TRACK DIGITAL MARKETING SERVICES CASE STUDIES

TRACK DMS

How 7 VR Companies Optimize Demand, Increase Direct Bookings, and Maximize Digital Marketing ROI

TRACK DMS

Competition Is Fierce

Perfect properties, high-quality pictures, and awesome operations aren't enough to bring new guests to your owners' doors. VR owners are looking for any edge they can get to drive up occupancy, rates, and revenue. And they will shop-and-swap property management teams until they find it.

Meanwhile, both technology and the guest journey are transforming around us. Most property managers don't have the time, headcount, or expertise to keep up with the changes, let alone dig into their data to optimize every channel.

AI, algorithms, OTAs, social media, maps, and even review sites are transforming how people search — and the results those searches deliver. You've got to keep up to maintain your competitive advantage.

Digital Marketing Is Your Edge

Optimized, data-driven advertising, email, web, and holistic marketing programs are the key to raising your VR brand's digital profile, increasing direct bookings, and growing a high-performing property portfolio.

VR owners are looking for any edge they can get to drive up occupancy, direct bookings, rates, and revenue.

Owners will shop-and-swap PMs until they find the technology and team they think are better than yours.

7 Coast-to-coast Case Studies in Generating More Demand and Higher Revenue with TrackDMS

1. How Wilgus Associates Increased **VR Revenue 91.39%**	Delaware
2. How Palmetto Dunes Oceanfront Resort Used PPC to Add **+$2M in New Revenue** in 9 Months	South Carolina
3. How Parrish Maui Launched SEO to the Tune of **$700K in New Revenue**	Hawaii
4. How Surfside on the Lake Generated **$375K off 1 Promo Code**	New York
5. How Bluefish Vacation Rentals Turned on Email Marketing for **+$100K More ARR**	Michigan
6. How Shelter Cove Used Social Media to Close **Last-minute Bookings**	South Carolina
7. How Beach Properties of Hilton Head Recovered **$1.5M from Cart Abandonment**	South Carolina

Jack Tuthill
Associate Director of
Digital Marketing Services

"Many of our clients already have digital marketing programs, but what we often find is that their approach isn't comprehensive. They're not fully optimizing individual channels, leading to wasted spend and missed opportunities for direct bookings. That's where we come in. We help our clients eliminate inefficiencies, increase direct bookings, grow organic traffic, and reach new audiences. By maximizing every touchpoint, we boost brand awareness and help recover lost bookings, driving both immediate revenue and long-term success."

Audit Your Marketing Program to Uncover Gaps and Opportunities

Request a no-obligation, no-fee audit of your digital marketing program with TrackDMS digital marketing experts.

- How do you make sure guests can find you?
- How do you ensure browsing turns into booking?
- How do you win more direct bookings?
- How do you keep your units full, even in low and shoulder seasons?
- Is your PPC optimized?
- Is your GA4 set up properly? (Did your team set it up at all?)
- Are your email campaigns converting? Do you know?
- Are promo conversions actually working?
- How do you recover bookings left in abandoned carts?
- How are you driving last-minute, last-mile bookings?
- How can you make the most of your limited resources?

Contact Us 1-844-757-0800 tnsinc.com

TrackDMS Results

- **43.89%** increase in eCommerce conversion rates
- **36.35%** increase in traffic
- **91.39%** increase in revenue

What We Delivered

- Website Build & Support
- Website Platform Management
- Booking Engine Installation
- Conversion Optimization Pop-Ups
- Facebook & Instagram Advertising
- Google Ads Advertising
- Search Engine Optimization

How Wilgus Associates Increased VR Revenue 91.39%

Background

Wilgus Associates manages 200+ VR properties in Delaware's beach towns. Despite 75 years of experience in VRs, real estate, and insurance holdings, Wilgus Associates struggled to attract and close new property owners. Portfolio growth stalled. Meanwhile, as the company's core demographic shifted, they struggled to attract younger travelers and win direct bookings. Wilgus was being outpaced by larger competitors.

Challenge | It's running, but none of it's optimized

Wilgus Associates had several opportunities to optimize their digital marketing strategy and execution across channels.

Low Direct Bookings

Wilgus Associates relied on OTAs like VRBO to deliver bookings. They were leaving (lots of) money on the table.

SEO Deficiencies

Wilgust ranked well for branded keywords, but they were missing out on high-intent general lodging searches.

Inadequate PPC Campaigns

The Wilgus team was missing intent-driven travelers searching for vacation rentals in their area.

Data Gaps

Google Analytics 4 (GA4) was never implemented. Wilgus was missing key data for tracking, insights, and strategic planning.

Limited Conversion Tools

They lacked tools like email capture to re-engage potential guests who hadn't booked yet.

Stalled Portfolio Growth

Wilgus struggled to attract and close new property owners, diminishing their growth and reputation.

Solution | All systems go

The TrackDMS team developed and implemented a comprehensive digital marketing solution.

Brand Campaigns Drive Traffic out of OTAs and into Direct Bookings

Extended and enhanced Wilgus Associates' digital presence across email campaigns, blogs, and social media

Reduced reliance on OTAs and drove 43.89% more direct bookings

SEO Strategies Implemented in Content Marketing to Improve SERP

Captured a robust keyword strategy and honed it into a blog and web content

Moved the brand and listings up-page to capture more clicks on high-intent terms, including general lodging, local events, and special promotions

Pay-per-click (PPC) Campaigns to Boost Brand and Unit Discoverability

Launched and managed PPC campaigns targeting high-intent search terms for general lodging in the region

Increased visibility and conversions from relevant search results where Wilgus Associates previously didn't show up or rank

Data Management Best Practices to Capture Insights and Revenue

Completely set up GA4 and Tag Manager to ensure marketing efforts are properly tracked

Conversion Tools and Optimization Overhaul Tools

Implemented new conversion optimization tools, including email and lead capture data

Targeted Campaigns with Owner-acquisition Focus

Crafted a strategic marketing program designed to attract new property owners

Built direct ties to attribution models for win celebration and strategic growth

Engaged first-time and returning guests, driving return visits and traffic conversions on the company website

Showcased the value of working with Wilgus Associates in their VR and real estate portfolio

realtor.com®

Kylie Givens
REALTOR®

"You do a great job managing our digital marketing and website. You're always available, respond promptly, find solutions, and see projects through to completion. Your reports are thorough and ideas are helpful. We have a great working relationship and appreciate your effort."

Results | Mission accomplished

In just one year, Wilgus Associates increased **eCommerce conversion rates by 43.89%**, increased **web traffic by 36.35%**, and increased **revenue by 91.39%**

- **More direct bookings** Paid search campaigns increased traffic and direct bookings, reducing dependency on OTAs.
- **Enhanced SEO performance** Blog content strategy raised organic keyword rankings for general lodging terms, increasing traffic from search engines
- **Boosted conversion rates and revenue** Email and remarketing efforts increased returning visitors, converted more leads to guests, and nearly doubled revenue.
- **Captured actionable data insights** With GA 4 and Tag Manager in place, marketing program performance was directly tied to revenue so leaders could optimize budgets.
- **Expanded owner portfolio** Targeted owner acquisition campaigns, won new property owners and helped Wilgus Associates keep their edge
- **Invigorated brand identity** Strategic marketing programs rebuilt and extended brand awareness, further differentiating Wilgus Associates from larger competitors.

PALMETTO DUNES™
OCEANFRONT RESORT

How Palmetto Dunes Oceanfront Resort Used PPC to Add $2M+ in New Revenue in 9 Months

TrackDMS Results

- **$2M** in PPC revenue over 9 months
- **Highest annual PPC** campaign revenue in 10 years
- **Second highest** annual PPC campaign ROI

What We Delivered

- Dedicated PPC Specialist
- Google Ads Account Framework Review
- Budget Assessment
- Auction Insights
- Keyword Selection
- Location Targeting
- Negative Keywords
- Search Engine Optimization

Background

Palmetto Dunes Oceanfront Resort competes against 30 local VR groups on Hilton Head Island. Even with three miles of ocean beachfront, a full-service marina, world-class golf, and other top amenities, Palmetto Dunes wasn't differentiating well enough to boost the online visibility they needed to increase bookings.

Challenge | What's the best bet with the best ROI?

Palmetto Dunes recognized they needed to improve their paid search and advertising strategy. They'd been deferring to Google's automated recommendations, and their efforts simply weren't adding up to clicks, bookings, and a higher customer lifetime value (LTV).

Meanwhile, with so many amenities and attractions (beachfront villas and VRs, golf, tennis, pickleball, weddings, reunions, corporate events, fine and casual dining, and more), they needed to focus their strategy to manage costs and deliver high ROI.

Solution | Soup to nuts PPC expertise

After our thoughtful analysis, the TrackDMS team delivered and executed a new, comprehensive pay-per-click strategy to maximize campaign ROI:

- Optimized Google Ads to help the resort outperform its competition by creating a new keyword structure, crafting tailored ad copy, and applying precise geotargeting to reach Palmetto Dunes's ideal audience
- Got down in the weeds, pinning key headlines, making positive and negative bid adjustments, and refining site links
- Rejected Google's often misunderstood automated recommendations to ensure more effective ad placements
- Tested new imagery with our well-considered bid strategies, ensuring ads were prominently displayed to the right audience at the right time

Results | Revenue + ROI

In nine months, the Palmetto Dunes PPC campaigns generated over **$2 million in revenue**.

We kept costs flat, and achieved the resort's second-highest ROI, ever, from PPC. Our work also helped them achieve their **highest annual earnings from the PPC marketing channel** since they began tracking results in 2014.

TrackDMS Results

- **700K+** in new revenue in Year 1
- **+3500** ranked keywords in 2 years
- **+500K** new organic clicks

What We Delivered

Search Engine Optimization (SEO)

- Blog Plan
- Blog Posts (4 per month)
- Comprehensive Website SEO Audit
- Keyword Research
- Organic Traffic Analysis
- Keyword Ranking Overview & Distribution
- Web Measurement Scores
- Search Engine Optimization

ParrishMaui

How Parrish Maui Launched SEO to the Tune of $700K in New Revenue

Background

Since 1984, Kapalua Resort Vacation Villas by Parrish Maui has attracted international guests to its 22,000-acre resort in West Maui. They operate in one of the largest nature preserves in Hawaii — and one of the most competitive VR markets in the world. But Parrish Maui had no SEO strategy, and their business was suffering.

Challenge | Starting from zero

Parrish Maui had no keyword rankings and an invisible digital presence. They needed to build SERPs (search engine results pages) from scratch and stay ahead of the ever-changing search algorithm. Otherwise, customers would never find them and visit their websites, let alone convert from lookers into bookers.

Solution | Give Google lots to love

The TrackDMS team implemented SEO best practices, VR industry best practices, and our unique insights into driving traffic and website performance.

- From carefully crafting slugs and title tags to meticulously managing meta descriptions, we tuned up the behind-the-scenes content that search engines love.
- Then, we upgraded web and blog content with SEO-smart headings, keyword-rich copy, and optimized in- and outbound links to improve search relevance and prominence.
- We also scrubbed web content to improve load times and deliver a better experience for online visitors.

Results | Aloha, growth!

The TrackDMS team's SEO strategy drove impressive growth, moving the needle from **0 to 3,500 indexed keywords** in two years. This surge in keyword visibility led to nearly **500,000 organic clicks**, suddenly and valuably making SEO the primary source of site traffic. Our SEO program for Parrish Maui generated **$700,000 in revenue** in just one year.

TrackDMS Results

$375K incremental bookings earned by optimizing a new promo

What We Delivered

Conversion Optimization

- Conversion Box Design
- Mobile Opt-In
- A/B Testing
- Targeted Conversion Campaign
- Automated Email Sequence
- Exit Intent
- Automatic Email List Sync

How Surfside on the Lake Generated $375K off 1 Promo Code

Background

Surfside on the Lake is nestled in the Adirondack Mountains in upstate New York. This independent, family-owned and operated resort offers 154 rooms with 41 suites. But, their lookers weren't turning into bookers. Surfside needed a compelling, urgent offer to capture attention and quickly convert it into guest reservations.

Challenge | Give me one reason to stay here

In a market where many regional guests daydream about a weekend away or a relaxing vacation close to home, Surfside needed to create a reason for guests to turn their dreaming into doing — now.

Solution | Turn intention into action

We created scarcity and desire with a special high-season, "Summer Fun" promotion that incentivized lead capture and immediate booking. Then, we delivered a targeted email campaign to keep Surfside top of mind, clinch more conversions, and capitalize on seasonal demand.

Results | Summer fun for everyone

During the peak summer months, Surfside on the Lake generated an **additional $375,000 in bookings** with the "Summer Fun" campaign. Not only did Surfside boost seasonal revenue, they also significantly e**xpanded their customer database to 16K+**. With a larger, more engaged list of guests and leads, the campaign led to **sustained growth** in both customer engagement and overall revenue.

BLUEFISH

VACATION RENTALS

& Property Management

How Bluefish Vacation Rentals Turned on Email Marketing for +$100K More ARR

TrackDMS Results

In Year One, email marketing drove **93% more website traffic for $115K more in revenue**

What We Delivered

Email Marketing Management

- Unique Template Design
- Email Design & Deployment

Background

Bluefish Vacation Rentals operates in an emerging STR market near Chicago, offering well-appointed homes to guests vacationing in some of the most popular destinations along Lake Michigan. Because their potential for earning customer loyalty is virtually limitless, Bluefish wanted to supercharge direct bookings and forge lasting loyalty by captivating guests with practical, yet aspirational email marketing.

What We Delivered Cont.

- Strategy & Consultation
- Content Calendar
- Shared IP Address
- Database Import
- Ecommerce Reporting

Challenge | Turning strategy into results

While Bluefish understood the connection between brand perception, customer preference, and recurring revenue, they needed help refining strategy and executing the complexities of email marketing. It takes dedicated expertise to optimize upstream and downstream from bookings.

Solution | Cross-channel irresistibility

TrackDMS developed first-class PPC, SEO, and dynamic social media campaigns to capture meticulously targeted, high-value, and high-intent traffic. Our digital marketing program crucially captured email addresses and launched a precisely timed series of captivating emails.

Email featured a dynamic mix of standout properties, exclusive promotions, value-driven content, and clear calls to action — all designed to attract new customers and drive repeat business.

Results | Sustainable growth and success

In Year One of email marketing, campaigns drove an impressive 93% growth in website traffic and converted a remarkable $115,000+ in revenue. In Year Two, Bluefish's email-generated revenue is tracking to bring in $84,000+. Meanwhile, we've raised their guest return rate up to a competitive industry standard at 21%.

SHELTER COVE MARINA
BOAT RENTALS

TrackDMS Results

+$15K in new last-click revenue in >3 months

What We Delivered

Display & Remarketing

- Segmented Campaigns
- Facebook & Instagram Media Advertisements
- A/B Testing
- Event Tracking
- Ad Compliance
- Custom Audiences

How Shelter Cove Used Social Media to Close Last-minute Bookings

Background

Shelter Cove manages 274 lodging accommodations in a mixed-use community featuring VRs, residential units, shopping, a marina, nightlife, and more — all in the heart of Hilton Head Island. The team needed a splashy new marketing strategy to launch their new boat rental service and add a new revenue stream.

Challenge | Starting from zero

Before the high season, Shelter Cove wanted to launch a new campaign to close boat rental reservations from day visitors and VR guests. They needed a strong go-to-market strategy to attract attention, build excitement, and book reservations in a new revenue stream.

Solution | Social media at the helm

Social media is a natural storytelling medium, and it's an effective channel for boosting brand awareness and driving desire. It's also a cost-effective advertising channel.

We developed a tightly targeted ad campaign for Shelter Cove customers and local visitors interested in boat tours, yachting, powerboating, and related boating activities.

We launched the campaign on Facebook and Instagram using high-quality, custom photos and graphics, plus dynamic video assets — all displayed with compelling ad copy and calls to action that drove clicks conversions.

Results | Success with flying colors

Shelter Cove's social media campaign maximized visibility and conversions during the peak summer season.

In less than three months, TrackDMS beat launch goals with 37 bookings and earned **+$15,000 (14:1 ROI) in new last-click revenue from social media** campaigns alone.

TrackDMS Results

292 abandoned carts reclaimed

17.2% conversion rate

$1.5M in recovered revenue

What We Delivered

Cart Abandonment

- Unlimited Email Sends
- Booking Engine Integration
- Recovery Email Creation
- A/B Testing
- Custom Subdomain
- Weekly Tracking Alerts
- Monthly Reporting & Analytics

How Beach Properties of Hilton Head Recovered $1.5M from Cart Abandonment

Background

Beach Properties of Hilton Head operates across seven luxury resort communities in one of the most fiercely competitive VR markets in the US. In other words, they aren't the only pebble at the beach.

Challenge | The shifting sands of competition

Beach Properties had plenty of traffic, but they weren't seeing the conversions they needed to keep their edge over the competition — especially when guests paused their journey to do more research and compare rates. Beach Properties also lacked a cart abandonment strategy and knew they were leaving big money on the table.

Solution | Keep the door to opportunity open

TrackDMS revitalized Beach Properties' customer engagement and conversion strategy, in part, with an effective cart recovery campaign. We showed customers that their business matters and Beach Properties has the value they want.

Our team designed a sequence and precisely timed cadence of compelling, action-driven emails, then wrote high-converting copy that closed abandoned reservations.

Results | Customers want you to want them

In one year, Beach Properties **reclaimed 292 abandoned checkouts**, achieving a stellar **17.2% conversion** rate. Our strategic campaign set a new benchmark for success and **recovered $1.5M** in what was once abandoned bookings.

Put Your VR Operation Front And Center To Drive Higher Occupancy And Capture More Revenue

TRACK DMS

TrackDMS is a team of digital marketing experts you can tap as a strategic marketing partner and an extension of your team.

Not sure where to start with digital marketing?

Ask us for a free consultation to find out where to begin for the biggest impact.

Want to tune up a program that's already running?

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