

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

**-7%** CLICKS

**+6%** IMPRESSIONS

**-13%** CTR

**+21%** IMPRESSIONS SHARES

**+11%** SEARCH TOP IS

May 12 - Aug 11 vs Feb 9 - May 11, 2023

**+122%** CLICKS

**+72%** IMPRESSIONS

**+29%** CTR

**+.73%** IMPRESSIONS SHARES

**+3%** SEARCH TOP IS

Nov 9 - Feb 8 vs May 12 - August 11, 2023

**+110%** CLICKS

**+86%** IMPRESSIONS

**+13%** CTR

**+22%** IMPRESSIONS SHARES

**+13%** SEARCH TOP IS

# Return of Investment

After successfully transitioning our strategy from awareness to a conversion-focused approach, our revenue increased by **\$89,750.87**. This transition propelled our post-shift budget to \$242,096.90, a significant leap from the pre-shift total of \$152,346.03.

This shift resulted into a Return on Advertising Spend (ROAS) ratio of **18:1**. Furthermore, we observed an **8%** upswing in conversions and a remarkable **59%** expansion in revenue since implementing the conversion-focused strategy in May.

# Budget

The campaign's paid search budget during Feb – August 2023 was **\$37,000**, which was optimally utilized to achieve these impressive results.

# Creative

 Cragun's Resort  
<https://www.craguns.com/>

**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 >](#)

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 [www.craguns.com/4-season-resort](http://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**

**Sponsored**

 Cragun's Resort  
[www.craguns.com/](http://www.craguns.com/)

**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](http://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.

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**CRAGUN'S**  
RESORT ON GULL LAKE