

The Grass is Greener



An Analysis of Deer Creek Search Efforts

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"No matter what I tell Tandem our monthly, quarterly, or yearly focus is, they already have pages of ideas on what we are going to do to hit achieve and/or surpass our goals."

- Lana Goldstein, Deer Creek Golf

Executive Summary

Since beginning our partnership in 2014, Deer Creek Golf Club has continued to grow, innovate, and lead in the local golf market, not only as a leading golf club but also as a top-rated venue for hosting elegant affairs. Since launching search with Tandem, Deer Creek has:

- Grown conversions by 101.17% year 2, 246.80% year 3
- Decreased CPLs by 27.59% year two, 55.88% year three
- Drove 342.38% more phone calls in 2016-2017

**year over year metrics compared 5/1/14-4/30/15 (year one of partnership), 5/1/15-4/30/16 (year two of partnership) to 5/1/16-4/30/17 (year three of partnership) **

Challenges

While Deer Creek Golf Club was a prestigious golf course with name recognition in their local community, their goal was to expand their membership enrollment to out-of-state golfers who vacation in the area, and to showcase their banquet room that had recently undergone \$1.3 million in renovations to corporate events and South Florida brides.

Tandem Interactive understood their efforts would be tailored to two different audiences and would need separated measurements to report success in both efforts.

How Tandem Helped

We launched digital efforts December 2013 focused on generic golf terms, wedding or banquet based keywords, and a brand campaign to capture return visitors or current members.

Tandem's paid advertising team has weekly strategy meetings to discuss new AdWords announcements, discuss new platform releases, and identify client opportunities and/or challenges. As a unit, the PPC team will highlight individual, team, and client success, which develops into a discussion on how to duplicate this success across other client efforts.

Monthly PPC reports are generated and analyzed by the PPC manager. Quarterly reports include a comprehensive review that will outline opportunities, a plan of action, and a review on last quarters efforts.

Results, Return on Investment and Future Plans

Deer Creek and Tandem have weekly communication to discuss account progress, monthly communication on strategy, and quarterly reviews regarding opportunities. Annual meetings are planned to discuss budgets, performance, and shifts in market (if applicable).

- In 2014, we launched our first digital campaigns for Deer Creek. We focused on two campaigns, 1) golf and 2) weddings. We discovered that the weddings drove twice as many leads as golf conversions and had higher conversion rates.
- May 2015 - April 2016, we found missed opportunities, thus launching a brand campaign and segmenting the wedding campaign into two categories: weddings and banquet halls. The separation of events showed a 37% increase in traffic that was missed in 2014. We increased conversions by 101.17%, lowered CPLs by 27.59% and improved conversion rates by 18.73%.
- The expansion continued through May 2016- April 2017, Tandem implemented opportunities found internally through a team member who was getting married and expand event searches past weddings to focus on the entire process; engagement parties, rehearsal dinners, and bridal showers. Deer Creek's wedding team is booked until 2018 and is no longer accepting weddings on Saturdays. Rather than turning off weddings, Tandem proposed shifting our focus to events that can occur on other days besides Saturdays: Friday/Sunday weddings, corporate events during the week, book clubs, teen birthdays and more. This has increased of event leads by 80.42% and lowered event CPLs by 20.07%. Tandem shifted ad copies for golf to fun and funkier headlines hoping to capture the audience and stand out against the competition, this change (in addition to other optimizations) has lead to a 94.38% increase in conversions YoY, a 22.23% decrease in CPL, and 38.56% increase in conversion rates.

"We are booked out for every Saturday for the next 20 months... Do you know how great that feels? "

- Lana Goldstein, Deer Creek