



# Eagle Strategy Group

Strategy & Technology Consulting for Small and Medium Businesses

## Internet & Social Networking Case Study

### Internet & Social Network Strategy for a Travel Service Provider



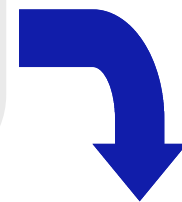
The client was an Airport Parking Operator near a major airport that competed for parking customers with the airport, other off-airport parking operators, and airport hotels. The client was looking for a marketing strategy that utilized their web site and social networking to increase web traffic and sales.

The client had done some radio and newspaper advertising and had a web site, but their approach was very fragmented and they found newspaper and radio to be expensive with very little return. They needed a unified message that could deliver results quickly and on a tight budget. Also, the client needed a turn key solution because they did not have internal resources for marketing.



In Phase 1, Eagle cleaned up the client's web site optimizing for keywords, ad placement, and Phase 2 Social Media. Eagle setup keyword advertising programs through Google, Yahoo, and Microsoft to help drive traffic. Eagle also developed an advertising program for the client to offer advertising to local business and through Google AdSense. In Phase 2, Eagle setup accounts for the client on Social Networks: Twitter, FaceBook, LinkedIn, Foursquare, and MerchantCircle as well as setup a form for collecting email addresses for a monthly newsletter. Eagle made regular posts to each Social Network and wrote and distributed the monthly newsletter insuring all media was conveying a unified marketing message.

Eagle delivered the project on a turn key basis, so the client did not need internal resources and achieved the primary goals of increasing site traffic (100%) and revenue (20%). Secondly, through Social Networking Eagle was able to identify travel agent and corporate leads and make first contact. The leads were then delivered to an internal sales person to close. Also, the Internet advertising revenue being collected more than covered the web hosting and keyword advertising expenses.



Contact **Steve Mooar** for more information on Eagle Strategy Group or to setup a Free Consultation:  
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