

How a Coastal Tourism Company Generated Their Highest Month in Sales Immediately Following the Covid-19 Shut Down Using an Effective Paid Media Strategy

THE COMPANY

Fun Boat Tours is a Sarasota, FL based tourism company located on glorious Siesta Key within the Siesta Key Marina. Fun Boat Tours offers exhilarating experiences to all seeking adventure. Adventures available include morning & sunset private dolphin tours, parasailing along with custom group outings. FBT also offers a variety of fishing charters including deep sea, inshore, custom fishing trips and diving.

THE CHALLENGE

A previous agency was poorly managing paid media programs. The combination of not having campaign tracking or a real strategy in place led to advertising dollars going to waste each month. This resulted in FBT having no concept of what was working and how to increase sales. 81 & Sunny's newly put into place strategy was intensely tested when the tourism industry was hit hard during the Covid-19 pandemic. March - June is typically peak season for FBT. However, due to Covid-19, the company had to shut down from late March - mid-May. After re-opening, it was a question of where, when and how FBT would re-enter the market safely and drive sales.



THE APPROACH



- Redefined realistic CPL's, Average Purchase Orders, Conversion Rates and more in order to back into concrete KPIs
- Restructured campaign across all channels with a cohesive strategy designed to maximize investment
- Re-engineered all tracking to not only ensure proper data collection could be applied to campaign optimizations but also increase performance of entire campaign
- Redesigned Google & Facebook ads with proper sequence to clearly communicate re-opening with safe practices

81 & Sunny has guided us every step of the way to ensure that the strategy and structure of our digital advertising programs are set up for success. Most importantly & recently, they proved crucial in generating immediate sales when reopening after the Covid-19 pandemic this past spring after being shut down during our usual peak spring months. After operations began again in mid-May, June 2020 generated our highest month of sales we have ever seen! As we look to the future, we look forward to adding even more offerings for our customers and growing our fleet of boats with the help of 81 & Sunny!

Captain Josh – Owner of Fun Boat Tours

Revenue by Month

Oct-19 Nov-19 Dec-19 Jan-20 Feb-20 Mar-20 Apr-20 May-20 Jun-20

THE RESULTS



65%
OF SALES
DRIVEN BY
DIGITAL MEDIA



330%
ROAS IN
JUNE 2020



+45%
INCREASE IN
JUNE REVENUE
YoY



**EXPANDED
FLEET AND NEW
OFFERINGS DUE
TO INCREASED
ROI**



Eric Wilder
President | 81 & Sunny
(941) 698-6548
info@eightyonesunny.com

