

WHEN MARKETING MATTERS



CLIENT CASE STUDY: GLENDEVON HOTEL, BOURNEMOUTH

TESTIMONIAL

“LjH Consulting has done a tremendous job in designing and building a new website for the hotel, but more importantly took the time and dedication to research and understand the business before making recommendations. This showed their commitment to developing a close working relationship with the client in order to best serve the clients needs.”

“LjH Consulting have helped us to improve our business through the implementation of an on-line booking system, use of web marketing and re-branding of our overall corporate image. Their involvement has revitalised and modernised the hotel marketing strategy and they continue to work with us to develop our online representation.”

Richard Burnett, Managing Director

INTRODUCTION

At LjH Consulting we build strong relationships with our clients based on trust, respect and results. We deliver great results and are proud to present the following case study.

The Glendevon Hotel has been offering outstanding value for money holidays for the last twenty years and during that time, lots of satisfied customers have stayed at this outstanding south-coast hotel.

Understanding the critical need to have web marketing that is well focused and competitive, The Glendevon Hotel was referred to LjH Consulting to re-design their website and implement an online booking system.

LjH Consulting worked closely with The Glendevon Hotel to ensure top level results and quality listings within natural search results. We continue to work together closely to further the success observed so far.

PROJECT BACKGROUND

Understanding the need to have a dynamic presence on the Internet and to provide online booking facilities, The Glendevon Hotel employed LjH Consulting to design, build and implement a new website that would appeal to a wide-ranging audience.

OBJECTIVES

- Design, build and implement a new website
- Implement an online booking system
- Grow the business through the use of web marketing
- Be competitively placed within search engine rankings



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STRATEGY

LjH Consulting understand that the foundation of any web marketing campaign is a thorough understanding of the market, so began this project by methodically researching The Glendevon Hotel competitor market and undertaking extensive keyword research.

Working on this information, LjH Consulting created highly targeted, attention grabbing website content which pushed The Glendevon Hotel's message of a high quality, friendly and family-run service.

LjH Consulting fully researched keywords to optimise the website then page by page, advised the client on different factors such as Meta data, website copy, layout and images.

During the project LjH Consulting advised The Glendevon Hotel that they should consider undergoing a re-branding process to complement the design and development of the new website. This was agreed and by working with the client LjH Consulting have revitalised and modernised all of The Glendevon Hotel's marketing collateral.

We continue to work with the client to develop their online reputation and marketing strategies.

RESULTS

The website has seen a dramatic increase in visitors through organic search engine results and has attracted a new type of clientele to the hotel, that of the younger generation who are more comfortable to book hotels through a website.

The re-branding has solidified the image of The Glendevon Hotel and as a result there has been a dramatic increase in response to adverts in newspapers and direct-mail pieces.

LjH Consulting continue to work closely with The Glendevon Hotel, constantly advising on numerous factors of the website and general marketing campaigns to continue the success seen in this project.

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