

Case Study

Media One Hotel

-  www.mediaonehotel.com
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Client Overview

Widely renowned for its great atmosphere, styled design and modern theme; The Media One Hotel, has widely become a landmark in the heart of Dubai Media City. With over 260 striking rooms, it boasts fantastic views of the Gulf & Dubai's incomparable skyline.

Goals

- Increase sales via online booking system (at least 20-30% over previous years results).
- Drive more unique traffic to the website.
- Increase websites SEO ranking.
- Besides online sales, a primary focus is to drive more telephone sales included.

Our Approach

Our main tool to increase sales via online booking system was to tap-into the immediate market of customers looking for "Hotels In Dubai". Due to the high CPC (Cost-per-click) our goal is to firstly allow the ad to appear on the 1st page above competitor sites whilst keeping consistent a convenient CPC average to receive a reasonable volume of clicks to fit within the allocated budget range. Our approach gradually moved outwards to target people searching for up-coming stars and concerts to appear live in Dubai Media City and across Dubai, anybody looking for the concert will see the Media One Hotel Google Ad(s) (with its own custom landing page suited for the targeted event) to appear on-top. Anybody in the GCC region reaching will be able to conveniently likewise book a room at Media One Hotel when traveling solely for the event.

For SEO - our primary focus is on fixing the current website's structure in-terms of how it was built, with the in-mind we likewise made our approach based on the Media One Hotel's blog to create meaningful content that would both drive more traffic and improve the overall visiting duration of the site, making visitors stay longer on the website.

Results

- Website traffic has increased **30 - 40%** per mo.; as compared to the last year's statistics.
- Website sales (via booking engine) have increased **30% overall**.
- Telephone **sales increased** through the use of "Call-Ads".
- SEO ranking for primary keywords "Hotels In Dubai", "Hotel In Media City" have doubled since the start of the SEO, as a result has driven **more organic traffic** to the website.

Client Feedback

"It's been a true pleasure working with professionals from Be Unique; a very diligent group of experienced marketers and their expertise was a great addition to our marketing strategy. We've learned a lot and one of the highlights of our cooperation is definitely their ability to keep up with deadlines and looking forward for solutions that are not ordinary or not even ready for the market. ROI reports were submitted quickly to us and we were able to monitor each advertising campaign which is a great benefit for the management team of Media One and proving to our owners and stakeholders that we are on the right track. They've been very precise and quick to respond in a place that often moves in a slow pace.

We've experienced great results in matching digital/online budgets and even exceeding targets in last 5 months by 40%. They've increased our online profits by at least 30% overall and it's been a great ride so far. We love to be pioneers in our job and Be Unique helped us to get there."

- Svetozar Kujic
Head Of Marketing