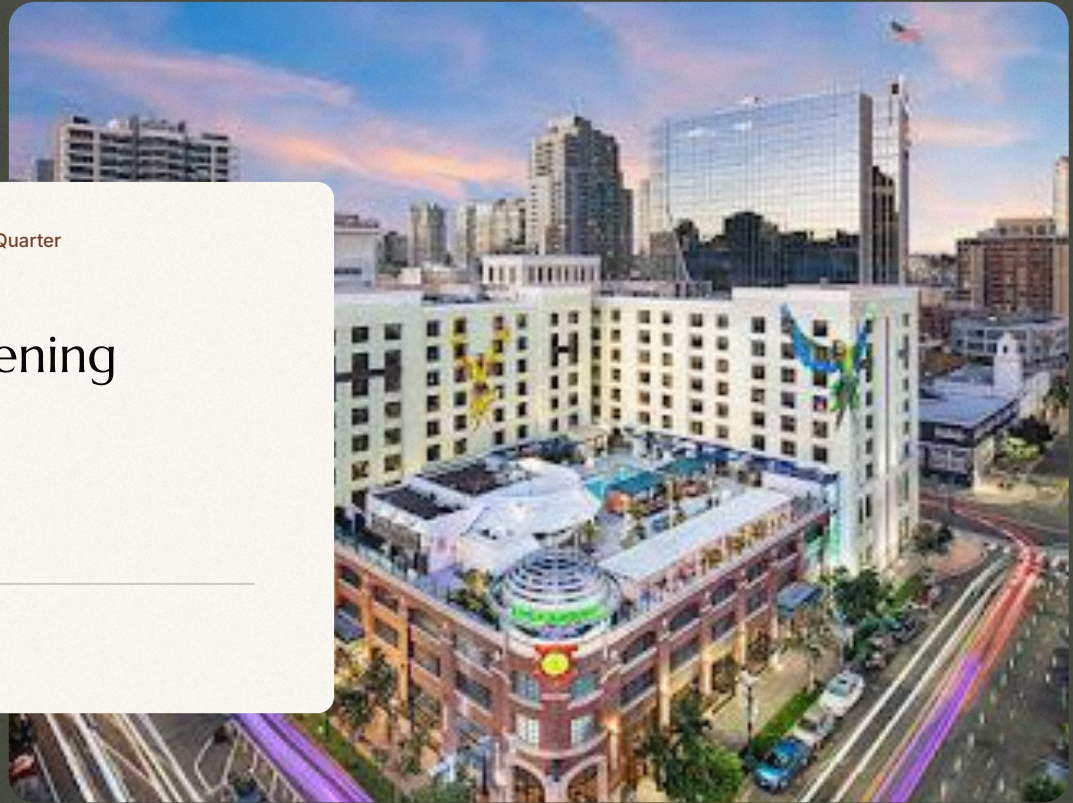


Margaritaville Hotel San Diego Gaslamp Quarter

MLB season Opening Day awareness campaign

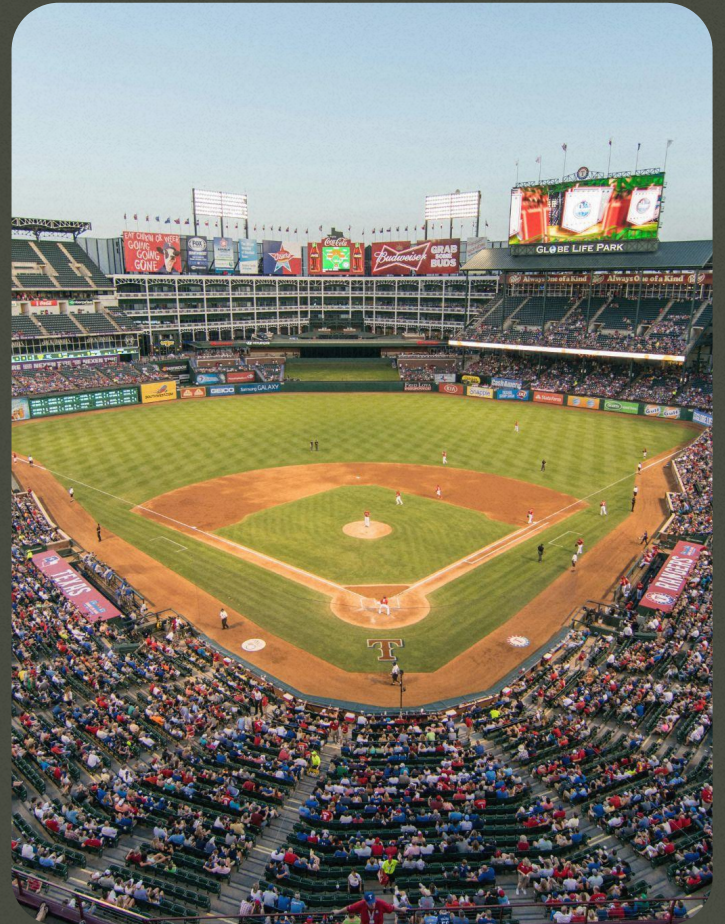
FACEBOOK ADVERTISING



Overview

Margaritaville Hotel San Diego Gaslamp Quarter launched a social media campaign for the Padres' 2024 MLB season Opening Day.

The two-week campaign aimed to drive local awareness and attendance for their Opening Day party.



Campaign goals and strategy

Drive impressions

- Increase local awareness through social media ads.

Boost CTR

- Achieve high click-through rates for both prospecting and retargeting ads.

Generate clicks

- Encourage engagement with ad content.

Generate room revenue with an exclusive offer

- Promote special room rate to the retargeting audience.



Campaign results and effectiveness

This campaign ran over a 2 week span of March 14th - March 29th, 2024

Prospecting ad:

Impressions: 12,834

Clicks: 315

CTR: 2.45%

Retargeting ad:

Impressions: 2,034

Clicks: 22

CTR: 1.09%



Campaign results and effectiveness cont.

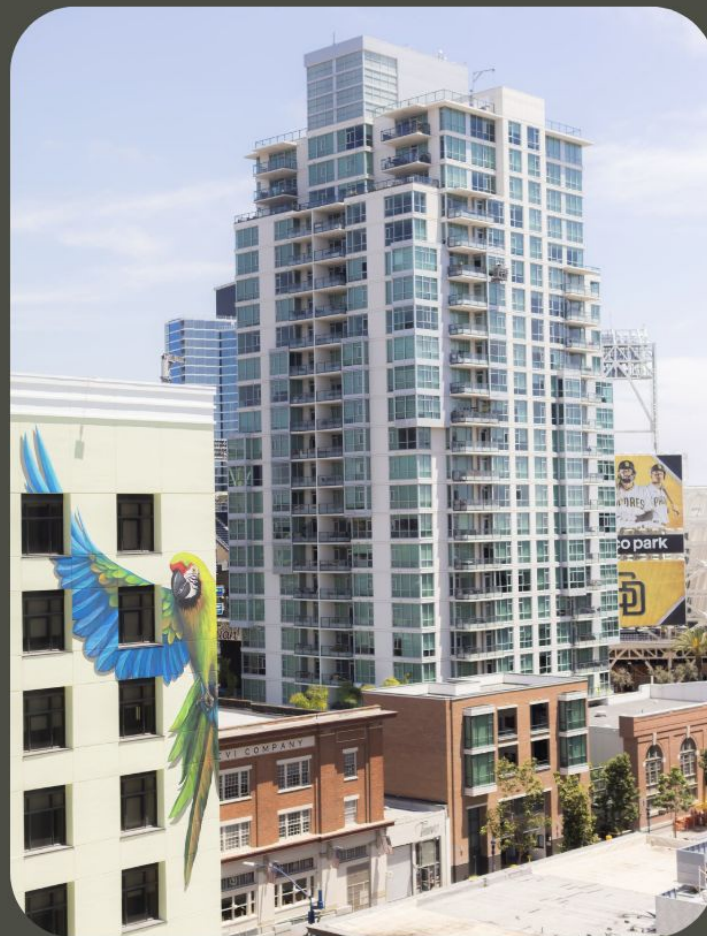
Comparing the campaign results to the two-week period prior to running the campaign, we found:

Prospecting

- Overall impressions increased 40% POP
- Overall clicks increased over 120% POP
- Overall CTR increased over 60% POP

Retargeting


- Overall clicks increased 45% POP
- Overall CTR increased 150% POP



Creatives

Margaritaville Hotel San Diego Gaslamp Quarter Sponsored

Hey, batter, batter! Join us for the ultimate Padres Opening Day experience! We'll be serving up drinks, DJ spins, chicken wing roulette, Sonoran hot dogs, beer pong and more. Join us at LandShark Bar & Grill and 5 o'Clock Somewhere Rooftop Bar on March 28!




Don't miss our Pre and Post Game... [Learn more](#)

[Join us at Bar & Grill](#)

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Slide into home with 20% off your stay + complimentary chips and dip with a bucket of five LandShark Lagers.



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Hit a home run with this deal!
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[Celebrate with us on March 28!](#) [Learn more](#)

[Join us for our Opening Day Party!](#)

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Thank you for
reading