



How we delivered exceptional results for one brand through integrated digital marketing

Year on year we've grown:

Natural search
Organic traffic up by 115%

1300 PPC adverts
Budget up 32%. Bookings up 120%

8,000 visits/month
Increased blog visits by 178%

7000 likes
Increased Facebook likes by 427%

3,000 followers
Increased Twitter followers by 306%

New website
Launching 2011



The Result. Increased online bookings by 350%

Dot Tourism are experts in providing digital services to the travel and tourism industry. We can work with a brand on a specific project but we also provide a fully integrated service, allowing you to outsource your online marketing to trusted experts with an established reputation of delivering outstanding results as this case study shows.

The Client

Mahindra Homestays have a network of 300 homestay properties in India, from simple mountain cottages to authentic palaces and havelis. They are part of Mahindra Holidays & Resorts Ltd; India's largest leisure hospitality brand.

Services we have delivered

- SEO and keyword strategy
- Pay Per Click advertising on Google, Yahoo, Bing & Facebook
- Set up and management of Facebook and Twitter pages
- Set up and management of YouTube channel and Flickr photostream
- Set up, strategy and content management of travel blog
- Consumer and trade email marketing
- Website design and development

In the last 12 months

210,000 Post views on Facebook
30,500 Videos watched on YouTube
10,400 Flickr photo sets viewed
72,000 Visitors to the blog

Service Highlights

Search Engine Optimisation

Year on year we have increased organic search traffic by 115%.

Pay Per Click Advertising

We have developed extensive PPC campaigns on Google, Yahoo, Bing and Facebook, increasing bookings from PPC by 120% year on year against a PPC budget increase of 32%.

The India Travel Blog

The blog allows us to target large and niche audiences searching for India content. 31% go on to the booking portal, generating 100s of enquires.

Consumer Email Marketing

We achieve click through rates upwards of 40% and a recent email converted 9% of clicks into actual booking enquiries.

Trade Email Marketing

49% of click throughs on our latest emails turned into an actual enquiry for further information from travel agents.

Don't take our word for it

I have been working with the Dot Tourism team since 2008 for our social media and online marketing campaigns. They always adhere to the timelines that have been agreed on, without ever compromising on the quality of job delivered. The team continuously keeps itself abreast with the latest development in the digital space and although I am based in India working with them is straightforward and enjoyable.

Japa Ghosh, Head of Marketing
Mahindra Homestays

Get In Touch!

Whether you are looking for help with a one off project or want to outsource all your online marketing get in touch to find out how we can help you make the most of your advertising budget.

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Find out more about us and see our case studies at:
www.dottourism.com

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