



**13,833**  
Website Visitors

**319,794**  
Total Impressions

# Heythrop Park

## ABOUT

Heythrop Park is a large 18<sup>th</sup> century 4\* hotel and resort based in the Costwolds. They offer dining and spa facilities, as well as an 18-hole golf course set in the idyllic grounds of the hotel.

## CHALLENGES

The resort wanted to drive more bookings and enquiries on their website, rather than through booking agents and booking sites.

## SOLUTIONS

The LOCALiQ team built social and search campaigns, targeting a 60 mile radius of Heythrop Park. The team incorporated this with social retargeting to bring online audiences back to their website.

## RESULTS

The search campaign brought a cost per lead of £2.30, and with an average order value of £250, this brought Heythrop a huge ROI. Across the search and social campaign, a total of 818 leads were generated.

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*We have been using LOCALiQ for the past few months and have been thrilled with the increase in phone traffic and lead generation since commencing our campaign. Their commitment, attention to detail and proactive nature has been excellent. I believe they understand the key areas of our business well to ensure we are targeting our campaign effectively. Would highly recommend.*

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