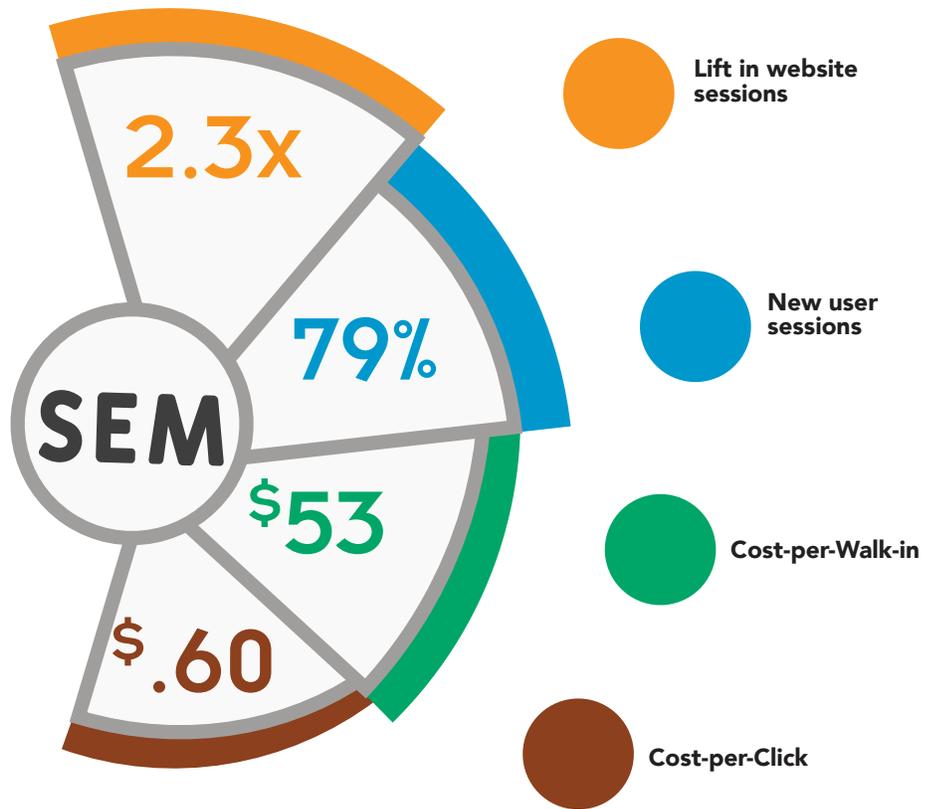


# Hart Ranch: Target Group

– Case Study: Search Engine Marketing, Geofencing –

## RESULTS:

In just 5 months, our SEM campaign generated 8,690 clicks. It became the channel that drew in the third biggest traffic segment after organic and direct site visits at a competitive cost per click of less than \$0.60. More than 79% of all sessions from our search campaign were initiated by new users who had not been to the site. Overall, the campaigns contributed to a 2.3X lift in website sessions, from an average of about 6,000 sessions per month in the first quarter to an average of about 14,000 per month in the second quarter. We also tracked 45 walk-ins from our mobile ads, indicating that our campaigns influenced people to visit the resort.



## Challenge

For the 2021 camping season, we wanted to drive membership sales and membership preview stays. Narrowing down the target market to potential customers interested in outdoor camping, family-friendly, adventure seekers, and vacationers was essential for maximizing return on advertising campaigns. It was clear that our audience of high-intent searchers were the most valuable target group, and that led us to focus on SEM.

## Process

The media mix we proposed was a combination of SEM and Mobile Geofencing. In regards to implementing SEM, every client is different, every vertical is different, at Midwest we specialize in shaping and adapting to each client and industry we work with. We understand each client's wants and needs and can create messaging that resonates with their particular audience.

We targeted people by interest in the Black Hills area. We listed out specific locations where their potential customers reside, and geotargeted areas surrounding those locations with a custom radius. Our goal was to identify keywords that users are looking for across the customer journey and drive new potential members to the website.

We kept the location targeting for the Geofencing campaigns consistent with the search campaigns and also targeted select camping stores in South Dakota. Additionally, we geofenced the resort location in order track walk-ins at Hart Ranch Camping Resort.

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## LET'S WORK TOGETHER

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