
JOHN STAPLE

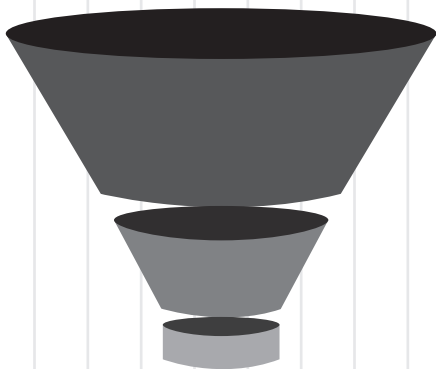
MARKETING CASE STUDIES

Effective
MARKETING

Targeted
PROSPECTS

Improved
ENGAGEMENT

CONVERSIONS
**WENT UP BY
OVER 54%**
IN 6 MONTHS



PROFILE

An internationally recognized online travel brand offering vacation packages to hundreds of destinations.

CHALLENGE

Delta Vacations needed a way to differentiate itself from numerous other online vacation websites. Overall website traffic needed to be increased, the user experience needed to be greatly enhanced and the percentage of visitors to the website booking vacations needed to improve.

SOLUTION

The entire website was redesigned, and custom user interfaces were created for each distinct destination. A library of over 3000 hotel property images was created and paired with a dynamic database to support the unique branding effort. In addition, a complex network of landing pages was developed in concert with a six-figure campaign buy of banner ads delivered through the DoubleClick network to drive qualified traffic to the website.

RESULTS

The focus on matching specific destinations to customer needs and creating a better overall experience more than **doubled sales conversions** in just 6 months.

Distinctive
BRANDING

Comprehensive
STRATEGY

Increased
MARKET SHARE

NET SALES
INCREASED
OVER 300%
IN 3 YEARS



PROFILE

A leading luxury real estate company in Boca Raton dealing in properties worth up to \$30 million.

CHALLENGE

Royal Palm Properties wanted to establish a brand, and become synonymous with the neighborhood it served. Market share needed to be solidified, branding had to appeal to an affluent target audience and an aggressive marketing campaign was needed to generate activity.

SOLUTION

A strong and elegant brand was created and an annual marketing strategy was crafted. It called for a powerful database-driven website, quarterly 48-page portfolio of properties, frequent email and direct mail campaigns, annual directory, property brochures, and frequent advertising campaigns in the Sun-Sentinel and Boca Raton Magazine. All advertising deadlines and 3rd party vendors were successfully managed.

RESULTS

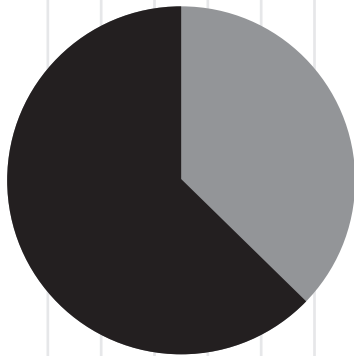
This successful marketing program increased net sales of luxury homes by **more than 300%**, from \$50 million to over \$150 million over a three year period.

Marketing
AUTOMATION

Sales
COLLABORATION

Technological
INNOVATION

WIN/LOSS RATIO
**IMPROVED
OVER 42%**
IN UNDER 1 YEAR



PROFILE

An award-winning, national staffing agency with over a dozen corporate offices and several franchise offices.

CHALLENGE

After 30 years, CareersUSA needed to update its branding and marketing strategy in order to remain competitive. New business prospects needed to be converted to clients at a higher rate, and better collaboration between sales and marketing efforts needed to be put into place.

SOLUTION

All sales collateral was completely recreated based on feedback from teams in both sales and operations. This included revising both copy and graphics for all printed and digital sales collateral, presentations, email marketing, RFPs and various online touchpoints. Multiple new technologies were researched and implemented to promote a more efficient workflow to both sales and marketing operations, including integrated ATS and CRM platforms.

RESULTS

By working directly with both sales and operations to create revitalized, effective marketing, the win/loss ratio for converting new business **rose over 42%** in under a year.