



**Marco** Island  
Vacation  
Properties®



SocialMadeSimple®

# Marco Island Vacation Properties Case Study

We help businesses thrive through  
powered tech, custom brand content,  
and hyper-local advertising

# CASE STUDY OVERVIEW

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## ABOUT SOCIALMADESIMPLE

**SocialMadeSimple** is a digital marketing agency operating since 2009. Since then, we've helped over 30,000 businesses achieve success online. Blending proprietary software with a team of Customer Success Managers, Digital Ads Specialists, and Content Specialists, SocialMadeSimple delivers high-performing social media campaigns that drive results.



## CLIENT BACKGROUND

**Marco Island Vacation Properties** is a Florida-based real estate firm specializing in vacation rentals and has been introducing new visitors to Marco Island, located in Southwest Florida, since 1989. They offer major selections of vacation rentals from condos and private homes to secluded bungalows, waterfront houses, and more.



## CLIENT GOAL

As a family-owned and operated company, they have limited resources to allocate towards digital marketing. Marco Island Vacation Properties was in need of a comprehensive social marketing program that, above all else, focused on **driving website traffic, increasing brand awareness, and building engagement** to book more vacation rentals.

# HOW WE DO IT



## Dedicated Team of Experts

**The dedicated Client Success Manager is just one call away!** The team consists of a Client Success Manager, a Digital Ads Specialist, and a team of in-house Content Specialists.



## A Consistent Social Presence

**We create branded content on Facebook, Twitter, LinkedIn, and Instagram.** These posts showcase the business, the people behind it, promotions, and services.



## Advanced Paid Social Advertising

SocialMadeSimple's custom advertising campaigns are tailored to the business's needs. Creating, optimizing, and managing Facebook and Instagram ads to achieve the desired objective (web traffic, brand awareness, page views, and more).



## Simplified Reporting

**With 24/7 access to the SocialMadeSimple platform, SocialModo, the client views real-time reports on campaign performance.** Additionally, they receive weekly reporting emails that are informative and easy to understand.

## → PROGRAM OVERVIEW

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### ADVERTISEMENTS:

Utilize web traffic and page likes ad campaigns to drive website traffic and brand awareness, resulting in more rental vacations booked.



### CONTENT:

SocialMadeSimple curates, creates, and posts organic content to Marco Island Vacation Properties Facebook, Twitter, and LinkedIn pages.



### PLATFORM:

The client is provided access to the SocialMadeSimple platform, SocialModo, which allows interaction with scheduled posts, reporting, and more.

## → TARGETING

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### TARGETING PRIMARILY FOCUSED ON:

- Interests (travel, beaches, vacations, tourism, etc.)
- Lookalike audiences (using existing customer data)
- Geographic location (U.S. & Canada)

### OTHER KEY AUDIENCES TARGETED:

- Web traffic retargeting
- Friends of “page likes”
- Engaged users

*\*These parameters are just key highlights and not all targeting details.*

# ADVERTISEMENTS



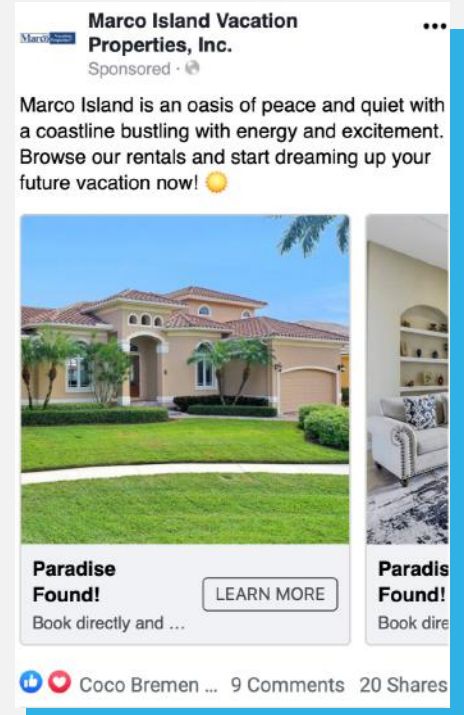
Create, run, and monitor hyper-targeted, local Facebook and Instagram ad campaigns, focusing on **driving website traffic**, **building engagement** with past and new customers, and **increasing brand awareness**.



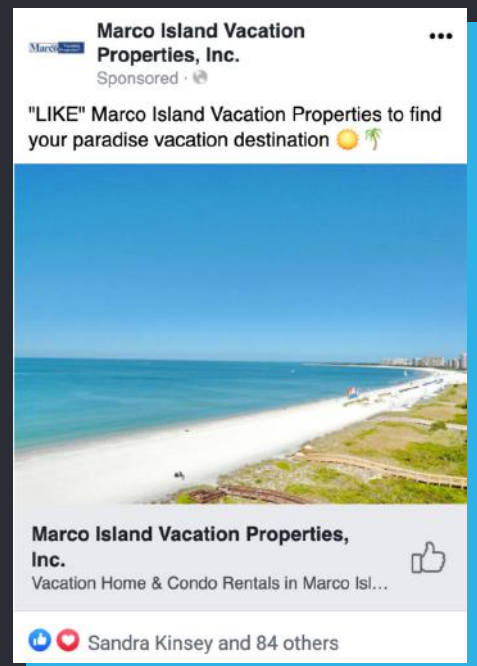
**Targeting** primarily focused on social media users who've engaged with Marco Island Vacation Properties' content, past customers, and interested buyers.



**Stay ahead of competitors and book more vacation rentals** by sharing available properties and promoting the brand in web traffic and page likes campaigns.



SocialMadeSimple executes a paid social advertising strategy that **generates a total of 17,400 website visits** per year for Marco Island Vacation Properties.



# CUSTOM CONTENT

## PUBLISHED EVERYWHERE

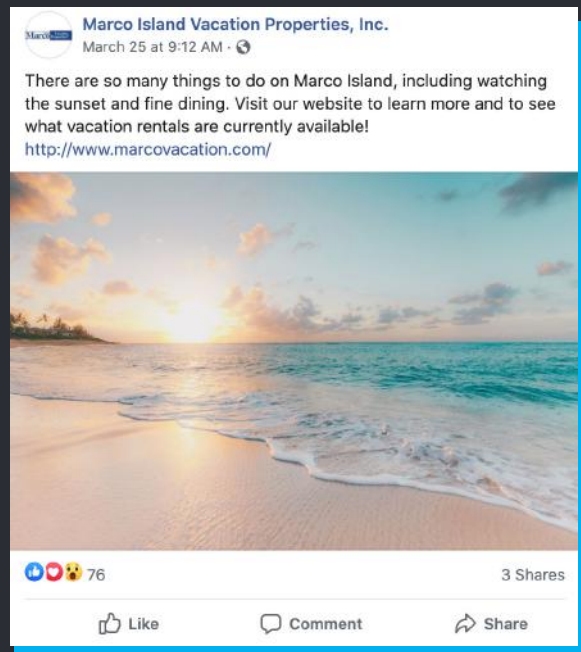
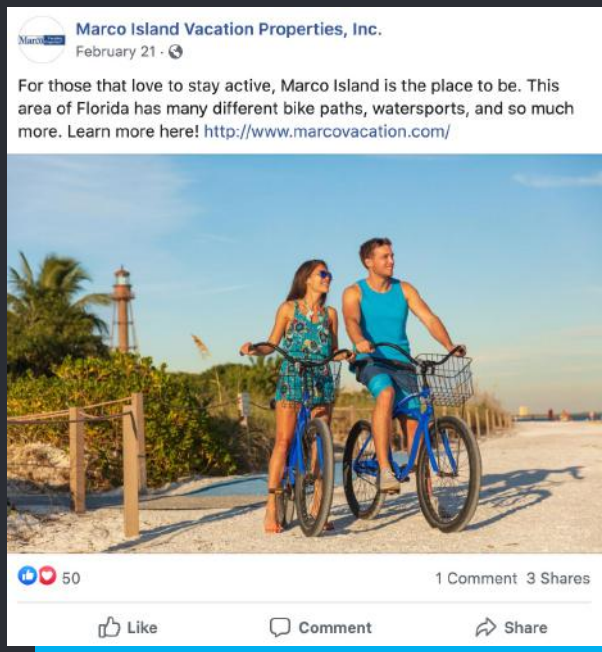
We schedule custom Marco Island Vacation Properties brand content across their Facebook, Twitter, and LinkedIn pages (3 posts per week).

## EXPERTLY CRAFTED

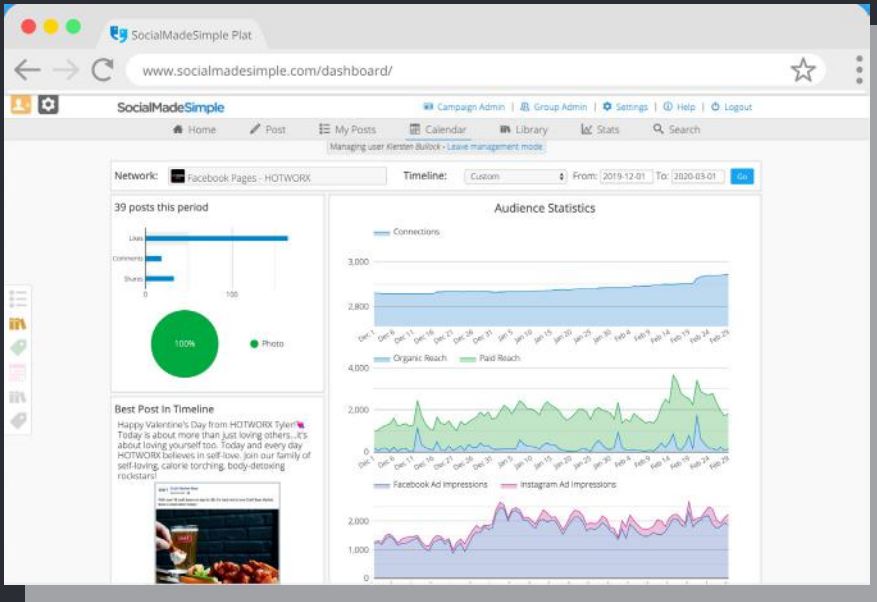
Skillfully crafted social media posts that build credibility, showcase popular properties, and position Marco Island Vacation Properties as a leader in travel/leisure.

## BOOSTED TO YOUR AUDIENCE

Our platform automatically turns our published content into boosted posts and serves them to Marco Island Vacation Properties' target audience on Facebook and Instagram.



# SOCIALMODO



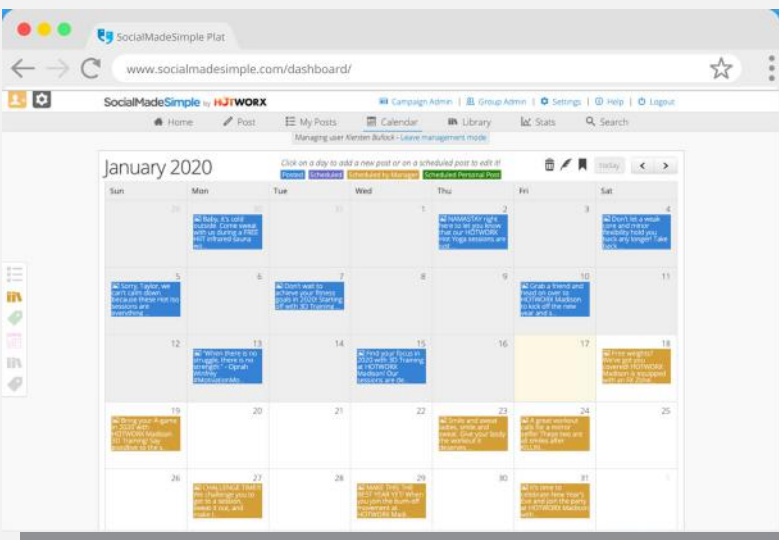
With SocialModo, SocialMadeSimple's proprietary platform, Marco Island Vacation Properties has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

## Detailed Reporting

Marco Island Vacation Properties receives comprehensive reporting via platform dashboards and emails.

## For The DIYer

Each of our clients is **granted access to our platform**, allowing them to post content, make edits, view reporting, and more.



## Connected Social Networks

**Post** to Facebook, Instagram, Twitter & LinkedIn with a single click.

## Content Weeks In Advance

We send **bi-weekly emails** to Marco Island Vacation Properties for feedback and revisions.



# THE RESULTS

By blending a data-backed strategy around paid social, reaching the clients' marketing personas, and producing world-class creative, SocialMadeSimple provides Marco Island Vacation Properties a social marketing program that drives results.

Since 2018, SocialMadeSimple executes a social marketing program that consistently increases brand awareness and drives website traffic, generating an average of 1,450 website visits each month.

**42,875**

Average  
**IMPRESSIONS/mo.**

**1,450**

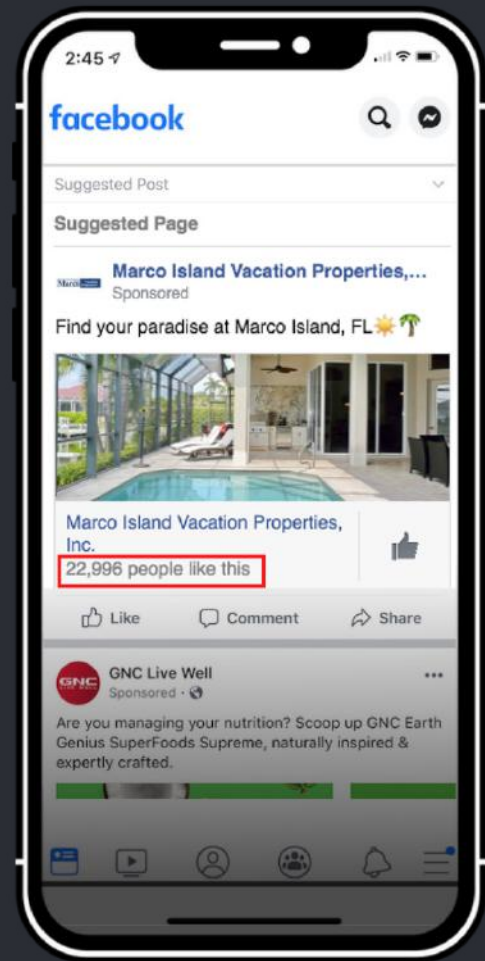
Average  
**LINK CLICKS/mo.**

**392**

Average  
**PAGE LIKES/mo.**

**\$0.06**

Cost  
**PER LINK CLICK**



# OUR SOCIAL MEDIA EXPERTS



**VERONICA JACKSON**

Director Of Client Services



**ANDREW SERAPHIN**

Customer Success Manager



**TREVOR COOPER**

Client Success Specialist



**EMILY FAUBERT**

Customer Success Manager

# LET'S WORK TOGETHER!



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