had on their trip to Ladera to encourage them to come back in the future.

EMAIL IN MULTICHANNEL PLAN

SHORT TERM GOAL

The short term goal of our email campaign is to increase online bookings of Ladera's Peak to Beach packages

LONG TERM GOAL

The long term goal of our email campaign is to maintain Ladera's customer loyalty by keeping in contact with previous Ladera customers

PURCHASE INCENTIVES

Our emails will include purchase incentives such as promotions and seasonal deals to enhance email attractiveness

TARGET AUDIENCE

We will use the email list of customers that have subscribed to receive our marketing emails for this campaign

WHAT MAKES A GOOD EMAIL?

SUBJECT LINE

The subject line should be short and to the point. It needs to accurately describe the content of the email without going overboard.

PRE-HEADER

The pre-header should give customers more information about the content of the email, without giving too much away.

INTRODUCTION

The introduction should address the customer by name so that they feel like the company knows them on a personal level.

PERMISSION

It is best practice to ask for permission before subscribing a user to your email marketing listserv.

SAMPLE EMAIL



Hi Denise!

We heard you have an anniversary coming up. If you're looking for somewhere to celebrate, you should...

CHECK OUT OUR PEAK TO BEACH PACKAGES

Take advantage of these all-inclusive deals to enjoy a 5-star experience at St. Lucia's two most iconic hotels — Ladera Resort and Cap Malson. Savor the Caribbean luxury lifestyle in exquisite style with an experience proving that two is always better than one.

[Book Today](#)



AUTOMATED CADENCE

We will use a sales cadence for the "Second Honeymoon" campaign email marketing so that consumers are not inundated with emails from Ladera. We want them to keep us in mind but we don't want them to get irritated and unsubscribe. With a sales cadence, customers will receive specific emails at different points in their purchase journey.

BEHAVIORAL TRIGGERS

Specific behaviors will trigger email sends to target customers quickly and efficiently. These behavioral triggers will include the submission of a "Request for Proposal" or cart abandonment once a user reaches the "Personal Information" or "Payment Method" page.

MARKETING CLOUD AND BUDGET

Assuming Ladera can afford Salesforce Marketing Cloud, I would charge **\$75 per hour** for my services creating emails and mining data. If I worked **forty hours per month** over the course of **three months**, it would cost Ladera **\$9,000**.



KEY PERFORMANCE INDICATORS

EMAILS DELIVERED

Sending 400 emails doesn't matter if only 300 of them were delivered- its almost like 25% of those emails don't exist

EMAILS OPENED

Emails being delivered isn't enough- if the emails aren't opened, users either didn't read them or they deleted them before opening

BOUNCE RATE

A high bounce rate means that a number of customer emails are invalid and so the emails cannot be delivered

UNSUBSCRIBE RATE

If users unsubscribe from your emails, they are doing so voluntarily because they no longer want to receive email communication from you

EMAIL SUMMARY

By using email best practices in Ladera's "Second Honeymoon" campaign, we will be able to increase brand awareness and keep Ladera in the forefront of consumers' minds when it comes to booking a romantic getaway. Because we will be including purchase incentives in these emails, customers will be more likely to interact with the emails to see what promotions and deals Ladera is offering.





CAMPAIGN SUMMARY

The "Second Honeymoon" campaign can help Ladera increase conversions by advertising on Google Search, Facebook, Instagram, and Salesforce Marketing Cloud.

We can then track the progress of this campaign on Google Analytics and measure the successes and failures to optimize for the future. Because we are targeting a specific audience that has an interest in travel and romantic getaways, there is a high probability that this campaign will succeed and increase Ladera's revenue, net profit, and return on investment.



LADERA

A ROMANTIC PARADISE

ST. LUCIA • WEST INDIES