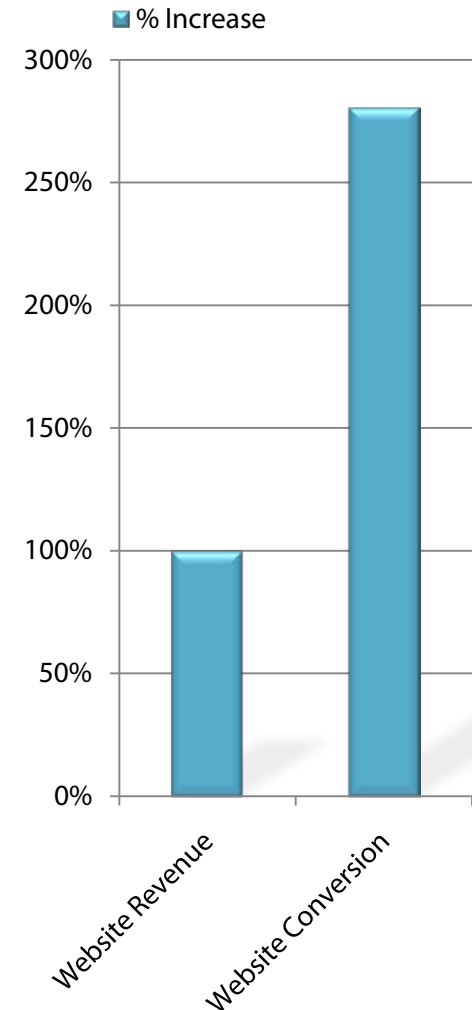
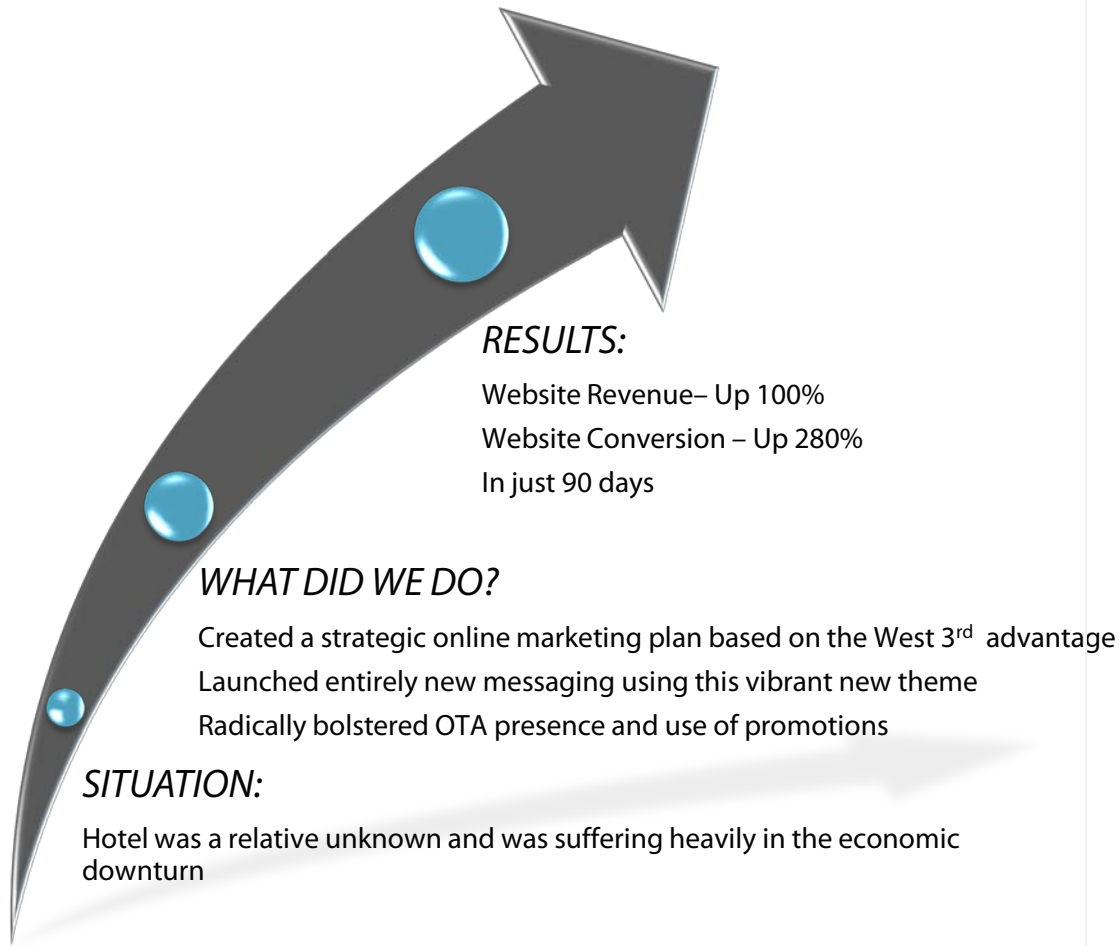


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Why Was GCommerce hired?

The Orlando Hotel was a little known boutique hotel located in Los Angeles. Although the hotel's location in the chic West 3rd Street district was a tremendous asset, it was not being properly promoted. The hotel was also suffering with the weight of the economic downturn, and did not have a strong or effective online presence. The property hired Tohnia Miller as its new Managing Director. Tohnia quickly made an assessment of the current situation and engaged GCommerce to help her turn things around.

What Did We Do?

GCommerce worked with Tohnia from a consulting point of view initially, focusing on the hotel's current brand promise and what it could become. The hotel has a great location, in fact the ONLY hotel located on West 3rd Street. This fact became the centerpiece of an entirely new strategy built around the community. Here was an opportunity to really connect with other merchants in the area as well as the people who live there. GCommerce collaborated with Tohnia to create a full online strategic marketing plan to create this new presence. Messaging was revised with this new vibrant theme and distributed everywhere. This new approach was also launched with the OTA's and through paid search and search optimization.

Results

With a more effective online presence in place the results are impressive. Within 90 days of hiring GCommerce, the property went from generating \$50,000 - \$60,000 per month to over \$120,000 per month in online revenue (more than a 100% increase). The new website is converting well at an average of 3.8% over the 90 day period. Collaboration on this exciting new approach is continuing to maximize exposure and growth.

