

# Case Study: Pay-Per-Click Marketing

## Marriott Brand Hotel

### Goal:

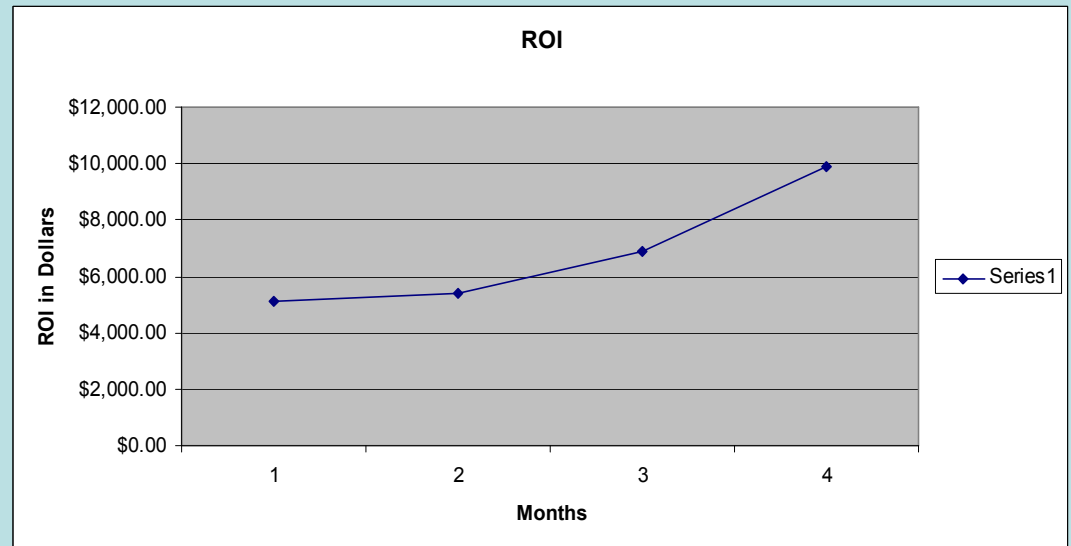
- To increase online awareness, revenue and ROI for a brand new hotel in a competitive market

### Solution:

- Create a well-targeted and relevant Google PPC campaign

### Results:

- In the first month generated \$5,484 in revenue while spending only \$367 for an ROI of 1,462% and continuing to increase that over the next four months to an ROI of 2,297% with the same monthly spend



For more information call 407-909-9036