

CRAGUN'S RESORT ON GULL LAKE

Paid Search Marketing Exceeds Expectations in the Summer of 2022

SEARCH MARKETING



ADRIAN AWARD SUBMISSION 2022

gcommerce

Goals

Cragun's Resort on Gull Lake is a four season, multi-activity property located in Brainerd, Minnesota. Known as an ideal family getaway, Cragun's has been a Minnesota vacation tradition for over 75 years.

Like most hotels across the country pandemic restrictions, and the inability to fully staff the property, hindered the past couple years' marketing efforts.

But as these challenges faded into the background — along with the incredible increase in travel demand and the property's ability to realize pricing parity with its competition — Summer 2022 looked to have the potential to be Cragun's official "Comeback Season" if handled correctly from a marketing perspective.

To make that promise of a "breakout season" a reality, our goals were straightforward:

1. Need to be more efficient with our targeting and budget
2. Meaningfully increase clicks, transactions, and conversions
3. Maintain an 8:1 return on our advertising spend.



Results

Unencumbered by the challenges and frustrations of the past couple years — and by employing an extremely focused approach to our Search Engine Marketing — the results of Cragun's Summer 2022 campaign were more than impressive. Not only did we achieve a substantial increase in brand awareness and engagement for the resort, but the campaign also blew away both the ROAS and revenue goals established for the season, besting even those lofty numbers established during the summer campaign of 2019, surely the high-water mark for property performance.

Search engine marketing posted these impressive gains by deliberately testing and tailoring bidding on the following:

- Audiences - In-market segments, Affinity audiences, and Similar to, as well as utilizing first-party data in Customer Match lists for the Resort & Golf Courses
- Locations - bidding on the drive market but also reaching out to further areas such as Phoenix, AZ & Boise, ID, which held conversion rates as high as 12%.
- Extensions - We guided consumers to the summer specials, cabin deals, and summer rec-pass using sitelinks, callouts, promotions, and Image extensions.
- Responsive Search Ads - Used not only keywords in the headlines but calling out activities for the whole family, calling out its year-round, full-service status and an ideal getaway from the city with Gull Lake access. At the same time, using appropriate calls to action such as book now, reserve online & book for the best available rates.

Success Metrics

VERSUS 2019 SUMMER METRICS

15% INCREASE IN CLICKS

45% INCREASE IN CLICK THROUGH RATE

18% INCREASE IN CLICKS

233% INCREASE IN RETURN ON AD SPEND

138% INCREASE IN WEBSITE TRANSACTIONS

214% INCREASE IN CLICKS

*WITH THE DECREASE IN CPC, WE COULD EXTEND OUR BUDGET AND FOCUS ON OUR TOP CONVERTING KEYWORDS WITHIN OUR SINGLE KEYWORD AD GROUPS.

Creative

Ad · www.craguns.com/gull-lake/mn-resort

Brainerd MN Resort | Cragun's Resort On Gull Lake | 1 Mile Long Sandy Beach

Cragun's Resort Has Summer Fun For Everyone. Learn More & Get The Best Rates Here! See Why Cragun's Was Voted A Top Ten Resort. Book Your Stay At Our Gull Lake Resort!! 44 Meeting Rooms. Full Service Marina. Year...

Ad · www.craguns.com

Cragun's Brainerd Resort | Gull Lake Resort - Now Open | Private Cabins...


Cragun's Is Open Again And We've Missed You! Visit Cragun's This Summer, Give Us A Call. Daydreaming About Some Time At The Lake This Summer? Cragun's Is Open! Plan Your Stay Here.

Summer Sale · 25% off Lakeside Cabins
Ends Aug 31

Ad · www.craguns.com

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Cragun's Is Open Again And We've Missed You! Visit Cragun's This Summer, Give Us A Call. Daydreaming About Some Time A...



Ad · www.craguns.com/

Gull Lake Brainerd MN Resort | Official Site | Cragun's Resort On Gull Lake

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 Bes...



Ad · www.craguns.com/

Brainerd MN Resort | A Full Service 4 Season Resort | Official Site

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. 44 Meeting Rooms. Full Service Marina. Year Round Activities. Indoor & Outdoor Pools.

Contact Us Get In Touch With Us Here We'd Love To Hear From You	Stay Longer & Save Receive 10% Off Best Available Rate On 3 Nights Or More. View Details!
Meeting & Event Space Brainerd Meeting & Event Venues Over 47,000 Sq Ft Of Venue Space	Irma's Kitchen Gull Lake's Freshest Restaurant Good Food, Good Views, Good Times

Budget

JUNE 1, 2022 - AUGUST 31, 2022

Under \$20k

TOTAL SPEND

Under \$250k

REVENUE

\$14:1

RETURN ON AD SPEND



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