

SmartRoom Barcelona Hotel used Socialasting to target and acquire new hotel guests

KEY RESULTS

SmartRoom Barcelona Hotel used Socialasting to help them grow their business by creating digital marketing strategies based on SEM, Remarketing, and Facebook Marketing that targeting users looking for accommodation in Barcelona, Spain.

SmartRoom Barcelona - Web oficial - smartroombarcelona.com

www.smartroombarcelona.com/

Hotel barato -Mejor precio garantizado - 10% de descuento en reserva directa!

SmartRoom Barcelona Hotel: Web Oficial

SmartRoom Barcelona Hotel - Official Website - smartroombarcelona.com

www.smartroombarcelona.com/

Design Budget Hotel - Book Direct With Us For a 10% Discount!

+17% traffic / +5.7% sales

more website visitors and sales through bilingual web and mobile-optimized SEM and remarketing campaigns.

+36.6% followers

growth of Total Facebook Page Followers through quality content marketing creation and distribution.

The Solution: Search Engine and Facebook Marketing – Leading to increased sales and branding improvement. Using SEM as the main marketing channel, we tested multiple targeting strategies using Google Ads on both Search and Display. Through the Search Network we were able to obtain high CTRs through keyword targeted campaigns. We also did several remarketing campaigns using the Display Network to bring back non-converting website visitor's early in their decision-making stage. Overall, in the first 3 months, we were able to bring 17% more website visitors through bilingual web and mobile-optimized SEM and remarketing campaigns of which 5.7% converted into sales in the first 3 months.

SmartRoom Barcelona Hotel also wanted help growing their Facebook Page. They wanted help creating and curating relevant content to engage new users. We were able to build a content marketing strategy that attracted qualified leads of which some turned into paying customers. We were able to grow their **Total Facebook Page Followers** by 36.6% in the first 3 months.

Company Snapshot: SmartRoom Barcelona Hotel

SmartRoom Barcelona was founded in 2014 in the Sants neighborhood of Barcelona and it offers guests quality and low-cost hospitality accommodation with modern and functional rooms. Designed with a clean and minimalist style, all spaces are created to be comfortable and tranquil.

"Socialasting built a solid social media strategy that helped us reach the right target audience with great content and special offers at the right time. They also developed our SEM strategy and created PPC and remarketing campaigns that brought in some serious leads and sales for our hotel."

Daniel Martinez
Founder of SmartRoom Barcelona

