

Weddings at King Family Vineyards

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Agenda

1. Client Overview + Business Objectives
2. Overview of Initial Discoveries
 - Non-Paid Search Recommendations
3. Paid Search Campaign
4. Next Steps

After last round's recommendations, the website is better optimized.

Focus on PAID SEARCH in order to boost business objectives.



Client Overview + Business Objectives

“Beautiful vineyard wedding venue
near Charlottesville, VA”

- | | |
|----------------------|------------------------|
| + indoor space | + ease of access, I-64 |
| + picturesque views | + virtual tours |
| + award winning wine | + comparable price |

- Bring More Traffic to Website
- Increase Wedding Bookings → Revenues
- Expand into Destination Market



Overview of Initial Discoveries

Women, ages 25-34

- Mostly from VA, but also NY + NC = **potential destination market**

Weddings Page, lower users but high page views

- Over 75% of users find page via **Google** = **paid search campaign**

WoM Blog Posts, popular link via

- Broken links leading to popular pages = **fix links**

Original Goal Fulfillment: **3% (534) of all users**
filled out Wedding Form



Non-Paid Search Recommendations + Results

Fix Broken + Update WoM Links to...
boost social media referrals



Past 12 days: June + July WoM posts got...
120 views each + many returning users

Open Links on Our Spaces/Photo Gallery
Pages in New Tabs to... **reduce exit rate**



Past 12 days: No dip in exit rate, users leaving to
compare? Small sample size to compare.

Update Testimonials to... **increase client
advocacy**



Past 12 days: testimonials got **116 views**

Add Content About Cville Tourism to...
attract destination market



No measurable data, but essential in capturing
the weekend destination wedding crowd

Paid Search Campaign

Business Objectives:

Increase Traffic + Increase Bookings + Reach Destination Market

Ad Groups:

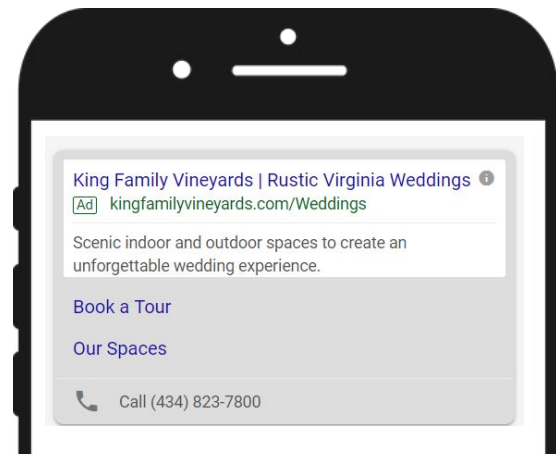
- + Vineyard Weddings
- + Virginia Weddings
- + Charlottesville Weddings

Geotargeting:

- + Charlottesville
- + Virginia Beach
- + Richmond
- + DC Area
- + New York
- + Charlotte

Examples of search terms:

- + Virginia vineyard wedding
- + Charlottesville vineyard wedding
- + Rustic virginia wedding
- + Rustic vineyard wedding
- + Scenic virginia wedding



Desktop

King Family Vineyards | Rustic Virginia Weddings

Ad kingfamilyvineyards.com/Weddings [\(434\) 823-7800](tel:4348237800)

Scenic indoor and outdoor spaces to create an unforgettable wedding experience.

Book a Tour

Come view our spaces.
Book a tour today!

Our Spaces

Browse our scenic
countryside views

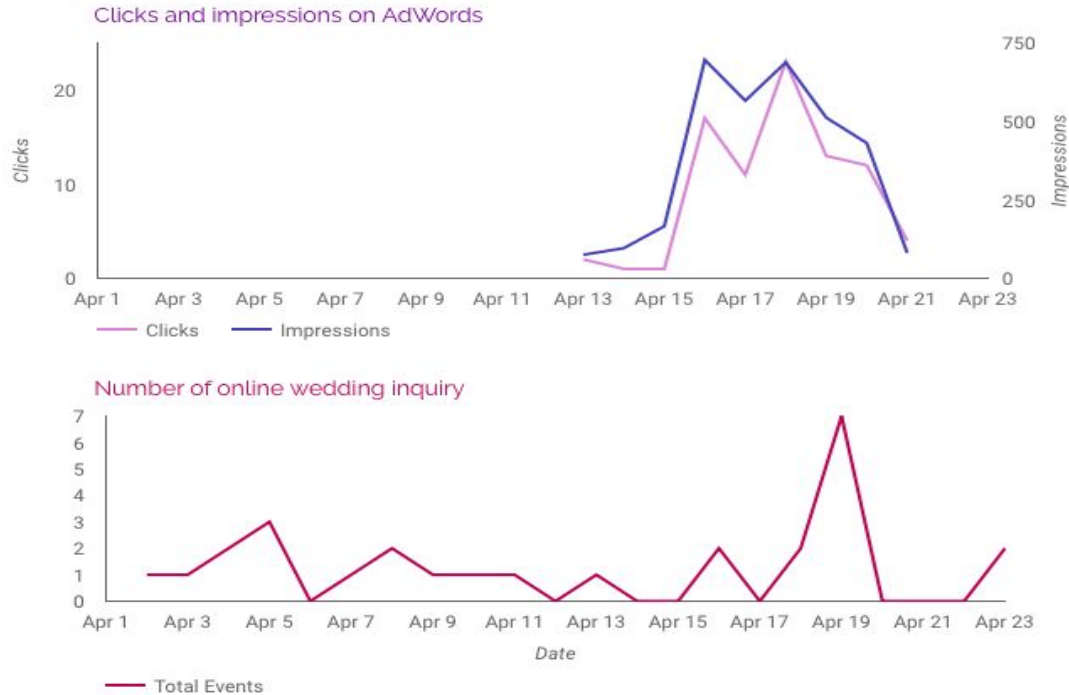
Performance Metrics + Insights

Ad Group	Vineyard Wedding	Virginia Wedding	Charlottesville Wedding (*)
CTR	6.13%	2.53%	2.09% (13.11%)
Clicks	22	2	60 (8)
Impressions	359	79	2,873 (61)
CPC	\$1.31	\$1.25	\$1.18 (\$1.78)
Ad Position	2	-	3.7 (-)
Impression Share	31.56%	-	< 10% (-)
Wedding Inquiries	1	-	- (1)

*Filtered to exclude more general terms

More specialized ads give better results.

AdWords Campaign Boosts Online Wedding Inquiry

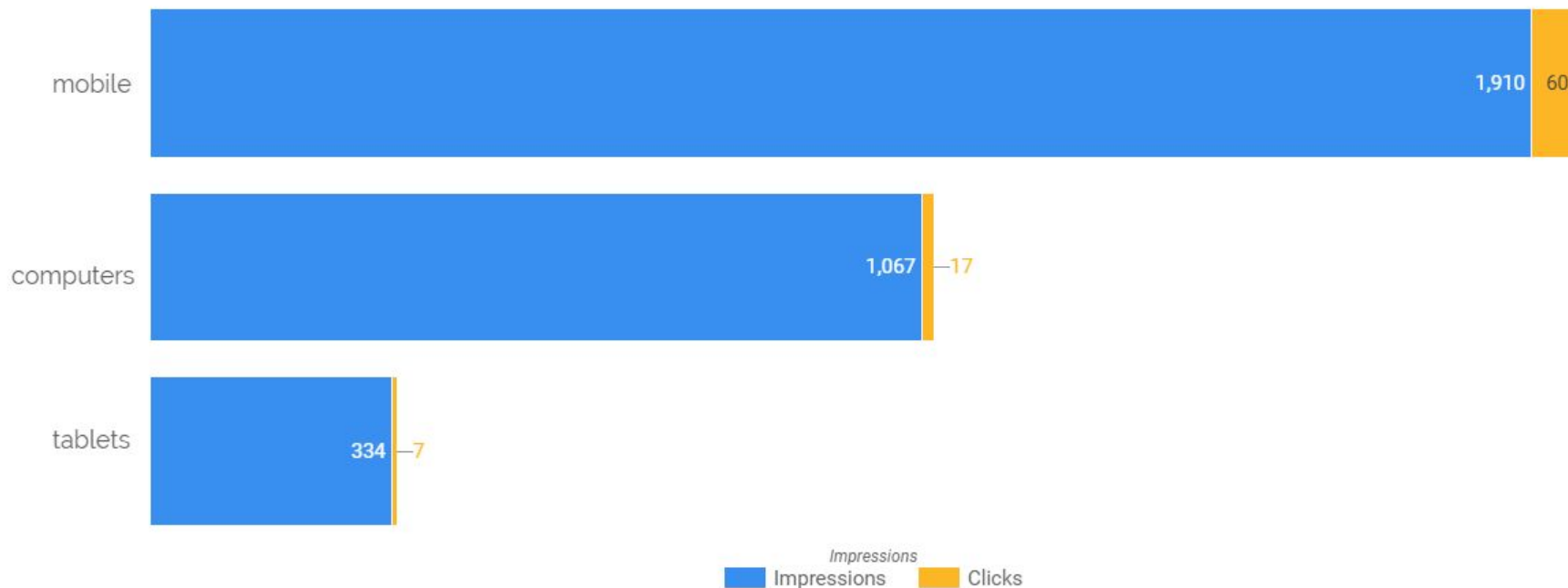


The peak for online wedding inquiry follows the peak for AdWords clicks & impressions



Most Traffic Came From Mobile

Impressions & Clicks by Device



Key Insights

- Majority of users are viewing on **mobile**
- General search terms get more impressions
- **Specialized search terms perform better**
- Paid search helps target destination wedding seekers



Assuming...

\$102

Spent on Paid Search
over 9 days



2

Inquires

1 in 10

People who submit wedding
inquiries end up booking a
wedding at \$10,000



\$2,000

The expected value of
2 inquiries

\$1,898

Profit from our investment



1,860.8%

Return on Investment

Next Steps

- **Continue with current site format**
 - Ensure optimization on mobile
- **Expand social media & testimonials**
 - Encourage couples to post photos or write a post
- **Utilize paid search in specialized keywords**
 - Target metropolitan areas and destination seekers





Thank You!

Any Questions?