



Go Chippewa Falls Digital Marketing Case Study

230%
Growth in
Monthly Impressions

160%
Growth in
Monthly Clicks to Website

4x
The Retail Industry
Click-Through Rate*
*WordStream Facebook Ad Benchmarks

Challenge

The tourism industry has seen a lot of change and even more challenges in recent years when it comes to marketing due to the rise of social media, smartphones, and new technology that is changing the way people experience the world. Despite this change, tourism is still one of the biggest revenue opportunities for many small towns throughout the state. Tourism had a \$20.6 Billion impact on Wisconsin's economy in 2017*, and those numbers continue to rise.

Go Chippewa Falls decided to take these new challenges and turn them into opportunities. They rely heavily on hotel room tax to fund their efforts, and decided to make a change in their traditional marketing plan for 2018. That is a smart choice, considering that, "Over 70% of U.S. travelers agree that they "always" use their smartphones when traveling**," and are less likely to act upon a TV commercial or radio ad.

Hookd Promotions' Digital Marketing experts were challenged with creating online marketing campaigns that both educate and entice travelers to visit Chippewa Falls, WI with the ultimate goal being that they would book a hotel room for their stay.

*Travel Wisconsin "The Power of Tourism"

**Trek Blog "Travel Statistics to Know About in 2018 and 2019"

Goals Go Chippewa Falls wanted to get more users to their website, create more awareness and buzz around their tourism, and increase hotel room bookings.



Build Brand Recognition



Increase Traffic



Create Sales Opportunities

Approach Run a Facebook Funnel campaign, encompassing custom content to poise Chippewa Falls as the place to be when it comes to traveling in the Northwoods. The campaign includes three tiers of Facebook ads pointing to blog posts that create awareness, expertise, and finally a call to action (book your stay). Each piece of the funnel builds on top of the last to retarget those that showed previous interest in Chippewa Falls.



Results



Insights

 **73%**

of website visitors were using their mobile phones.

This demonstrates the importance of optimizing for mobile.



In just six months, the hotel page had **8,131** views with over 1,230 people viewing an income hotel page.

This shows a return on their investment! The Tourism Director reports growth in hotel revenue over 2017.

 **5.79%**

was the Click Through Rate of the Fish Fry Campaign.

That is nearly six and a half times the industry average CTR of 0.9%!

Conclusion

Tourism is a major contributor to many city budgets. Chippewa Falls knew the importance of finding its visitors where they are, on mobile devices and social media. With the help of Hookd Promotions, Go Chippewa Falls has increased its annual hotel tax income since 2017. Digital Marketing plays an important role in the future of every industry, and continues to change the way we look at marketing. Hookd Promotions can help you navigate that and create a customized plan for your business.

"Hookd Promotions created a social media campaign that has been successful for 6+ months for Go Chippewa Falls. They bring really cool ideas to my table and we make it happen. I admire their insights and drive to assist me with new concepts and social media engagement. Just a fun experience with them, and the ROI is present in every report! If you are looking for a team to help you with digital marketing and/or email campaigns connect with them!" Jackie Boos - Go Chippewa Falls Tourism Director