



Sovereign Luxury Holidays Travel Sector

Increasing holiday bookings and unique visitor numbers using Persona Insight

Uplift in relevant unique visitors leading to a **significant increase** in online bookings.

[Sovereign Luxury Holidays](#) provides luxurious 5 star holidays. They asked us to help them significantly increase the volume of relevant unique web visitors, which would ultimately drive more online holiday bookings, keeping within a 5% marketing cost of sale. After conducting persona research we identified significant [revenue potential](#) attached to targeting 'Flourishing Family' customers and focused our time accordingly.

Top line result:

Unique web visitors, the key metric for their online acquisition strategy, have increased considerably. And their online business now consistently drives around 75% of their direct holiday bookings.



Engaging the 'Flourishing Family'

[Persona Insight](#) research showed that the 'Flourishing Family' were one of Sovereign's main target markets. This group held significant revenue potential we could leverage immediately and in the longer term. Because Sovereign offer exceptional luxury family holidays, we knew they would deliver an outstanding customer [experience](#). This would create further opportunities to gain customer [loyalty](#) and brand [advocates](#), increasing customer value over time.

A key fact about the Flourishing Family is that they invest a great deal of emotional importance in their annual family holidays. They also typically do a lot of research before deciding to book. A vital element of our strategy was to provide them with useful and engaging content to move them from consideration to commitment.

“

When Propellernet approached me about personas as a means to 'get inside the minds' of our target markets I got very excited. This fresh approach is something I hadn't come across with other specialist search agencies.

**Jo Geary, Online Marketing
Manager,
Sovereign Luxury Holidays**



“

Propellernet's approach has contributed to a significant increase in the proportion of holidays that are now booked online with Sovereign. Propellernet really are at the forefront of their game and always seem to go the extra mile when it comes to understanding our business.

**Jo Geary, Online Marketing Manager,
Sovereign Luxury Holidays**

This is what we did:

- ◆ Implemented targeted paid and natural search campaigns to grab their awareness
- ◆ Placed informative and interesting articles on relevant websites including Mumsnet, the UK's most popular parenting website and [Toffs World](#) the 'Leading Luxury Portal in the World'. As well as driving leads, these articles provided valuable links back to Sovereign, boosting overall search positions for key terms
- ◆ We improved the 'Family Collection' section on the website to boost conversions and optimised this area to improve natural search positions

What's more? Exclusivity was key...

We found that all Sovereign's persona groups were motivated by exclusivity, fine wine and dining and rewrote all their Paid Search creatives accordingly, almost **doubling their click through rate**, from 3.7% to 6.1% in just *three months*. It's now consistently above 7% on all their paid campaigns.

And the results?

The integrated online marketing strategy resulted in:

- ◆ Considerable **increase** in relevant Unique Web Visitors
- ◆ **Significant growth** in family holidays being booked online
- ◆ **Number 1 rankings** for several key non-branded terms including 'luxury family holidays'
- ◆ Click through rates **doubled**, now consistently above 7%
- ◆ Results achieved **within the target 5%** marketing cost of sale

Another example of how Propellernet can help clients unlock revenue potential and engage your target customers...

Strategy: [Revenue Potential](#), [Persona Insight](#), [Raising awareness, consideration](#) and [commitment](#).

Delivery: [Online PR](#), [Natural Search](#), [Paid Search](#), [Conversion Optimisation](#).

Find out more...
Please visit: www.propellernet.co.uk