

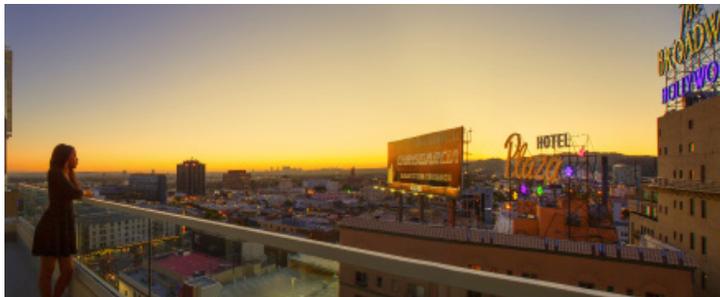
Our digital campaigns drove more traffic to the W Hollywood Residences' website — and consistently exceeded the provided lead generation quotas.

PROJECT RUNDOWN

The Residences at W Hollywood wanted to generate more high quality leads to increase buying potential. PowerPlay Destination Properties engaged with 6S Marketing to position the project and breathe new life into a stalled sales effort.

CONCEPT + EXECUTION

6S Marketing created a lead-generation strategy which included SEO and Facebook ads to drive engaged visitors to the site. Google AdWords campaigns targeted specific areas within the California region and other cities where qualified lead potential was determined. We also integrated campaigns with CallRail call tracking, determining the amount of phone calls resulting from each campaign. With these efforts, WHR would receive a minimum of 40 new leads per month from digital marketing campaigns.



RESULTS

The W Hollywood Residences' web presence is now as captivating as their homes.

- In nearly a year, Google CPC ads delivered over 51,000 site visits — with 72.6% being new site visits. Goal completion increased by 71% (including leads and engagement goals), with conversion rate increasing by over 115%.
- Facebook ads delivered 8.7% of overall site traffic, over 46 million impressions and 1800 goal completions
- After SEO was initiated, site visits increased further by 63.4% and new visits by 61.2% (in a half year period)
- Call tracking revealed that Google Search SEO traffic led to 38 calls in September 2014 and 47 in October

And as for that '40 new leads a month' promise? 6S delivered — the amount of leads W Hollywood Residences received from digital sources consistently surpassed (often doubling) the provided quota.

Having been impressed with the results, PowerPlay Destinations has engaged with 6S Marketing on additional services. We are also working together on a new marketing strategy for Honua Kai Resort and Spa in Maui.

“It's been a pleasure working with 6S! Where other online marketers have focused on quantity alone in the past, 6S is providing us with more leads of better quality. Ultimately, this has helped us achieve more sales and a stronger recognition of The Residences at W Hollywood brand.”

Dylan Wheeler, Digital Marketing Director
PowerPlay Destination Properties

PROJECT RUNDOWN

Kiwi Collection / Visa Luxury Hotel Collection is a premier collection of the best hotels, inns, lodges, camps and resorts across the globe. Their online marketing objectives were to:

- Increase the amount of hotel bookings
- Decrease the overall CPA of the paid search campaigns
- Scale the paid search advertising

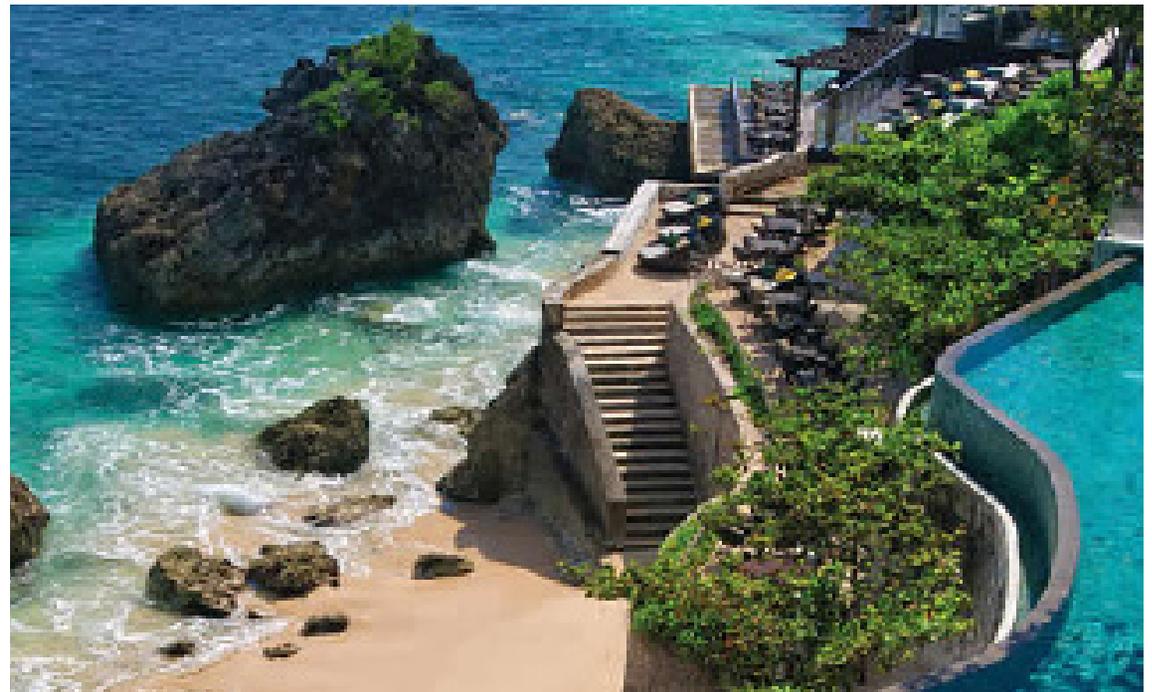
CONCEPT + EXECUTION

With the fluency of numerous years working with hospitality and tourism clients, 6S Marketing developed and implemented a comprehensive digital marketing strategy. Ultimately, we wanted to increase exposure in the online marketplace while delivering a lower cost per sale. 6S did the following:

- Added a number of new campaigns to the account to increase overall reach and exposure
- Created and optimized dedicated landing pages for the advertising traffic
- Created a new campaign using highly targeted remarketing lists to reach specific previous visitors

RESULTS

- Successfully scaled the campaign and increased the amount of bookings and revenue while still decreasing the cost-per-booking
- Decreased the cost-per-booking by 71%
- Revenue increased by 722% with only a 128% increase in spend



PROJECT RUNDOWN

Expedia CruiseShipCenters' site contained multiple domains and websites – creating much duplicate content, which can affect SEO negatively. Other issues included:

- Each site having a separate Google Analytics profile, which made accurate data-gathering a laborious process
- Pay-per-click ads spread between different AdWords accounts, making them harder to manage
- A need to improve site structure and conversions. This would make bookings easily accessible for customers and increase revenue

CONCEPT + EXECUTION

6S worked closely with Expedia CruiseShipCenters' development team to ensure website transition best practices were followed.

The detailed plan of action:

- Complete reconfiguration of Google AdWords and Analytics accounts
- Advanced goal tracking configuration, funnels, and custom segments in Analytics
- Improvement of site architecture and wireframes to increase SEO and conversions
- User-geographic IP detection to ensure rankings were maintained and traffic increased

RESULTS

After optimizing their website and online campaigns, Expedia CruiseShipCenters received tremendous results. Some highlights include:

- 60% increase in conversions and an increase in revenue
- 65% increase in leads compared to the previous year
- Organic traffic increased 26%, continuing to grow month over month, and site traffic increased 137% overall

Expedia CruiseShipCenters now receives correct tracking and numbers that can be relied on to make key decisions and confidently navigate all digital waters.

“With a website of our size — focused on both lead generation and online bookings in multiple languages, currencies and regions — the data collected was extremely complex. 6S provided us better focus around the metrics that help move the needle the most. And after launch, we are up 65% over last year in conversions. 6S was absolutely an essential part of this process and their team is extremely professional and knowledgeable.”

*Dave Mossop, Interactive Marketing Manager
Expedia CruiseShipCenters*

PROJECT RUNDOWN

Entrée Destinations, a luxury travel tour operator, creates high-end personalized travel programs to Canada and Alaska for discerning guests.

- Merging three properties (Alaska, Canada, Yachting) into a centralized domain
- Targeting needed to be specific to high-end clientele for SEO and CPC referrals (to minimize calls looking for cheap vacations)
- Leads are of a very high value as they can convert to over \$50,000 per lead
- Previous call-to-action was for clients to call the Entrée office with no online conversion point to track

CONCEPT + EXECUTION

To drive engaged visitors to the site, 6S Marketing created a lead generation strategy which included the following:

- Online ads focused on luxury interest group websites for display and luxury keywords for search. Negative keywords were added to further qualify the traffic
- Facebook ads targeted specific interest groups such as high-end travel sites and designer shopping interests
- A Plan Your Trip call-to-action form acted as a conversion tracking point in addition to the company's phone number

RESULTS

Entrée Destinations now receive leads of better quality. In year over year comparison:

- Ranking in 1st position for “Alaska luxury vacation” & “luxury travel Canada” along with other top page results for specific keywords
- 92.79% increase in organic traffic
- An average of 90% of all leads resulted from online marketing initiatives
- 260% increase in Plan Your Trip form submissions



PROJECT RUNDOWN

Renowned for their ultra high-performance tires, Italian brand **Pirelli** is a top pick for premium vehicles. Pirelli wanted to build a loyal following in the United States, and needed a world-class campaign to ride into the market in style. Their goal was to engage drivers of high-performance cars and encourage them to be more selective in their tire choice. A new product line, P Zero All Season Plus tires, was also ready to launch — it was time for this line to gain a fan base in the U.S.

CONCEPT + EXECUTION

6S teamed up with New York-based creative agency Engine Digital to craft a immersive and interactive video experience. The “Highway Zero” campaign provides an exciting first-person ride-along through video segments. Users can “ride along” to discover the performance and grip of Pirelli tires. To streamline Pirelli’s digital strategy, we broke our media plan into four components, each designed for optimal targeting and data collection.

Social Media:

- On Facebook, 6S constantly tested to find new audience segments, with our large array of ad sets allowing us to find who was responding to what creative and ad copy best. Ads started with over 25 unique ad sets, then were continuously tweaked and updated to reflect user engagement, campaign messaging, and new Pirelli activities during the campaign.
- We claimed @PirelliUSA on Twitter, a previously dormant handle, and verified it. We built their fan base to the 11,500

followers they have today. To further establish Pirelli’s positive engagement, we developed the philanthropic #HealthierMan campaign. Pirelli encouraged their followers to discuss how they’re living a healthy lifestyle. At the end of the campaign, Pirelli donated \$10,000 to the Men’s Health Network.

Video Ad Platforms:

- Running pre-roll ads on YouTube, and programmatic video advertising on TubeMogul

Display Advertising:

- We sought out the best contextual targeting opportunities and used conversion optimizer tools to boost results, including RTB and programmatic buying

Key Opinion Leader Outreach:

- We looked for and contacted key players in the automotive industry on Instagram and YouTube, to make Pirelli a part of their social presence
- We encouraged engagement between their fan base and Pirelli through replies, retweets and links posted



RESULTS

Our multi-platform strategy steered this goal into success. To date:

- The Pirelli Highway Zero campaign received 173,000 visits to date
- Video media delivered over 1 million impressions, with an average cost per view of just \$0.04
- Display media drove over 24,000 visits
- Twitter engagements reached almost 40K, with an engagement rate of 0.83%
- Pirelli’s #HealthierMan hashtag was tweeted 2,153 times and delivered 24 million impressions
- Facebook paid media gained over 90K engagements, with a CTR of 1%
- Social influencer content received nearly 8,000 engagements on non-Pirelli channels

Sheng Li Digital is a wholly-owned subsidiary of 6S Marketing. An ethnic marketing agency specializing in reaching the Chinese demographic, the firm is a one-stop shop for website creation, search engine marketing, WeChat advertising, media buying, content development, key opinion leader outreach, and social media management. Translated from Mandarin to English, ‘sheng li’ means ‘victory’—and the agency promises triumph for companies targeting both mainland Chinese and Chinese-speakers in other countries.

PROJECT RUNDOWN

At Sheng Li, we know that the Chinese digital landscape is exciting new terrain for many brands. **KLM Royal Dutch Airlines** was one of these brands. KLM UK had never marketed to the Chinese-speaking demographic online before and wanted to launch multiple social media campaigns. So how did the airline engage with the world’s most active social media users?



CONCEPT + EXECUTION

The challenge was to cultivate authentic connections with today’s tech-savvy, social fliers. To deepen relationships with its customers, and inspire more valuable and relevant interactions with its brand, KLM UK sought to better integrate social into their marketing strategy.

Sheng Li Digital ran a series of ten separate campaigns that strengthened KLM’s brand awareness amongst the Chinese population in the UK and drove specific, targeted traffic to their promotions. Cutting edge advertising campaigns in Facebook and Weibo impressed KLM’s Chinese customer base during the 2015 Chinese New Year and throughout the holiday season.

From social media contests to engaging with relevant Chinese influencers, Sheng Li shared great, on-brand content to attract a strong following and resulted in increased brand sentiment.

With our help, KLM used social media effectively to develop and support communities of brand advocates. With these platforms, KLM encouraged and inspired followers to share their own stories.

“After the first few posts, it was clear that we could create exciting engagement towards this extremely targeted audience and we were very happy with the positive sentiment we received.”

*Robert Hughes, eCommerce Executive
Air France–KLM Group*

RESULTS

‘Winter Break Contest’:
166 contest-related actions and 475 contest entries. Over 6,000 likes were also achieved.

‘Departure Cities Contest’:
251 contest-related actions and 667 contest entries. This is more engagement than any other post on KLM’s Weibo.

Key Opinion Leader:
Popular Chinese influencer WeLiveInUK created a series of Weibo posts sharing his flight experience with KLM from London to Shanghai. As his audience followed his journey, KLM-branded content reached over 68,000 UK-based followers who connect with this passionate Weibo influencer.