

THE
SEBEL



REVENUE GROWTH AT THE CLICK OF A BUTTON

Opening the doors in 1963 in the heart of bohemian Kings Cross, The Sebel has developed and maintained a reputation for style

and sophistication, priding themselves on personable service that is both welcoming and knowledgeable. The Sebel's rich history means they understand what their guests want – the perfect mix of independent space and exceptional service. Today, with 26 luxury hotels spanning Australia and New Zealand, it is no wonder they are renowned as the perfect destination to relax, unwind and escape.

Blending the peacefulness and convenience of a private apartment with the amenities and personalised hospitality of a full-service hotel, The Sebel Brisbane is the ideal choice for business and holiday accommodation in Brisbane City.

TRAFF1K D1G1TAL WAS ENGAGED TO:

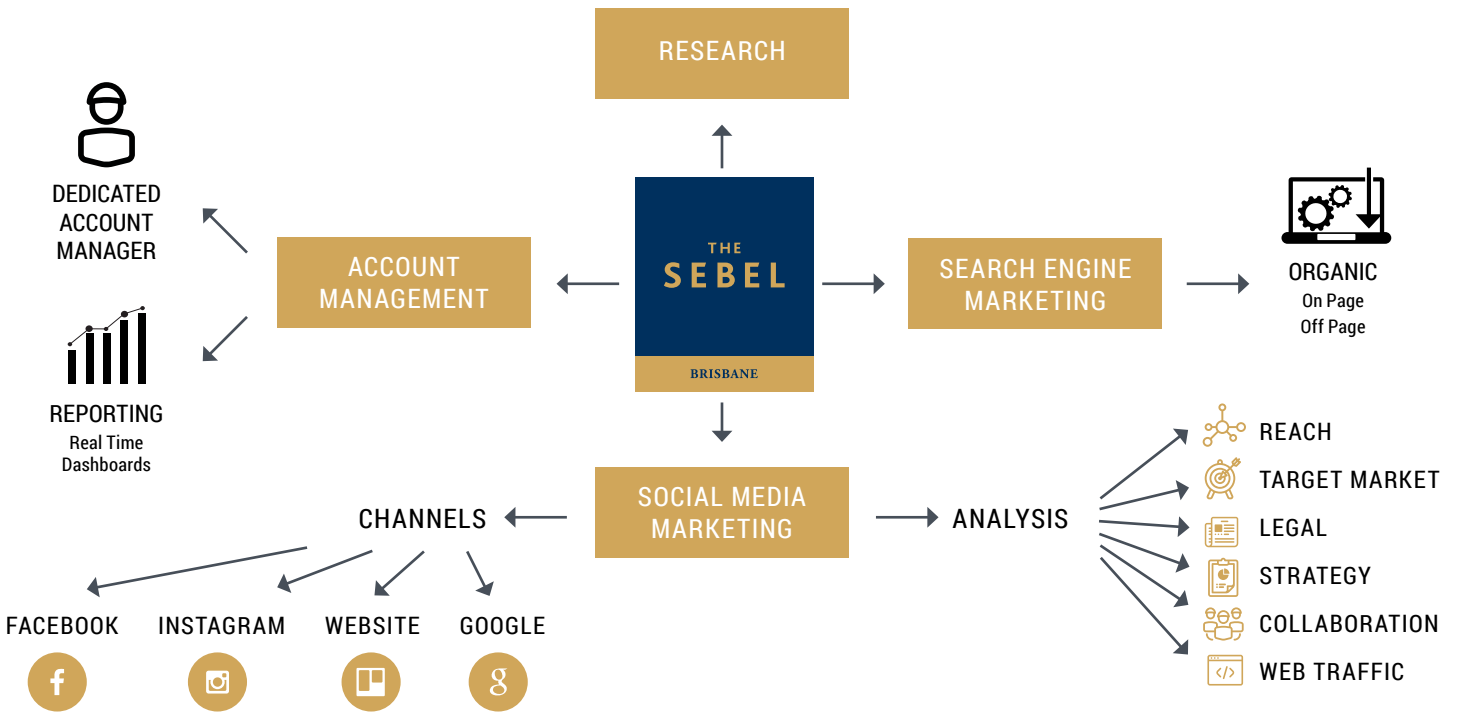
Implement Organic Search Engine Marketing

Monthly Website Optimisation

Manage Social Media accounts

ANALYSIS: Traff1k D1g1tal executes The Sebel Brisbane's Organic Search Engine Marketing providing Australian customers the ease and luxury of direct reservations without the need of intermediary websites. In conjunction, Traff1k D1g1tal manage their Social Media accounts, providing insights into hotel functions, ceremonies & award evenings, workshops, roof top functions and more. With engaging content, Social Media can be used as a sales tool for current and potential customers and assists in boosting overall website visibility.

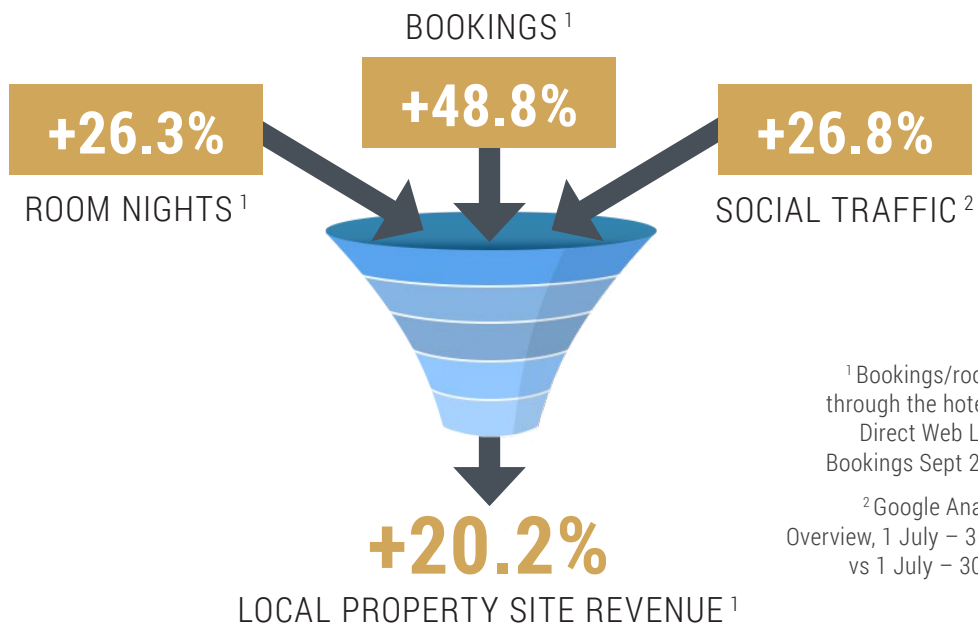
STRATEGY:



SOLUTION:

- + Brand & non-brand keyword research: Extensive research into keyword trends, competitors, consumer behavior, demand and intent. Traff1k D1g1tal reviews historical conversion data to identify those which are more qualified to convert, delivering the highest possible ROI.
- + Initial optimisation of the website: Involves aligning the website with high demand search terms; a core focus being to rank above the fold (top 5 places) for keywords which convert at a rate of 80% or greater.
- + Increase website visibility (long term strategy): With the goal to achieve position #1 in Google organically, 185 factors are monitored on a daily basis to determine trends, demand and rankings. Tactical adjustments are then made to the on/off page strategy based on this. This is part of a long term Search Engine Marketing strategy with Traff1k D1g1tal.
- + Social media management and marketing including targeted posts and competitions to drive engagement and fan growth.

RESULTS:



Source:

¹ Bookings/room nights/revenue through the hotel microsite, Accor Direct Web Lever Report Gross Bookings Sept 2017 vs Sept 2016.

² Google Analytics, Acquisition Overview, 1 July – 30 September 2017 vs 1 July – 30 September 2016.