



Nick Troubetzkoy's
JADE MOUNTAIN
St. Lucia

Jade Mountain

St. Lucia

Love for You, Love for Jade Mountain



Table of Contents - Measurement Strategy

04 Background Info

05 Audience

06 Landing Pages

08 Functionality Elements

09 Goals

11 Google Analytics Set Up

13 Campaign

15 URL Builder

16 Understanding Visitors

17 Recommendations



BACKGROUND INFO

Jade Mountain is a luxury resort located in St. Lucia and it was started in December 2006. It has made a name for itself with its beautiful views and design cementing itself within the top 100 Best Hotels in the world.

We are creating a measurement strategy and the additional chapters are digital investment strategies recommendations for Jade Mountain.

With this campaign we will be able to track audience conversions and from that learn how to bring in more customers.

Our site exists for people to book trips to Jade Mountain, St. Lucia.



AUDIENCE FOR THE SITE

Our campaign will focus on rich young couples finding the perfect honeymoon destination



Angela, 25 and Abel, 24

Angela and Abel have a 2 year old named Abby. They had Abby, broke up, got back together and married and are looking for somewhere tropical for their honeymoon. Abel recently inherited money from his late grandmother.



Charlotte, 22 and David, 22

Charlotte and David are high school sweethearts and got married right when they graduated from college. Charlotte's dad is paying for this all inclusive trip for them to Jade Mountain.



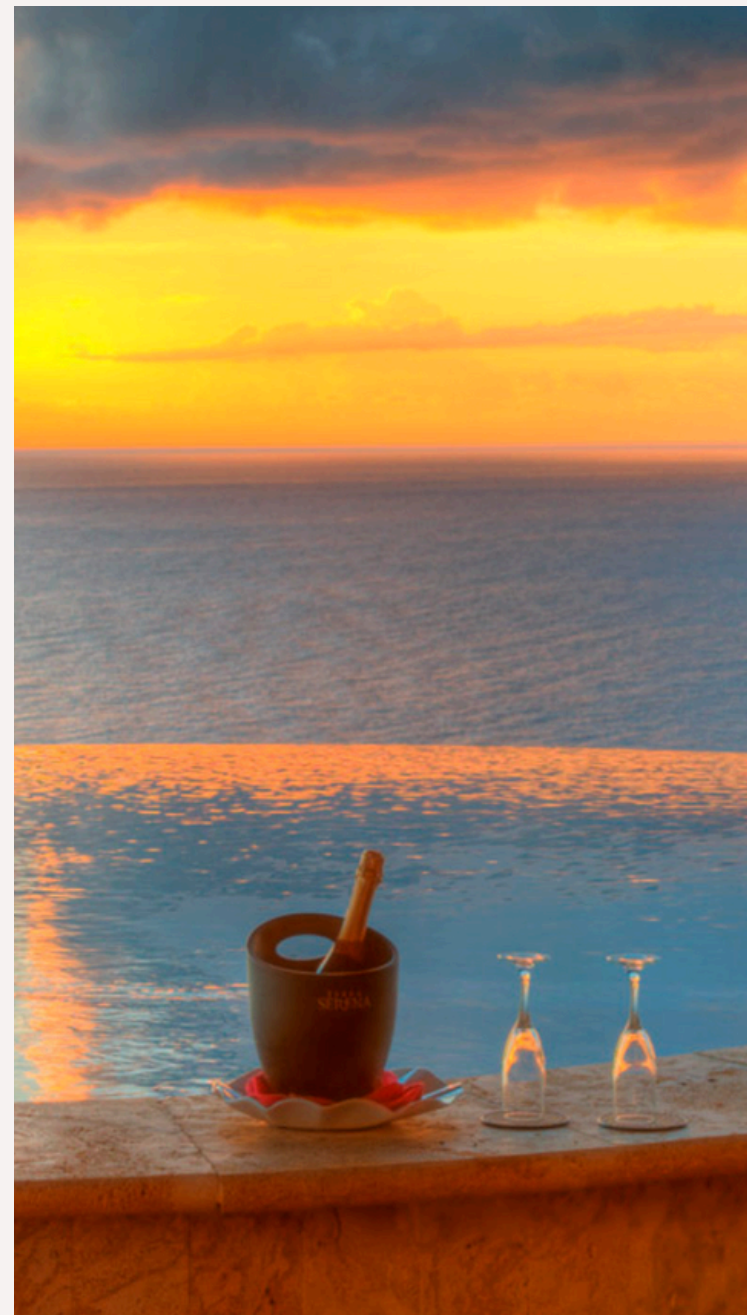
Cam, 32 and Sarah, 32

Cam and Sarah have been married for 5 years, they have 3 kids and are both doctors. They have not had a vacation just the 2 of them since their honeymoon and Jade Mountain is the perfect place for them to spend the weekend alone.

LANDING PAGES

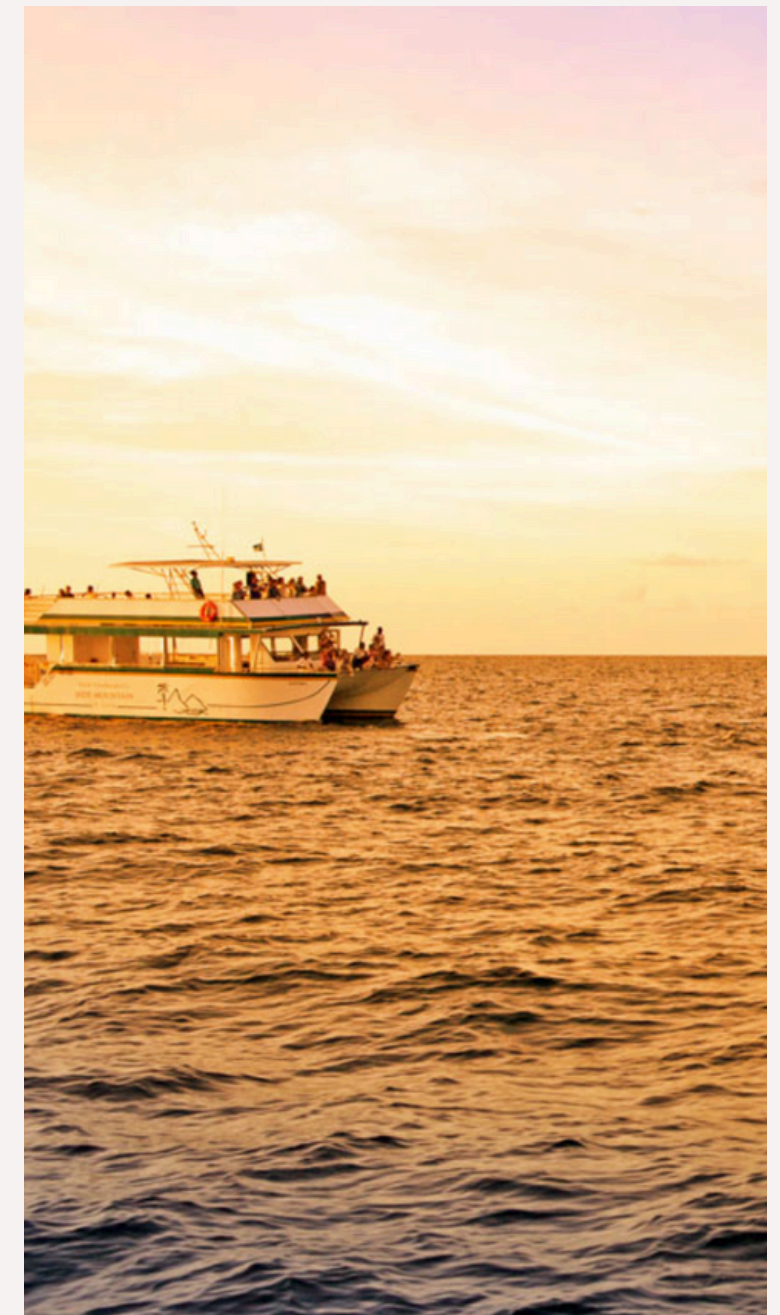
Honeymoon

Gives a brief summary about all the different amenities and events to attend for honeymoon couples at the resort as well as the popular travel packages deals



Excursions

All the tours, excursions, and sightseeing is provided on this page with prices, departure times/days, as well as meeting points for when they want to explore beyond the resort/island



LANDING PAGES

Sanctuaries

Has all the different infinity pool sanctuaries and suites offered for booking, especially highlighting their special traits



Promotions

Provides all the different deals the resort offers, including price, and further explains all the inclusions in the different packages



CORE FUNCTIONALITY ELEMENTS

Calling customer service

Signing up for emails

Booking excursions

Booking rooms

Finding available
dates

MACRO GOALS

Macro goals are the steps that companies set out for customers to complete before getting to the end of their purchase journey.

Our end goal is to have more customers book their vacation stay at Jade Mountain and the macro-conversion funnel shows the necessary steps to get there.

Visiting the home page

Select a room

Confirm dates of stay

Checkout

**Purchase
Confirmation**

MICRO GOALS

01

Visit Once a Week Until Purchase

If the visitor is visiting weekly they are leaning towards selecting us for their vacation

02

10 Minutes per Visit

This is enough time for visitors to get a feel of what the resort is like as well as browse the rooms and amenities offered

03

Sign Up for Emails and Promos

By signing up for the emails, visitors will be the first to know about promotions and will be up to date about events we are hosting

04

Following the Instagram

Visitors can get more of an idea of what vacationing with Jade Mountain entails

05

Viewing Gallery Page

Visitors can get a glimpse of what things will be like, how things will look when they visit the resort

GOOGLE ANALYTICS SET UP

View [+ Create View](#)

1 Master View

- View Settings
- Goals**
- Filters
- Ecommerce Settings
- Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

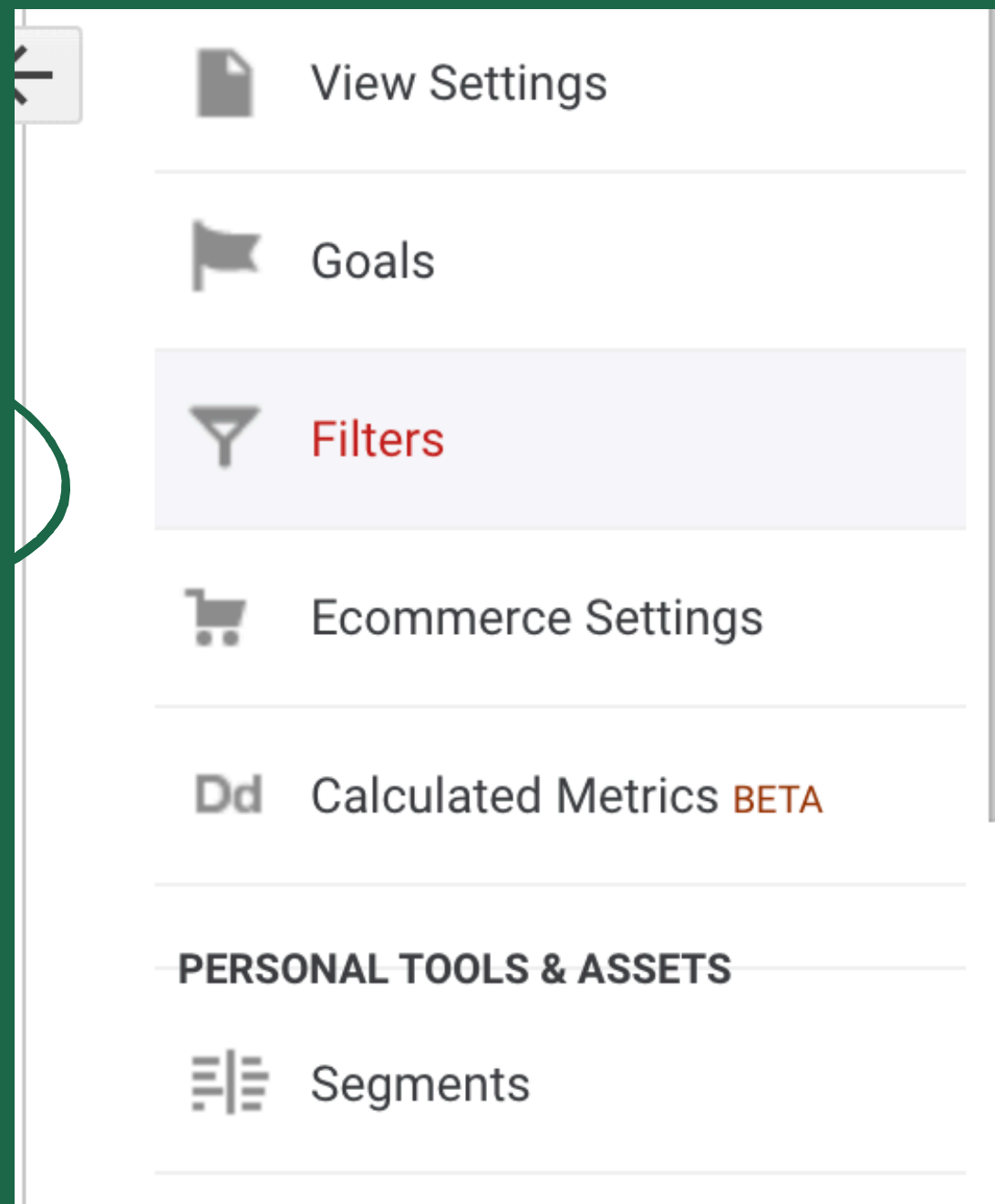
+ NEW GOAL [Import from Gallery](#)

<input type="checkbox"/>	Goal	Id
<input type="checkbox"/>	Engaged Users	Goal ID
<input type="checkbox"/>	Entered Checkout	Goal ID
<input type="checkbox"/>	Purchase Completed	Goal ID
<input type="checkbox"/>	Registrations	Goal ID
<input type="checkbox"/>	Smart Goals	Goal ID

- Goal setup** [Edit](#)
- Goal description** [Edit](#)
Name: *Engaged Users*
Goal type: *Pages/Screens per*
- Goal details** [Edit](#)

[Done](#)

REGIONAL SALES



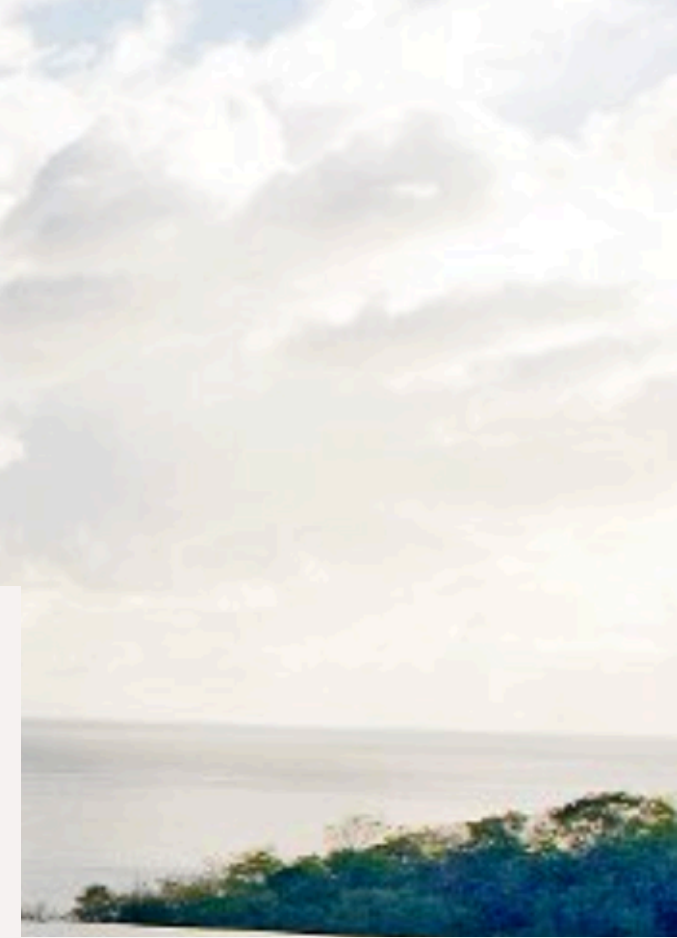
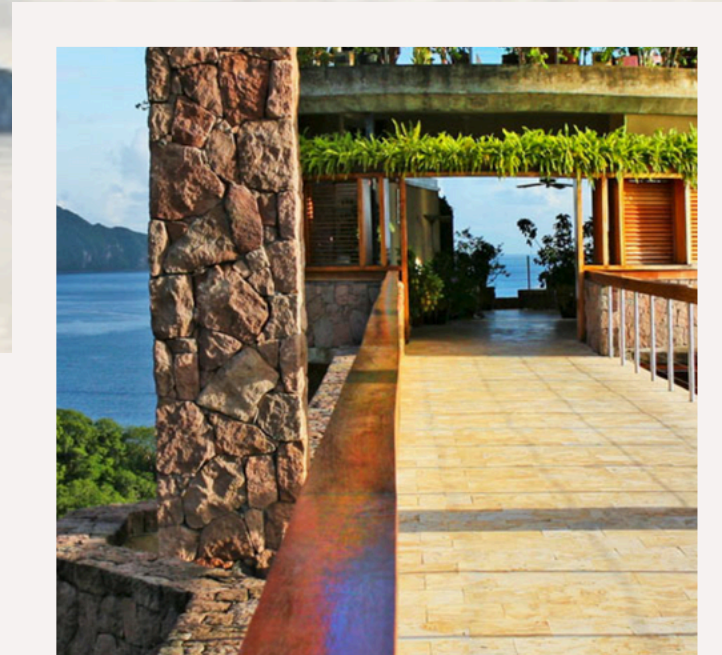
Steps

1. Click on Admin and then Filters
2. Click + New Filters
3. Create a name for the filter and select a region
4. Save

THE MARKETING CAMPAIGN

Love For You, Love For Jade Mountain

For this campaign we will focus on targeting young couples going on their honeymoon. The most popular time for weddings is from May–October so this campaign will run from September–December to get couples ready and planning for their honeymoon for the upcoming year. This campaign will be promoted through Google Search Ads, Instagram, and email. These platforms will bring couples to our landing pages, the main one for this campaign being the Honeymoon page.



MAIN LANDING PAGE

The essence of our resort is the celebration of love and we really need to highlight that in our campaign Love for You, Love for Jade Mountain. Our main page for this campaign will be the Honeymoon page which provides some of the many things our customers can do on their vacation to make their honeymoon as memorable as possible such as a private sunset cruise or a couples spa massage and so many more. We will have a deal running where the couples that book in advance will get better deals and will be offered a free excursion of their choice which will encourage them to book our honeymoon with us.

URL BUILDER



https://jademountain.com/romance/honeymoon.htmlutm_source=google&utm_medium=cpc&utm_campaign=loveyouloveforjademountain&utm_id=JadeMountain



https://jademountain.com/romance/honeymoon.htmlutm_source=instagram&utm_medium=social&utm_campaign=loveyouloveforjademountain&utm_id=JadeMountain



https://jademountain.com/romance/honeymoon.htmlutm_source=newsletter&utm_medium=email+&utm_campaign=loveyouloveforjademountain&utm_id=JadeMountain

Google Analytics URL builder is a useful tool that helps us build urls specifically platforms relating to our campaign. Generating urls with tracking parameters will show how consumers are reaching out sites and which platforms we should be spending the most time on to reach the max numbers of visitors. For this campaign we are using Google Search, Instagram, and email.



UNDERSTANDING OUR VISITORS



From measuring **geography** we can see where most of our visitors are coming from

Bounce rate is percentage of visitors that visit our site and leave without a single interactions. From this we can get a sense of the visitors when first viewing our site

New vs returning users will show us how well our campaign is working. If we have a lot of new users that is great because that means we are reaching lots of people but are these people returning

When visitors are leaving without booking a room with us we need to pinpoint what **exit pages** they are most commonly leaving on and prevent that from happening as frequently

To see how engaged visitors are with our website we will measure **pages per session**. This will give us an estimate of how interested they are with the resort

MARKETING GOALS

In conclusion, the Love for You, Love for Jade Mountain campaign will be used to target young couples going on their honeymoon. Through Google Analytics we can gain insight on those visiting our site during our campaign, have the necessary tools to reach our goals, and reach a bigger audience. To help improve our sales for the following years I recommend immediate implementation of Google Analytics and immediate approval to launch this campaign.

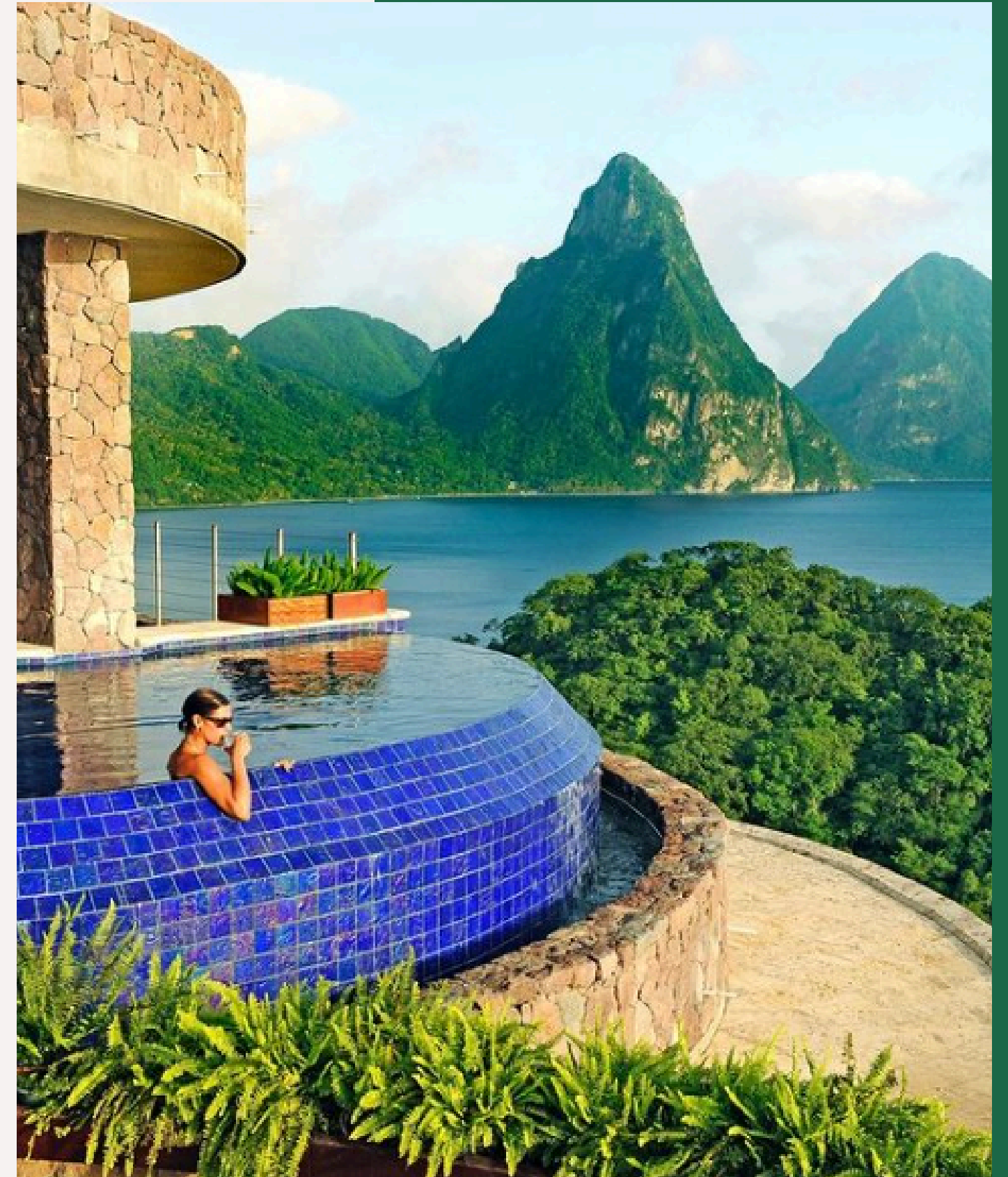


Table of Contents - Google Search Ads Strategy

18 Campaign Goals

19 Campaign Details

20 Competition

21 Target Audience

22 Seasonality

23 Ad Groups

24 Keywords

26 Search Ads

28 Budget

29 Ad Goals

29 Metrics and ROI

30 Recommendations



A tropical landscape featuring a palm tree on the left, turquoise water in the middle ground, and a prominent, pointed mountain peak in the background. The sky is blue with some clouds. In the foreground, there are green bushes and pink flowers.

“

CAMPAIGN GOALS

The primary goal of this Google Search Ads campaign will be to increase the vacations booked to our resort throughout the next four months.

CAMPAIGN DETAILS

DEVICES

Any device that has internet access such as tablets, phones, and desktops

LOCATIONS

United States

LANGUAGES

English

GOAL

Increase the vacations booked to our resort with young couple

BID STRATEGY

Maximize conversions

BUDGET

36,000 over 4 months

START DATE

September 1st

END DATE

December 31st

AD SCHEDULE

Ads will be scheduled at all hours

COMPETITION

Sugar Beach, A Viceroy Resort

Sugar Beach is an all-inclusive resort that is also family friendly and not as pricey as Jade Mountain. Their villas and residences have direct access to the beach and for those that don't there is an ocean view.

Ladera Resort

Ladera Resort is one of the most popular resorts in St Lucia. They are an all-inclusive resort that has a view of the Piti mountain and the ocean from the 3 walled rooms similar to Jade Mountain.

So why us?

Jade Mountain also has an all-inclusive package plan and we are the only resort that has a view of both the Piti and Gros Piton mountains. Our rooms are designed with an opened 4th wall that opens to a view as well as a private infinity pool.

TARGET AUDIENCE

Our target audience is young couples going on their honeymoon looking for a luxurious and romantic resort.

Age: Adults ranging from the ages 24–38

Geography: The United States

Lifestyle: We are targeting the upper–middle class and up. These people are willing to pay more on luxury things and want that experience and exclusivity. A honeymoon is the perfect occasion to find a romantic and luxurious place to celebrate and relax in comparison to their daily lives.

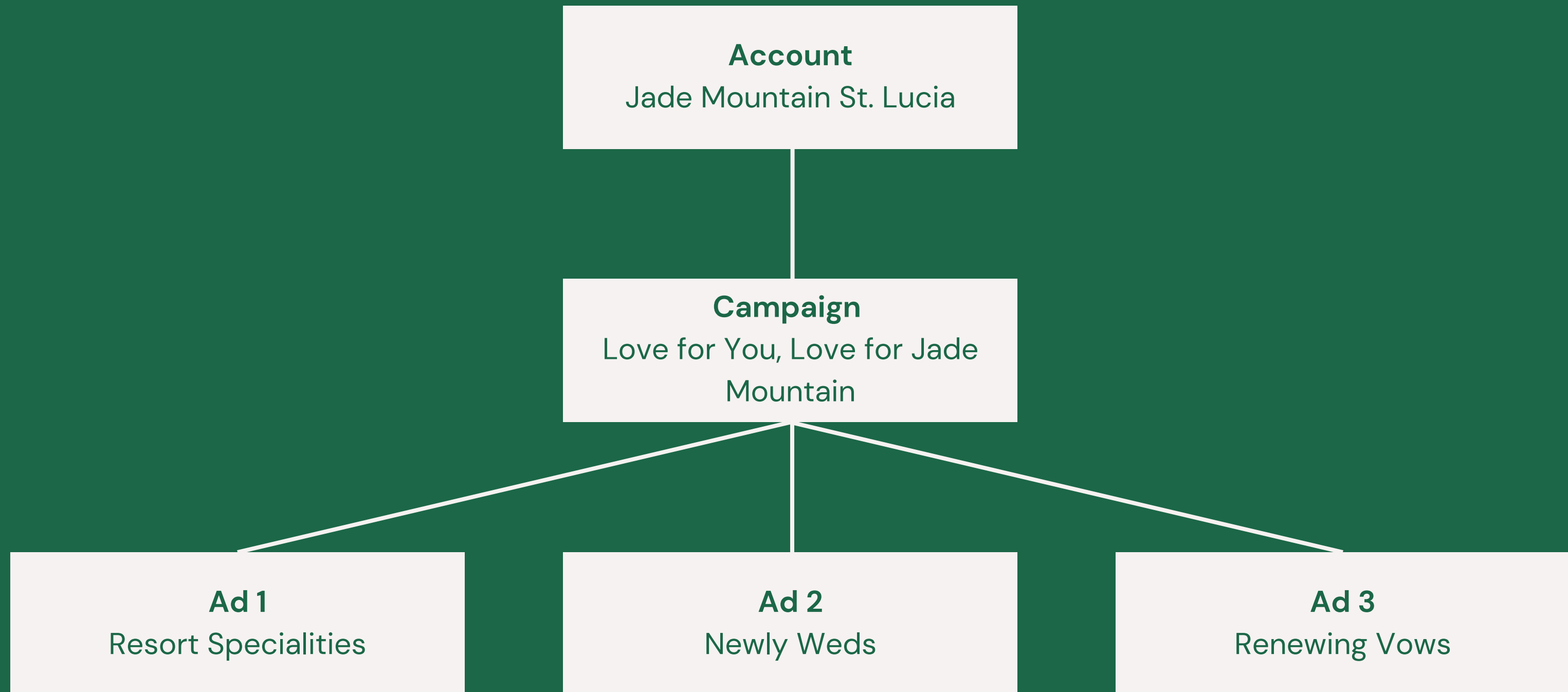
Hobbies: These individuals spend a lot of their time working but when they are free they enjoy spending their hard earned money through fine dining, shopping, and leisure travel.

SEASONALITY

The seasonality associated with this campaign Love for You, Love for Jade Mountain is in preparation for wedding season (May–October) so we will start the promotions for this campaign in September and it will run through December which is the peak times for engagement and it runs through the holiday season.



AD GROUPS



KEYWORDS

We use Google Search keywords to effectively reach the our target audience for this campaign. Choosing the right keywords is a vital part in a successful campaign and Google Ads will help us decide the best ads to show at the best time to the right people and when not to show ads.

BROAD MATCH

Broad match includes synonyms, misspellings, and related variations. Broad match will help us reach a wide range of audience members and bring more potential customers to the site.

BROAD MATCH MODIFIER

Broad match modifier contains close variations of the term but not synonyms and can be in any order.

PHRASE MATCH

Phrase match shows ads that have close variations of a phrase and reach a more specific audience.

EXACT MATCH

Exact match shows ads with searches with the exact words/phrasing and allows us to target only those specifically looking for what we offer.

NEGATIVE SEARCH

Using negative search can prevent users from seeing our ads when they are searching keywords that are not related to us.

KEYWORDS

BROAD MATCH

caribbean resort
all inclusive resort
romantic resort
honeymoon
honeymoon destination
hotel resort
wedding honeymoon
vacation
honeymoon places
luxury resorts
romantic getaway
beach
luxurious honeymoon

BROAD MATCH MODIFIER

+resort
+honeymoon
+destination
+st lucia
+jade mountain
+vacation
+all-inclusive

PHRASE MATCH

"jade mountain"
"resorts in st lucia"
"best honeymoon
destination"
"honeymoon deals"
"best hotels"

EXACT MATCH

[St. Lucia honeymoon]
[Jade Mountain Resort]
[Jade Mountain
honeymoon]
[luxury resorts]
[honeymoon resorts]
[tropical resorts]

NEGATIVE SEARCH

-caribbean cruises
-kid friendly resort
-cheap resorts
-family vacation

GOOGLE SEARCH AD EXAMPLES

luxurious honeymoon

ALL IMAGES VIDEOS NEWS BOOKS

Jade Mountain | Love for You, Love for Jade Mountain | Book Your Honeymoon Today!
Ad www.jademountain.com

Plan your unforgettable and luxurious honeymoon with us. Check out the special packages for the newlyweds.

Resorts in St Lucia

ALL IMAGES VIDEOS NEWS BOOKS

All Inclusive Tropical Resort | Romantic Vacation | Jade Mountain, St Lucia
Ad www.jademountain.com

Unlimited food and drinks. Stay with us for the best views in all of St Lucia. Book today!

Promotions Sanctuaries
Honeymoon Excursions

honeymoon couples resorts

ALL IMAGES VIDEOS NEWS BOOKS

Jade Mountain: All Inclusive | Adults Only | The Most Luxurious and Romantic Honeymoon
Ad www.jademountain.com

Enjoy a relaxing and romantic honeymoon in a kid-free environment. Explore our amenities and special excursions offered!

GOOGLE AD SEARCH

The **Quality score** is based off 3 components: expected clickthrough rate, ad relevance, and landing page experience.

The score is given off a scale of 1-10 and having a higher score indicates that the ad is more relevant and useful compared to a competitor's. All of the keywords on our ads are chosen with purpose to reach the right users. Our minimum quality score is a 7 and with time we can get it to a 10.

We will use **responsive search ads** for all our ads because it allows us to create ads that show what is relevant to that particular user. When we put in multiple different headlines and descriptions Google Ads will find the best combination.

Sitelink extensions are links in the ads that take users to a specific page on your site that they may already be searching for. Sitelink extensions help increase our conversion clicks and we can set up conversion tracking with it.

BUDGET

MONTH	PERCENTAGE	AMOUNT
SEPTEMBER	20 %	7,200
OCTOBER	20%	7,200
NOVEMBER	30%	10,800
DECEMBER	30%	10,800

This campaign will run over 4 months (September–December) with the budget of \$36,000. September and October are the start of the campaign and we recommend that 40% of the budget be evenly spent in preparation for the holiday season. November and December are the most popular months for proposals therefore we recommend allocating 60% equally between those two months. This disbursement of the budget will be vital in the success of our campaign.

GOALS AND ROAS

Your plan can get **230 conversions** for **\$36K** with a **\$300** average daily budget 

Conversion rate : 0.70%, Value per conversion : \$10K

Maximize clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained

[Edit](#)

[Learn more](#)

Conversions	Avg. CPA	Conversion value	ROAS	Clicks	Impressions	Cost	CTR	Avg. CPC
230	\$160	\$2.3M	63	33K	802K	\$36K	4.1%	\$1.10

With our budget of **\$36,000** over 4 months for the "Love For You, Love For Jade Mountain" campaign we are expecting to generate **802,000** impressions and have a click-through rate (CTR) of **4.1%** resulting in 33,000 users clicking on our ads.

Our average cost-per-click (CPC) is **\$1.10** and over the 4 months it will add up to our budget of **\$36,000**.

With an estimated conversion rate of **.70%** we expect a conversion value of **\$2,300,000** based off an average stay of 5 nights totaling up to **\$10,000**.

The Return on Ad Spend (ROAS) is 63:1 meaning that for every one dollar spent, Jade Mountain gains **\$63** in revenue.

RECOMMENDATION

Google Search Ads will increase traffic and sales for the resort and makes it easier to manage a campaign budget and target the right audience. Therefore we recommend the immediate implementation of Google Search Ads to the Love for You, Love for Jade Mountain campaign for September 1.



Table of Contents - Meta Investment Strategy

32 Meta Introductions

35 Objectives

36 Audience

37 Placements

37 Ad Formats

38 Sample Ads

39 Budget

40 Facebook Pixels

41 Bid and Ad Optimization

42 Recommendations



META INTRODUCTION

For the campaign "Love For You, Love For Jade Mountain" Facebook and Instagram are the best platforms to drive engagement to our site and interactions between us and our audience. By using Facebook and Instagram we will be able to effectively reach our target audience and find new customers leading to more reservation bookings helping us to reach our campaign goals.



CAMPAIGN OVERVIEW

Awareness

Making consumers aware of our resort is the most important objective. Brand awareness will drive more interest to our ads and attention to our brand and what it offers and the ads can reach the maximum number of users.

Consideration

In this stage we will increase traffic to our site, have more brand engagement, and generate more leads in attempts to persuade the audience in choosing us.



CAMPAIGN OVERVIEW

Conversion

Conversions will encourage meaningful results meaning more people will visit our site, join our emailing lists and book their honeymoon with us.

Retargeting

Using Facebook and Instagram ads will raise awareness and remind our visitors to consider our resort when they leave without making a purchase.



OBJECTIVES

The main objective of this campaign is to increase resort booking by targeting young newly wed couples. Through the use of Instagram and Facebook campaigns we can increase awareness for the resort, resulting in more users visiting our website and encouraging them to book their honeymoon vacation with us.

AUDIENCE

Our **core audience** is the users that Facebook determines the ads would be most relevant to based off of age, interest, geography, behavior and more. This core audience will be made up of newly wedded 24-38, in upper middle class, and living in the United States.

The **lookalike audience** will help the ads reach new audience members who are more likely to be interested in our business because they share similar traits to our core audience.



AD PLACEMENTS AND FORMATS

Ad Placements

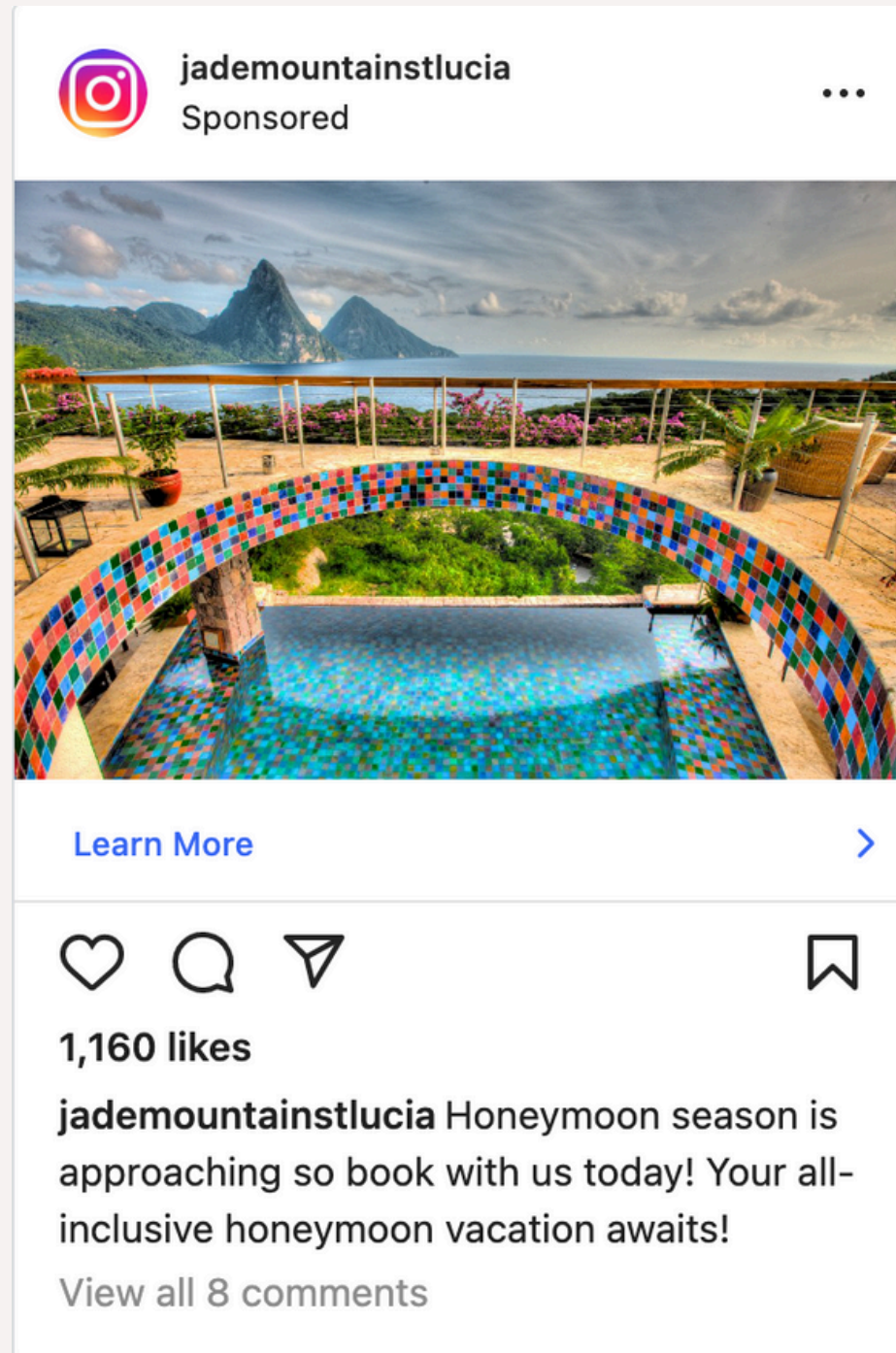
With Facebook we will use a look of sponsored posts so that they will show up on people's home pages. Instagram will be our main focus as it is the platform that our target age group uses. We will have influencers post on their pages about the resort and we will have them featured on ours as well.

Ad Formats

On both Facebook and Instagram we will have a variety of posts including images, videos, stories, carousel, and collection ad formats for this campaign making sure the ad format fits to the platform we are using while keeping things consistent among both platforms.

SAMPLE ADS

Instagram sponsored post



The image shows an Instagram sponsored post. At the top left is the Instagram logo and the username 'jademountainstlucia' with a 'Sponsored' label. The main image is a scenic view of a resort pool with a colorful mosaic tile border, overlooking a beach and the iconic Pitons of St. Lucia. Below the image is a 'Learn More' link with a right-pointing arrow. At the bottom are icons for likes, comments, shares, and a bookmark. The text below the icons reads '1,160 likes' and 'jademountainstlucia Honeymoon season is approaching so book with us today! Your all-inclusive honeymoon vacation awaits!' followed by 'View all 8 comments'.

jademountainstlucia
Sponsored

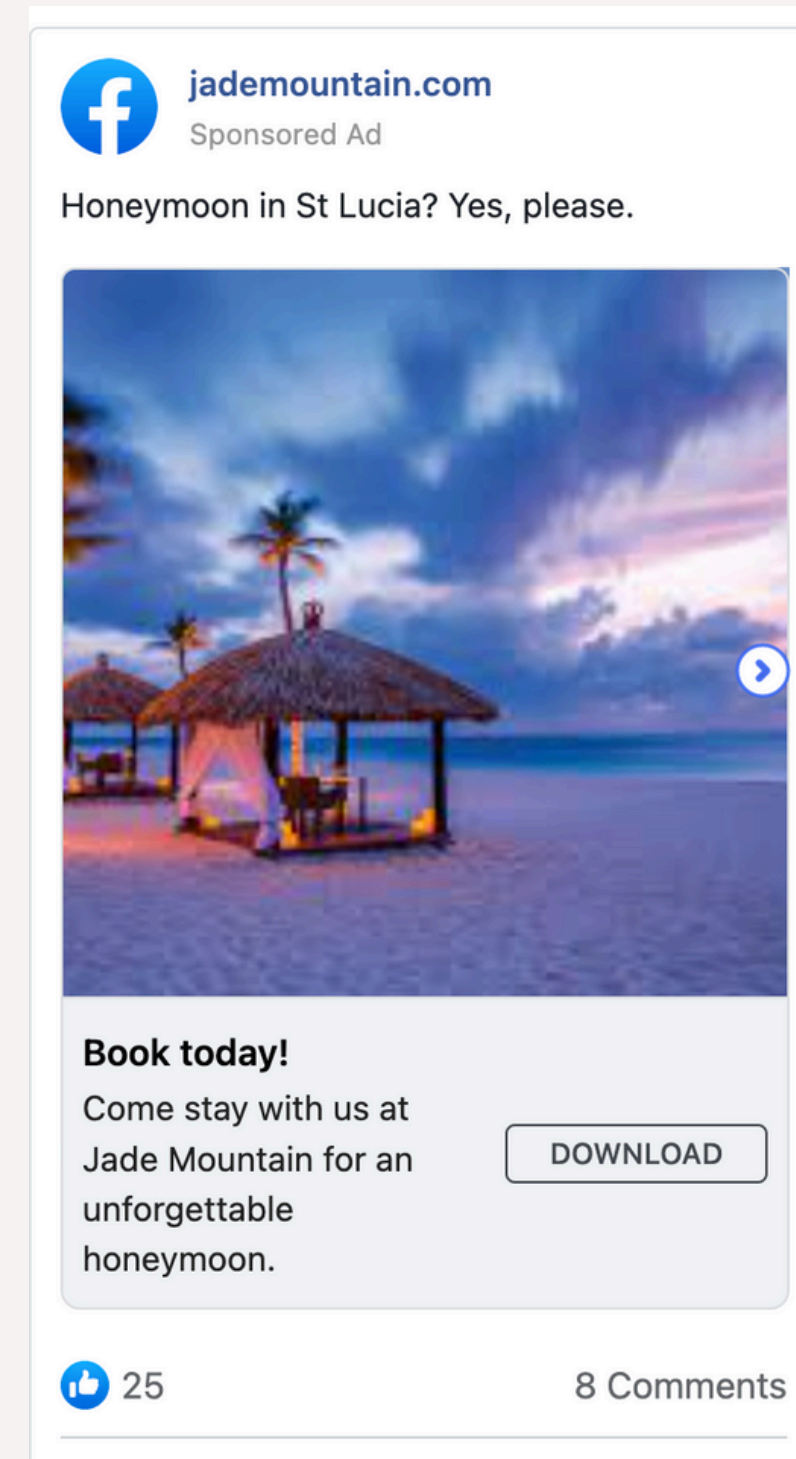
Learn More >

1,160 likes

jademountainstlucia Honeymoon season is approaching so book with us today! Your all-inclusive honeymoon vacation awaits!

View all 8 comments

Facebook carousel ad



The image shows a Facebook carousel ad. At the top left is the Facebook logo and the website 'jademountain.com' with a 'Sponsored Ad' label. The main text reads 'Honeymoon in St Lucia? Yes, please.' Below this is a carousel image showing a thatched-roof hut on a beach at sunset. A right-pointing arrow is visible on the right side of the image. Below the image is the text 'Book today!' followed by 'Come stay with us at Jade Mountain for an unforgettable honeymoon.' and a 'DOWNLOAD' button. At the bottom are '25' likes and '8 Comments'.

jademountain.com
Sponsored Ad

Honeymoon in St Lucia? Yes, please.

Book today!
Come stay with us at Jade Mountain for an unforgettable honeymoon.

DOWNLOAD

25 8 Comments

BUDGET AND BID STRATEGY

For this campaign we recommend using the cost cap bid strategy to maximize cost efficiency therefore getting the most volume within our means. The downside is that the costs may increase as the budget increases so it is something we must keep our eye on.

With a budget of **\$42,000** over a **4 month period**, an estimated CPM of **\$8.75**, a CTR of **1.5%**, a conversion rate of **.70%**, and a conversion value of **\$10,000** there will be **504** conversions with a ROAS of **120:1**. This means that for every \$1 spent we will make **\$120** from this campaign.

# of Impressions	$(42,000 / \$8.75) \times 1,000$	4,800,000 impressions
# of Site Visits	$4,800,000 \times 1.5\%$	72,000 site visitors
Conversions	$61,714 \times .70\%$	504 conversions
Expected ROAS	$(504 \times 10,000) / 36,000$	120:1 ROAS



FACEBOOK PIXELS

We recommend implementing Facebook Pixels for the "Love For You, Love For Jade Mountain" campaign because it will show how effective our ads are and what actions they took on our site when they did not book a stay with us. From the info Facebook collects it can make sure that the right ads are being shown to the right people to drive our sales.

CAMPAIGN BUDGET OPTIMIZATION

We recommend using the campaign budget optimization (CBO) to get the best results out of this campaign. CBO will spend more of the budget on posts that will perform well and less on those that will not get as much attention. It also simplifies the campaign setup and is one less budget to manage.

RECOMMENDATION

In conclusion we recommend the immediate implement of the Meta Investment Strategy for the "Love For You, Love For Jade Mountain" campaign. Through Facebook and Instagram ads we will be able to reach the right audience to achieve our goals.



Table of Contents - Salesforce Email Strategy

44 Customer Journey

45 Goals

46 What Makes a Good Email?

47 Emailing Features

48 Sample Email

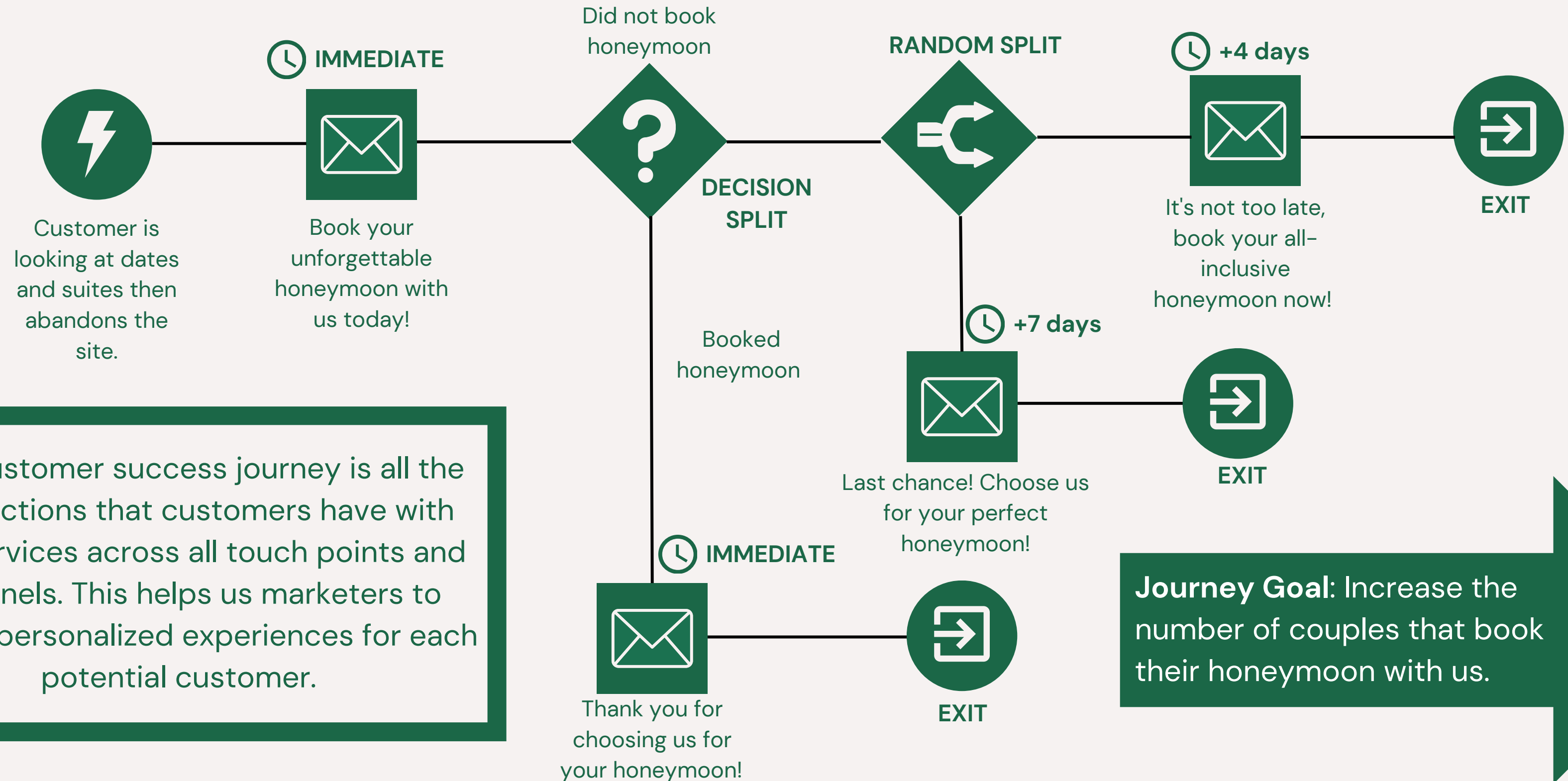
49 Salesforce Marketing Strategy

50 Digital Marketing Platforms

51 Campaign Summary



CUSTOMER SUCCESS JOURNEY



The customer success journey is all the interactions that customers have with our services across all touch points and channels. This helps us marketers to create personalized experiences for each potential customer.

Journey Goal: Increase the number of couples that book their honeymoon with us.

GOALS



Increase reservations overall for Jade Mountain



Increase email sign ups for our newsletter



Personalize the customer's journey to improve the overall experience with Jade Mountain

WHAT MAKES A GOOD EMAIL?

- Intriguing subject lines that relate to what's being promoted
- Keeping the subject lines short and sweet
- Preheaders that are limited to 100 characters and give a good email preview
- Providing an unsubscribe button
- Removing bad and inactive addresses to keep the bounce rate under 20%
- Compliance with the CAN-SPAM act
- Personalizing in the subject line and/or email body
- Making it clear who the email is from

EMAILING FEATURES

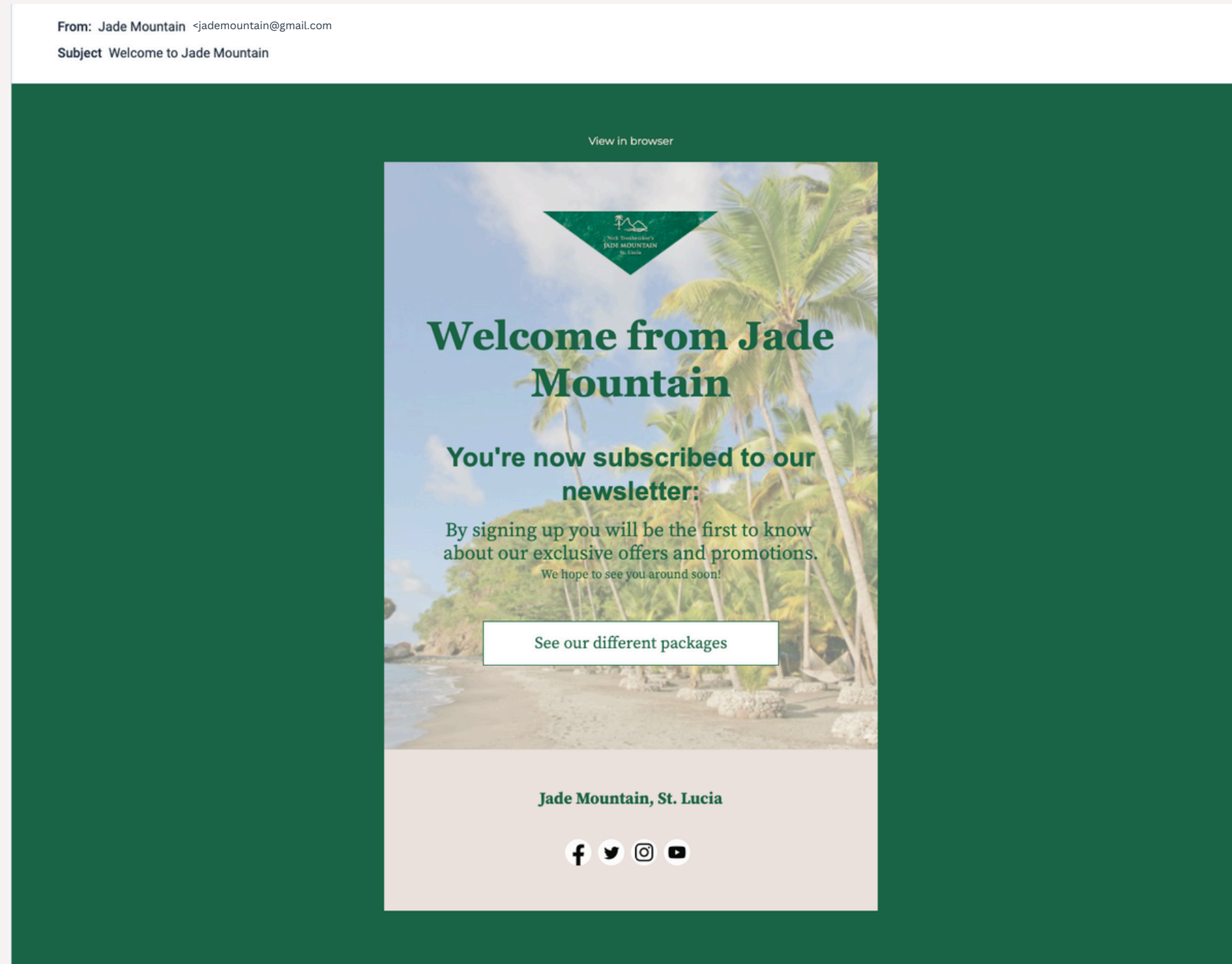
Dynamic Automations

Dynamic automations will help Jade Mountain to send personalized emails with the Salesforce Strategy. By using the Salesforce Strategy will be able to collect info on the users, their interests, as well as the website data including their purchase history and page views. This will enable Jade Mountain to send personalized emails to improve the customer's overall experience .

Automated Cadence and Trigger Features

Automated cadence will help differ the different automated emails being sent to each of the customers. Depending on where the customer stands on the timeline the type of email received will vary. There will be a welcome email immediately following the sign up to our newsletter, and following that there will be bi weekly email updates. For our customers that have abandoned their cart, they will immediately receive an email, and if there is no action we will send a reminder 3 days after, after that one weekly email. By sending messages for each step in their journey it keeps Jade Mountain in mind.

SAMPLE EMAIL



SALESFORCE MARKETING STRATEGY

Consulting Fees

Our Salesforce Consulting team charges a fee of **\$175/hr** to create data and mine through all the data for the duration of this campaign. There will be two consultants working a cumulative **20 hours** a week for **4 months**.

$\$175/\text{hr} \times 20\text{hr}/\text{wk} \times 12 \text{ weeks} =$
\$42,000 total

Key Performance Indicators (KPIs)

The KPIs we will use to measure the success of our emails are:

- click-through-rate
- bounce rate
- conversion rate
- social media growth
- unsubscribe rate

DITIGAL MARKETING PLATFORMS

For the Love for You, Love for Jade Mountain campaign we recommend combining Google Analytics, Google Ads, Meta, and Salesforce to create a more integrated customer experience. By using both digital marketing and email marketing we are able to create more engagement and personalized experiences resulting in more brand awareness and conversions.



CAMPAIGN SUMMARY

In conclusion we believe that Google Analytics, Google Search, Meta, and Salesforce have the necessary tools for Jade Mountain to reach our campaign goals. Google Analytics provides insight on those visiting our site during the campaign. Google Search targets the right audience allowing for increased traffic and sales. Meta ensures that the ads will reach the right people. Lastly, Salesforce creates a more personalized experience for our customers through their entire journey.

We recommend the immediate implementation of these digital marketing tools to increase awareness to our site, customer engagement and increase conversions.

