

FACEBOOK LEAD GENERATION

Boston Harbor Hotel
Increases Event Audience
Size by 167% Through
Facebook Lead
Generation

A photograph of the Boston Harbor Hotel at Rowes Wharf, viewed from a boat on the water. The hotel's name is overlaid in large white serif font. The background shows the city skyline and the harbor water.

BOSTON
HARBOR

HOTEL
at Rowes Wharf

Goals

Every year, from January - to March, our client, the Boston Harbor Hotel, plays host to the iconic Boston Wine & Food Festival (BWFF). The event lasts 12 weeks and celebrates new food and wine, wine dinners, luncheons, seminars, and pop-up tastings.

As host to the event, Boston Harbor Hotel plays a significant role in building awareness prior to and during the festival period while providing updates and education around the events. This is achieved through Facebook advertising and regular email correspondence to a curated list of users.

With a small email list to send correspondence to, GCommerce was charged with helping to build up that list of users while also making it available for retargeting purposes on Facebook. To generate more email “leads,” we started a lead generation campaign on Facebook aimed at getting as many sign-ups as possible by asking users to sign up and join the email list for exclusive content updates and featured photos from past BWFF events and tastings.

Each week, the list of new users was downloaded from Facebook and added to the email segment for the weekly BWFF updates, as well as to the Facebook audiences receiving BWFF ads. While we didn’t have a solid goal of receiving X number of sign-ups, we wanted to grow the email list and build up our first-party data more on Facebook.



Strategy Overview

In order to accomplish our goal of generating email leads around the Boston Wine & Food Festival, we set up a new campaign within our Meta account with the objective of Lead Generation.

Within the targeting, we focused on sending traffic to several lookalike lists based on our top-performing audiences, such as 30-Day Website Visitors, Boston Harbor Past Guests and Converters, followers of our social accounts, and people who opened and submitted the lead generation forms.

We then layered on some geo-location targeting to top drive-market DMAs (New York, Boston, Washington DC, Providence, Hartford, and New Haven) that had been top feeder markets in the past based on analytics and information from the client. Along with geo-targeting, we also included some interests around wine, luxury goods, frequent travelers, Boston, local foodies, etc., to qualify our audience even more.

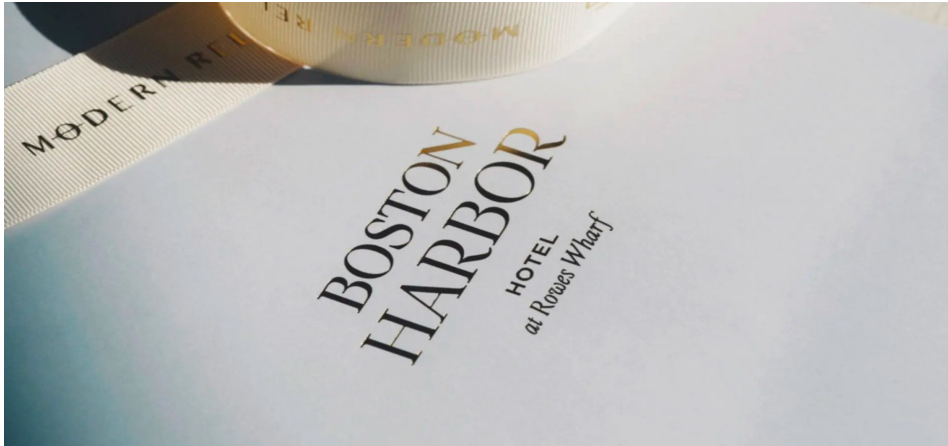
From there, our ads included messaging about staying updated with the festival by joining our email list to learn more about future events and potential promotions. The ads featured imagery from real events to provide a general look and feel of the festival and led users to fill out a short form with their email address directly without having to leave the platform, thus making data collection easy.



Results

From January 3, 2023, to March 28, 2023 (the campaign period), we received 1,230 “leads,” or email sign-ups, more than doubling last year’s email segment. This is the most leads we’ve received from any lead generation campaign for any client at our agency to date, with most campaigns receiving leads in the range of 200-500.

We were able to measure success by comparing it to the lead generation campaign for BWFF in 2022, which only received 461 email sign-ups. This means we increased email sign-ups by 167% year over year and more than doubled our email segment for BWFF.



Return on Investment

While this campaign was not meant to be a revenue-generating campaign, we did receive 4 bookings with a revenue of **\$2,130** and ROAS of **\$2.15**.

Translating our 1,230 into a comparison from 2022, we increased our email sign-ups by **167%** year over year.



Budget

\$0–25,000

BUDGET RANGE (SMALL)

\$990.40

TOTAL BUDGET SPENT

Creative



Boston Harbor Hotel
Sponsored


The Boston Wine & Food Festival™ is here at Boston Harbor Hotel. Sign up for updates on the events running through March 30th.

FORM ON FACEBOOK

Receive Updates for Boston Wine & Food Festival™ [Sign up](#)

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