



## CASE STUDY

### OBJECTIVE

Adventure Travel Company that brings small groups from the US to African Photo Safari several times a year had to quickly fill up at least 4 spots to keep their itinerary as planned. Trip was 8 months away.





## ADVENTURE TRAVEL MARKETING

This client relies on a very large following on their Facebook page of 30K+ but in this case posting on Social Media had not filled the spots quite yet and more action was needed.





## FACEBOOK AD CAMPAIGN

**Plan of Action:** to set up a Facebook Ad Campaign to attract potential buyers with similar interests and sell high ticket Safari tour to Africa.





## FACEBOOK AD CAMPAIGN

### OUTLINE:

- Set up and test multiple ads with different Creative (images) and various Tag lines
- Test various audiences in Ad Sets
- Set up beautiful landing page with photos outlining the trip that will also collect incoming email data and categorize incoming leads
- Landing page to display prominent Call to Action to request more information and drop email contact
- Keep incoming leads at no more than \$3-4 per lead
- Identify the best performing ads and turn off other ads to get the best ROI
- Follow up by email and phone call and sell tours



## TARGETING

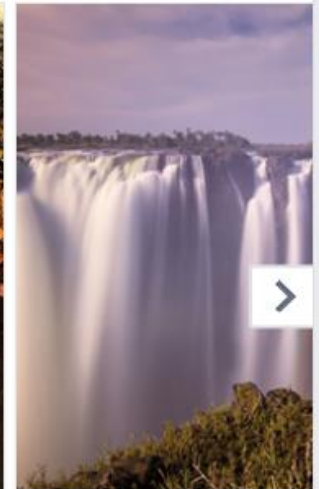
10 ads were set up and targeted 10 different audiences leading traffic to the same landing page

Give the best gift of unforgettable adventure this Holiday season. Join our exclusive group of travelers and wild life supporters for the unforgettable Zimbabwe safari. Read about our story and mission. We have just a few spots left.



Unforgettable Zimbabwe Safari |  
Exclusive Adventures

[Learn More](#)



Cecil the Lion



## TARGETING

General Targeting:

- Animal enthusiasts & conservancy organizations
- Wild animal photography enthusiasts
- Facebook page followers and “friends of friends”
- Adventure travelers/custom audience
- International Safari travelers

As this trip was heavily focused on animal conservation efforts, we targeted followers of large Conservancy Organizations such as WWF & AWF.



## RESULTS

AD SPEND /AD BUDGET/: \$1000

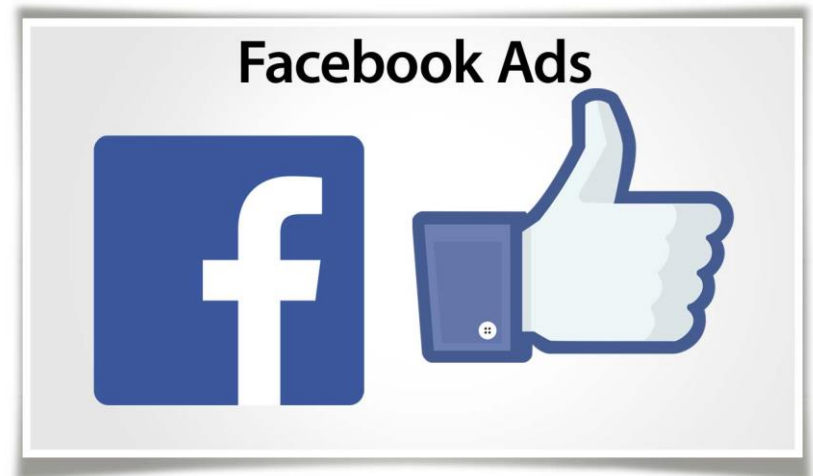
AUDIENCE: ADVENTURE TRAVEL

BOOKINGS: 4 NEW BOOKINGS

VALUE OF 1 BOOKING: \$12,000

TOTAL: \$48,000

ROI: 9,000%





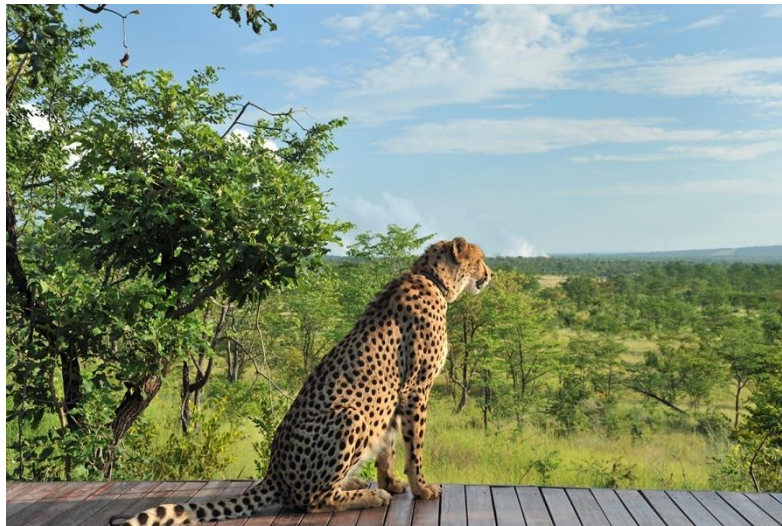
## COST PER LEAD

Cost per link click surpassed all expectations and was very low. Targeted audiences were very responsive.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Wildlife enthusiasts-African Wildlife Foundation <a href="#">View Charts</a> <a href="#">Edit</a> <a href="#">Duplicate</a>	● Completed	344 Link Clicks	17,946	\$0.35 Per Link Click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	WildLife Enthusiasts - WWF	● Completed	140 Link Clicks	9,666	\$0.50 Per Link Click



# AMBIANCE MARKETING



FOR MORE INFO CONTACT:  
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