

360° Digital Marketing Drives Business Growth



Overview

Full service digital marketing for promoting the client's vacation and party services online. To start with, we developed a mobile-friendly and search engine optimized WordPress website for them. Following this, we provided a range of digital marketing services that included social media, PPC, analytics, content marketing, and graphic design. The results of the digital marketing initiatives were regularly tracked, measured, and analyzed to drive continuous improvement. Within a brief period of one year, they emerged as a very strong regional player.

Client Profile

The client is a travel and party hosting company based in the U.S. and Costa Rica. They specialize in organizing beach parties and adventure vacations.

Business Requirement

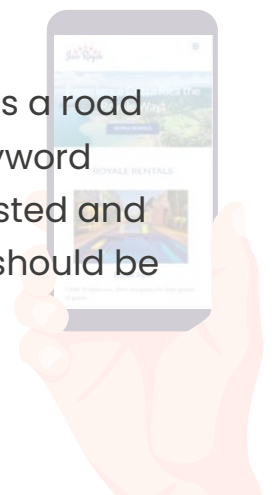
As a new entrant into the Costa Rican tourism market, they had their work cut out. They sought to establish a strong and credible online presence that would help them find new customers and grow their business. Digital marketing was identified as one of the key means to achieve that level of visibility in the US and Canadian markets.

- Keyword Research & Competitor Analysis
- Wordpress Website Development
- Social Media Management
- SEO
- Paid Advertising
- Web Analytics
- Content Marketing
- Graphic Design

QBurst Solution

Keyword Research and Competitor Analysis

We started off by doing keyword research that would serve as a road map for building the website and for developing content. Keyword research was carried out meticulously by our team using trusted and effective tools to determine the top keywords that the client should be targeting.



We performed a high level market research to understand the competitive landscape and also checked out the top keywords that the competitors were targeting. Relevant keywords to be included in our digital marketing initiatives were identified and shortlisted.

To develop our client's business, a digital marketing plan was created, which included website development, search engine optimization, social media management, content marketing, paid advertising, and website analytics.

Graphic Design

Our team created visually appealing designs including:

- Website design & logo
- Marketing brochures
- Newsletters

Website Development

Selecting a suitable WordPress theme, we created a responsive website for them that would help their prospects find them easily on the web, know more about the services offered, and get in touch with them. Being a WordPress-based site, the client's team could easily make updates to the website content.

WordPress plugins were utilized to cater to specific features that our client requested. For example, website visitors had the option to book their vacation rental and choose specific client services they wanted to avail using a form. This feature was implemented with the help of a WordPress plugin.

Salesforce CRM was integrated with the website to help track and manage the leads generated via rental booking form and website inquiry form.

Search Engine Optimization

When developing the website, we ensured that all necessary on-page SEO techniques were accurately implemented to ensure its web pages rank higher in organic searches. Local search optimization was also done to provide high visibility for the website in local searches.

SEO performance reports were prepared at regular intervals to measure the effectiveness of the optimization efforts. Based on the reports, we were able to evaluate and modify our SEO efforts for better performance.

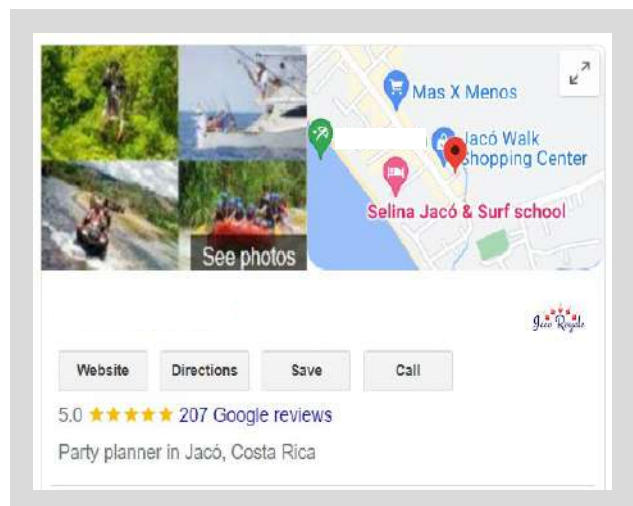
Social Media Management

We set up a presence on all major social media platforms – Facebook, Twitter, Instagram, Pinterest, YouTube, Google+ and Vimeo to promote brand awareness among users. Our team regularly updated all the platforms with timely and interesting content. Each social media post was chosen with much deliberation to ensure it appealed to users and engaged them.

Content Marketing

Keyword research done initially served as a useful guideline when developing content for the client. Our content marketers carefully crafted topically optimized content for the website and social media pages.

Relevant and timely blog posts were created after a detailed research. Almost all the blog posts added were season-specific and relevant to the month that they were posted. Post snippets were shared on third-party sites such as Quora, Medium, and Disqus ensuring a wider reach for their blog.



Email marketing was also done to help our client stay connected with their customers. Monthly newsletters were sent out featuring latest deals and offers.

Paid Advertising

Google, Facebook, and Instagram ads were created to increase brand awareness and to promote specific client services. Target keywords were chosen based on the best combination of relevant keywords having low competition and high monthly search volume. Ad content was optimized to drive conversions and monthly ad campaign performance reports were generated and shared with the client for evaluation.

Web Analytics

Using Google web analytics and social media analytics, we regularly measured the results of the digital marketing initiatives. The results were analyzed carefully and existing strategies modified and new strategies developed to drive a continuous improvement in business.

Client Benefits

- 243% increase in conversion rate
- 45% increase in organic search
- 73% increase in direct search
- Top ranking on SERP for targeted keywords
- Steady inflow of new leads with upto 30 leads per month
- 5-star rated Google reviews from customers
- Within a brief period of one year, the client emerged as a very strong regional competitor

Anyone who is reading this must take a look at the collateral available at our website to see the quality of work QBurst did. You'll get the impression that this fabulous piece of work is created by someone who lived their entire life in Costa Rica. But the reality is that they are a product by the content management and design team of QBurst sitting in India who have done a thorough research about Costa Rica.

Owner, New York

High Rank on SERP for Targeted Keywords

Costa Rica Bachelor Party

About 40,300,000 results (0.85 seconds)

Jaco Bachelor Party | Jaco VIP | jacobachelor9.com
www.jacobachelor9.com +1 803-477-2496
 Surfing, ATVs, Golfing, Zip-Lining, Arenal Volcano, Fishing Charters, Day Tours, Highlights, Full Of Good Activities, For Bachelor Parties Of All Ages

Bachelor Party Bay Costa Rica
 5.0 ★★★★★ (7) - Party Planner
 +506 8345 8346
 Closed Opens 9AM

Costa Rica Bachelor Party
 No reviews - Travel Agency
 Calle la Amistad +506 8310 8393
 Closed Opens 9AM

Jaco VIP
 4.5 ★★★★★ (23) - Travel Agency
 Jaco Walk Plaza - Avenida Pastor Dias, Provincia de Puntarenas, Jaco, 6...
 Closed Opens 9AM

More places

Costa Rica Bachelor Party Experience at its best

Jun 4, 2018 - We provide all inclusive services for your Costa Rica Bachelor Party Experience. From the time you land to the time you leave, we serve you ...
[Gallery](#) [Rentals](#) [About Us](#) [Contact Us](#)

best concierge in Costa Rica

About 6,950,000 results (0.62 seconds)

Concierge Travel & Activity Services - LEP Costa Rica Real Estate ...
lepostarica.com/concierge
 Concierge Services has put together the best selection of exceptional services so you can enjoy the finest that Costa Rica has to offer. Our team is dedicated to ...

Best Luxury Spa and Concierge Services in Costa Rica
<https://www.specialplacesofcostarica.com/concierge-services/>
 Let's face it, your job is to relax while on vacation. Let Special Places of Costa Rica organize your vacation rental AND your concierge services for you...

Costa Rica Villa Concierge (Playa Hermosa) - 2018 All You Need to ...
https://www.tripadvisor.com/Attraction_Review-g309246-d10463373-r509430201-C...
 Costa Rica Villa Concierge is a premier transportation and tour service operator that focuses on ...
BEST Transportation and Tour Company in Costa Rica!

the best tours - Review of Costa Rica Tours and Concierge, Liberia ...
<https://www.tripadvisor.com/ShowUserReviews-g309240-d10463373-r509430201-C...>
 ★★★★★ Rating: 5 - Review by a TripAdvisor user
 Costa Rica Tours and Concierge: the best tours - See 54 traveler reviews, 79 candid photos, and great deals for Liberia, Costa Rica, at TripAdvisor.

Costa Rica All Inclusive Luxury Concierge Services | Jaco ...

May 25, 2018 - Navigating Costa Rica is a lot easier when our friendly concierges guide you around. Our concierge services come in three packages: Royale Night Concierge (from 7 PM to 10 PM), Royale Night Concierge Extraordinaire (from 7 PM to 3 AM), and Royale Day & Night Concierge Extraordinaire (from 9 AM to 3 AM).

Acquisition Behaviour Conversion Patterns: Oct 1st 2017 - Feb 28th 2018 vs March 1st 2018 - July 31st 2018

	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	43.30%	14.32%	63.83%	15.96%	15.46%	17.72%	33.36%	4.50%	0.00%
1 Organic Search	45.45%			16.81%			9.54%		
2 Direct	73.06%			25.56%			69.41%		
3 Social	18.23%			2.78%			36.56%		
4 Referral	15.68%			18.52%			40.70%		
5 Paid Search	66.19%			18.55%			343.66%		
6 Email	75.28%			6.64%			100.00%		
7 (Other)	0.00%			0.00%			0.00%		
8 Display	0.00%			0.00%			0.00%		

