

Inspiration Inc Case Study

October 2008

Turning a website into big business for esa Serviced Apartments

Summary

esa provide serviced apartments for business travellers and tourists, and temporary accommodation for those relocating, including families in the process of moving home.

The challenge

When esa asked us to help, they were offering accommodation in one area only, close to their core base in Newbury, Berkshire. While they did have a marketing strategy, they were focusing much of their budget on print, adverts and brochures – none of which was really bringing them any new business. Though they already had a website, this was generating less than 5% of all new business. Ultimately, no-one was booking. Luckily, we knew how we could make their website really work for them.

The solution

It was obvious to us that esa needed a massive injection of effective internet marketing to really build their online presence and kick start their business growth. Initially they weren't too sure, so we launched a small SEO and PPC campaign to promote their apartments in Newbury and give them a taste of what they could achieve by investing their resources more wisely. Once they saw what optimisation could do for their website and business, esa reallocated much of their marketing budget to build their business online – and they haven't looked back.

The result

Now esa's website brings in 60% of their business, which is a massive improvement on the 5% of previous times. Harnessing the power of SEO and PPC, we've helped to drive more traffic to their existing website, making esa's business more visible online. By enhancing the online content with persuasive targeted copy, we've turned more of the site's visitors into new customers. This has helped esa significantly increase their market offering across the Thames Valley; as far east as Slough, as far west as Swindon and as far south as Southampton. With our help, they've been able to diversify their business assets with new accommodation in no less than 8 different locations, which has meant they've successfully broadened their customer base.

In the client's words

"When the economic crisis hit it hit hard, but Inspiration Inc helped turn things around. Now, our website www.esa-ltd.co.uk is transforming our business – and we're receiving more bookings and enquiries than ever before. Internet marketing is helping us turn the recession into a time of great opportunity – and now our business is bigger, stronger and better equipped to deal with anything the future holds."

Claire Bungard, esa's Client Manager