



SELLING THE NZ WILDERNESS THROUGH A VISUAL EXPERIENCE

Poronui is a luxury sporting lodge set on 16,000 acres in the Central North Island, New Zealand. Poronui attracts guests from around the world seeking some of the finest fishing and hunting New Zealand has to offer, as well as a host of other outdoor experiences.

Poronui attracts a sophisticated global audience (national and international) and an especially high U.S. following.

TRAFFIK
DIGITAL
WAS
ENGAGED
TO:

Design a brand new website.

Develop and launch the website as mobile responsive.

Search Engine Marketing, targeting local and international search engines.

Implement a Social Media Strategy.

Improve email enquiry and booking conversion.

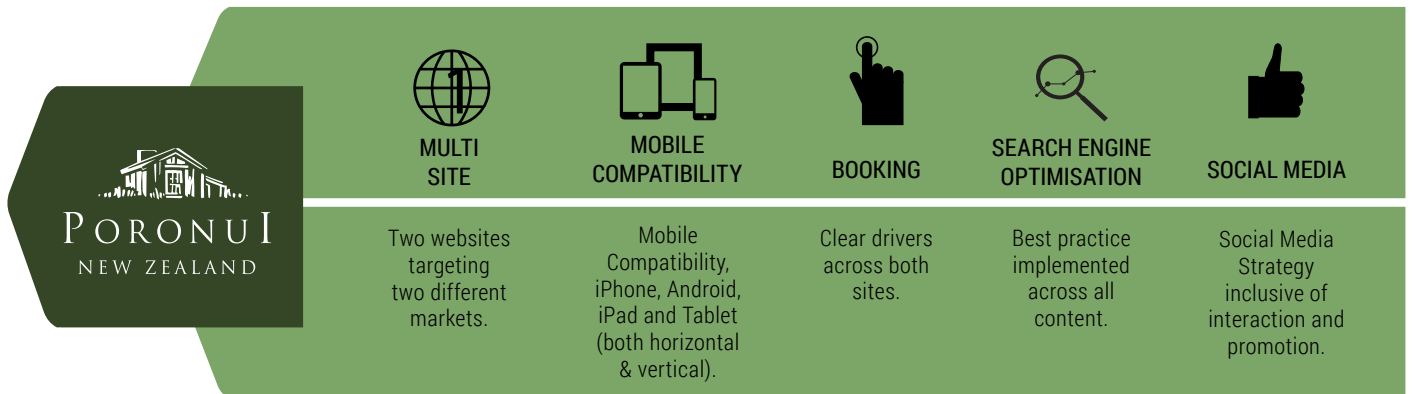
Increase overall lead generation.

ANALYSIS:

Poronui required two new websites to target separate target markets; Fishers and Hunters. Guests to the site generally completed the website forms or emailed to enquire about making a booking. However, visitors were getting lost on the old websites. Traff1k D1g1tal was appointed to redesign a responsive site to assist visitors through their booking journey.

Target Market | Website Traffic | Website Design | Social Media | Search Engine Marketing

STRATEGY:



CONCEPT DESIGN:

Redesign the website, create a wow factor and a sense of the "Poronui Experience".



RESULTS:

OVER A 12 MONTH PERIOD

-87%	+74%	+63%	+33.7%	46.10%
WEBSITE BOUNCE RATE	SOCIAL MEDIA LIKES & FOLLOWERS	GOOGLE VISIBILITY INCREASE	AVERAGE SESSION DURATION	INCREASE IN VISITORS

Source: Poronui Google Analytics, Google SERPS & Poronui Facebook 2016.