



Nailing the Advance Hotel Room Booking Season

Social Step Media Group—targeting price sensitive Myrtle Beach vacationers most likely to book golf and hotel packages in tandem—sees a 100% lift in year over year hotel room bookings.

7,806

Rooms booked
over a one-week
period

100%

Increase in sales
over the prior
year period

\$1.4 Million

In total bookings

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Precise Targeting for a Highly Competitive Market

Social Step Media, a resort and golf booking partnership, needed a better way to harness its content to drive hotel and golf bookings. Their simple goal was to achieve measurable ROI through directly attributable hotel room and golf bookings. In highly competitive markets such as Social Step's Myrtle Beach summer vacation market, they knew it isn't enough to simply blanket a broad geographical area with untargeted digital ads. Turning to **Storylift**, we segmented an audience of individuals for Social Step who were most interested in discounted hotel and golf packages and lifted content to this precise audience.

The Result

This campaign produced measurable bookings with higher average spends and the **lowest acquisition cost of any of their other advertising channels**. Over a one-week period, Myrtle Beach Golf booked 7,806 rooms, which resulted in over \$1.4 million in sales and represented a 100% increase in sales compared to the same period in the previous year.



Tom Morisson
CEO, *Social Step Media*

Storylift helps me take the risk out of where my content gets seen. Other content discovery platforms may get broad distribution, but don't let me control who sees my message. Correctly targeted content on social media outperforms any other medium. Storylift simply works!

GET THE RIGHT READERS FOR YOUR CONTENT

Ready to increase your leads and reach the right consumer with the right message? Go to **www.storylift.com** to find out more. You can also contact us directly at **888-782-0409** or **sales@storylift.com** to set up a free demo.

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