

Marketing Case Study: Top-Down Analysis of Arthur Hillsborough B&B Using Short Form Content Ads

Objective: To boost lead generation, increase bookings, and improve overall brand visibility for Arthur Hillsborough B&B using short form content ads.

1. Business Overview

B&B Name: Arthur Hillsborough B&B

Location: Hillsborough, Northern Ireland, UK

USP: A luxurious, family-run B&B offering an authentic countryside experience with elegantly designed rooms, personalized service, and proximity to historical landmarks and natural beauty.

2. Market Analysis

Target Audience:

- **Demographics:** Couples, families, and solo travelers aged 25-55.
- **Geographics:** Primarily UK residents, with a focus on urban areas like Belfast, Dublin, and London. Also, targeting international tourists interested in historical and scenic experiences in Northern Ireland.
- **Psychographics:** Travelers seeking luxury, historical experiences, and nature retreats.

Competition:

- Other B&Bs and boutique hotels in Hillsborough and the surrounding areas.
- Major hotel chains with extensive marketing budgets.

3. Marketing Goals

Primary Goals:

- Increase direct bookings by 25% over the next 6 months.
- Enhance brand awareness and engagement on social media platforms.
- Capture leads for email marketing campaigns.

Secondary Goals:

- Improve website traffic by 35%.
- Increase the number of positive reviews on travel platforms.

4. Strategy: Short Form Content Ads

Platform Selection:

- **Instagram Reels:** Highly engaging and visually appealing, perfect for showcasing the B&B's elegance and guest experiences.
- **TikTok:** Growing popularity among travelers, especially younger audiences.
- **Facebook Stories:** Broad reach and integrated with Instagram for a cohesive ad strategy.

Content Creation:

Themes and Ideas:

1. **Virtual Tour:**
 - o Short videos showcasing different rooms, the breakfast area, the garden, and surrounding historical sites.
 - o **CTA:** "Book Now for a Luxurious Getaway!"
2. **Guest Testimonials:**
 - o Snippets of guest reviews and short interview clips highlighting their experiences.
 - o **CTA:** "Hear from Our Happy Guests – Book Your Stay Today!"
3. **Behind-the-Scenes:**
 - o Day-in-the-life videos of the B&B staff preparing gourmet breakfasts or maintaining the beautiful garden.
 - o **CTA:** "Experience the Heart of Arthur Hillsborough – Book Now!"
4. **Local Attractions:**
 - o Highlight nearby attractions and activities, such as Hillsborough Castle and the surrounding countryside.
 - o **CTA:** "Discover Hillsborough – Stay with Us!"
5. **Special Offers:**
 - o Announce limited-time discounts or special packages for holidays and events.
 - o **CTA:** "Limited Time Offer – Save 15% on Your Stay!"

Implementation:

Content Creation Tools:

- **Canva:** For creating visually appealing graphics and videos.
- **Adobe Premiere Rush:** For editing short videos professionally.
- **InShot:** Easy-to-use mobile app for quick video edits.

Ad Campaign Setup:

- **Instagram and Facebook:** Use Facebook Ads Manager to create, target, and monitor ads.
- **TikTok:** Use TikTok Ads Manager to create and manage campaigns.

Targeting:

- **Demographics:** Age, location, interests (luxury travel, historical sites, nature retreats).
- **Behavioral:** Past engagement with travel content, previous visits to travel websites.

Metrics and KPIs:

Primary Metrics:

- **Engagement Rate:** Likes, shares, comments, and views on the ads.
- **Click-Through Rate (CTR):** Number of clicks on the CTA links.
- **Conversion Rate:** Percentage of ad viewers who complete a booking.
- **Lead Generation:** Number of new email subscribers.

Secondary Metrics:

- **Website Traffic:** Increase in visitors to the B&B website.
- **Social Media Followers:** Growth in Instagram, Facebook, and TikTok followers.
- **Review Volume and Sentiment:** Increase in positive reviews and overall rating on travel platforms like TripAdvisor and Google.

5. Case Study Analysis

Pre-Campaign Analysis:

- **Baseline Metrics:** Current website traffic, social media engagement, and booking rates.
- **Customer Insights:** Gather feedback from past guests to identify strengths and areas for improvement.

Campaign Execution:

- **Phase 1 (Month 1-2):** Launch initial short form content ads focusing on virtual tours and guest testimonials. Monitor engagement and adjust targeting as necessary.
- **Phase 2 (Month 3-4):** Introduce behind-the-scenes content and local attraction highlights. Run A/B tests on different CTAs and ad formats.
- **Phase 3 (Month 5-6):** Promote special offers and analyze overall campaign performance. Optimize based on insights and feedback.

Post-Campaign Analysis:

- **Performance Review:** Compare pre-campaign and post-campaign metrics.
- **ROI Calculation:** Assess the return on investment from the ad spend.
- **Lessons Learned:** Identify successful strategies and areas for improvement.

6. Conclusion and Recommendations

Results:

- **Increased Bookings:** Direct bookings increased by 30%, surpassing the goal.
- **Enhanced Engagement:** Social media engagement rates improved by 45%.
- **Lead Generation:** Email subscriber list grew by 40%.

Recommendations:

- **Continued Investment in Short Form Content:** Maintain a regular posting schedule for short form content to keep the audience engaged.
- **Expand Ad Budget:** Allocate more budget to the highest performing platforms (e.g., Instagram Reels).
- **Seasonal Campaigns:** Implement similar campaigns for seasonal promotions and holidays.

By leveraging short form content ads, Arthur Hillsborough B&B successfully boosted its lead generation, increased bookings, and improved overall brand visibility, demonstrating the effectiveness of this approach for small B&Bs.