SEARCH MARKETING STRATEGY

From Discovery to Conversion: Amplifying Cragun's Resort on Gull Lake in the SERP



Goals

This year, we had an opportunity to step up the visibility of Cragun's Resort in the SERP just before the peak season arrived (Feb 9 -May 11). Our main aim was to inspire more people to take action and convert when we shifted the focus back to Conversions during the peak season (May 12 -Aug 11) . To ensure the success of this plan, we focused on implementing two strategies: Max Clicks and Target Impression Share.

These strategies were complemented by a well-considered campaign structure, accurate targeting involving customer match and Google Ads' provided audiences, along with impactful messaging featuring insightful campaign extensions. The blend of these tactics led to a substantial 21% surge in impression shares and an impressive 11% uptick in Search Top Impression Shares during this period of heightened visibility.

These outcomes firmly validate the effectiveness of our endeavors to enhance brand awareness. Additionally, the increased revenue generated during the peak season serves as further validation of the success of our approach.







Results

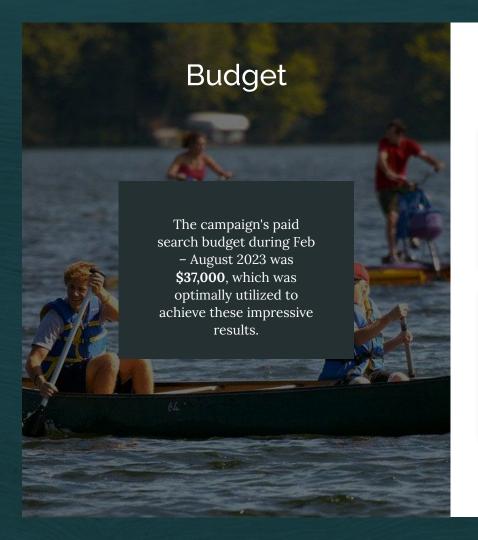
Examining the periods before, during and after awareness tactics were implemented:



Feb 9 - May 11 vs. Nov 9 - Feb 8,2023		May 12 - Aug 11 vs	May 12 - Aug 11 vs Feb 9 - May 11, 2023		Nov 9 – Feb 8 vs May 12 – August 11, 2023	
-7%	CLICKS	+122%	CLICKS	+110%	CLICKS	
+6%	IMPRESSIONS	+72%	IMPRESSIONS	+86%	IMPRESSIONS	
-13%	CTR	+29%	CTR	+13%	CTR	
+21%	IMPRESSIONS SHARES	+.73%	IMPRESSIONS SHARES	+22% IMP	RESSIONS SHARES	
+11%	SEARCH TOP IS	+3%	SEARCH TOP IS	+13%	SEARCH TOP IS	







Creative

Cragun's Resort On Gull Lake | Cragun's | Brainerd MN Hotels

Cragun's Resort is perfect for family vacations. Beyond fishing on Gull Lake and the beautiful Cragun's Legacy golf courses, learn about all the family fun ...

Lakeside Cabins

Beach Cabins - Hillside Cabins - Lakeview Cabins - ...

Brainerd Lodging

Lakeside Lodge Rooms - Lakeside Cabins - Cragun's Resort Map

Brainerd Golf Course

Golf Tee Times - Scorecards - Golf Packages - Golf Memberships

Golf Packages

Cragun's Resort on Gull Lake 11000 Craguns Drive Brainerd ...

More results from craguns com »

www.craguns.com/4-season-resort

4 Season Brainerd MN Resorts - Experience Lakeside Bliss

Cragun's Resort On Gull Lake Is The Perfect Place To Get Away & Unwind. Book Direct Here. Escape To Our Brainerd Resort & Make Memories That Last Forever, Book Online Today!

Deal: 25% off All Lakeside Cabins · Valid May 30 - Jun 14



Cragun's Resort

Cragun's Resort Official Site - Brainerd MN Resort

Get Away With From It All At Cragun's Resort On Gull Lake. Book Direct Here. Cragun's Resort Has Activities For The Whole Family In Every Season, Get Best Rates Here. Deal: Up to 10% off 3+ Nights

Sponsored



www.craguns.com/4-season-resort

Experience Lakeside Bliss - Brainerd MN Resorts

Voted A Top Ten Resort - Book Your Stay At Cragun's Resort & Cabins On Gull Lake Our Brainerd MN Resort Has Family Friendly Activities All Year. Learn More Here! Indoor & Outdoor Pools. Full Service Marina. 22,000 SqFt Sports Centre. Sandy Beach On Gull Lake. Year Round Activities. View Packages. 44 Meeting Rooms. 3 Legacy Golf Courses. Make A Booking. 5 Restaurants.

Legacy Golf · Brainder Golf Getaway



