

CASE STUDY:

REPEAT GUEST GROWTH STRATEGY

DISCOVER HOW:

I helped a brand grow within its current book of business by developing and implementing a repeat guest marketing strategy based on consumer insights.

PROGRAM FACTS:

- 30+ Years in Business
- Three channels, direct to consumer, business to business, and white label partnerships
- Passion for creating one-of-a-kind villa experiences

KPIS:

In a highly competitive market, I helped identify a strategy to reengage and grow leads, drive bookings and increase sales within the existing client base

- Increase repeat guest leads
- Increase repeat guest bookings
- Increase repeat guest sales

PRIMARY GOAL:

To develop and implement a repeat guest marketing strategy to meet business objectives

RESULTS:

33.3% increase in repeat guest leads from PY
30% increase in repeat guest bookings from PY
34% increase in repeat guest sales from PY

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I A 5-time award-winning villa rental company with over 30 years in the industry, this company had an established market presence with three target markets - direct to consumer, business to business (travel advisers), and white label partnerships. In the past 12 years, major competitors have stepped into the market, many backed by large technology companies, they have pulled significant market share from the villa rental companies business. This has caused them to rethink how they do business.

After a change in leadership, a new Guest First approach to service was integrated, helping differentiate the business from the typical home rental experience. This approach started building a strong brand which led to a new opportunity. When I joined they were looking to increase leads, bookings, and sales within the direct to consumer segment - the most costly channel to acquire a new guest, How were we going to do this without significantly increasing overall costs? After countless hours spent dissecting the marketing strategy, we decide to try something different.

ENTER OUR REPEAT GUESTS.

With significant marketing efforts spent on the direct-to-consumer channel, there was little to none targeted at retaining a repeat guest. Aside from a loyalty booking bonus, repeat guests were sent on a one-of-a-kind vacation to potentially never be communicated with again. The only way a repeat guest was being followed up on was via our sales team who were oven overwhelmed servicing new business that they were unable to reach out to existing guests appropriately. Between sales, marketing, and our guest service division, we knew this had to change

WE GOT TO WORK

Together, we formulated a strategy that would include a phased approach for improving our communication and overall experience with our repeat guests. From identifying a specialty phone line that prioritized their call in the queue, to targeted personalized email marketing, landing pages, direct mail, and more, we worked diligently to decrease the generic communication and increase the experience, always expressing our gratitude for their business.

We saw significant results from phase 1. Repeat guest leads increased 33.3% over the prior year, bookings followed at 30% and sales increased 34% to the prior year. Best of all our repeat guests were starting to comment on how they felt valued through the relationship they built with the company,

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