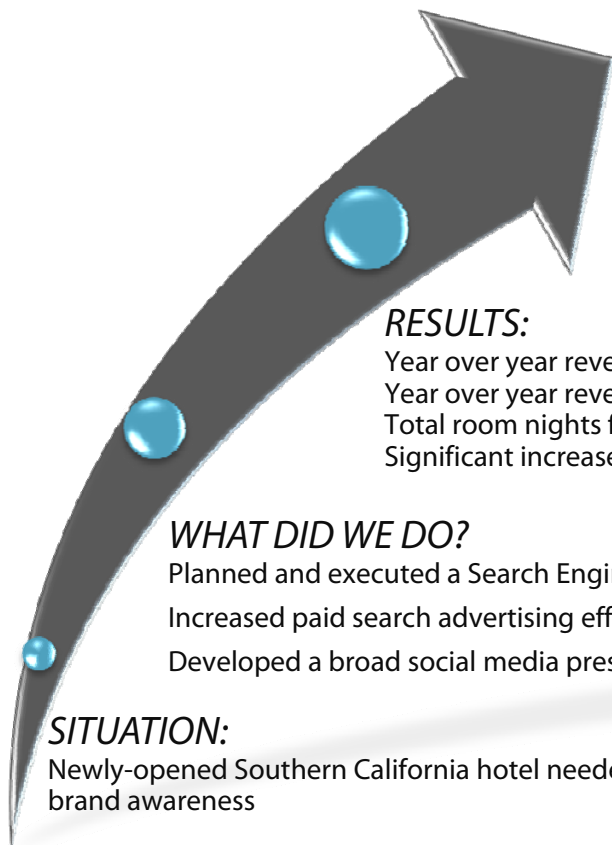


Newly-opened Southern California Hotel Needed to Increase Brand Awareness



RESULTS:

Year over year revenue from 2009 to 2010 increased 24%
Year over year revenue for Jan/Feb 2010 increased %18 in 2011
Total room nights from 2009 to 2010 increased 23%
Significant increase in social media participation

WHAT DID WE DO?

Planned and executed a Search Engine Optimization program
Increased paid search advertising efforts
Developed a broad social media presence

SITUATION:

Newly-opened Southern California hotel needed to increase brand awareness

Hotel in Newly-opened Southern California Hotel Needed to Increase Brand Awareness

Why Was GCommerce Hired?

This 35-room boutique hotel had all of the charm and personality needed to be a major player in not only Long Beach or Southern California, but the entire country. The Varden Hotel's guests were usually immediate supporters of this small "relationship hotel." A guest once labeled the Varden Hotel as "The best kept secret in Long Beach." While that sentiment was very positive, it was not how the Varden Hotel wanted to be known. This extremely unique hotel and its wildly popular service needed to let the secret out. GCommerce was hired in 2009 to do just that, get the word out.

What Did We Do?

GCommerce began by creating an abundant amount of exposure through search marketing and search engine optimization, thereby driving very qualified traffic to the Varden Hotel website. A paid search campaign plan was created and implemented to maximize online exposure. GCommerce also optimized and managed the Varden Hotel's existing social media, thereby capitalizing on the loyal customer base it had already accrued. These initiatives were implemented to coincide with the vision of the owner: to be a "relationship hotel."

Results

- **Year over year revenue from 2009 to 2010 increased 24% in a market where the general rule was significant decline.**
- **Total room nights from 2009 to 2010 increased 23% in the face of a major recession**
- **Social media participation saw a significant increase**

GCommerce continues to bring strategy and initiatives to all stakeholders to support their focus on being a relationship hotel, and to define their market position and grow online revenues.