



CASE STUDY THE SPA AT ZERMATT

The struggle with any business starting out or changing direction is getting noticed, especially in a crowded marketplace. Zermatt Resort & Spa, although not a new company, faced a similar problem when they decided to open their doors to a new kind of client. Up to that time, the spa only serviced guests staying in the resort, but in order to really thrive, they needed to offer their spa services to local clients (not just guests) who had regular spa needs.

Because of the great success we had achieved with our social media campaigns in the food & beverage areas, Zermatt asked us to start working with The Spa. To that point, Zermatt had made no marketing efforts for The Spa, aside from networking and a few fliers.

CAMPAIGN

As you can see in the image, we created a short video (under 60 seconds) that resonated with the local market, inviting them to come experience The Spa at Zermatt. We needed to give people a reason to try out The Spa in order to truly understand its value. The leads that came in kept The Spa staff actively engaged with new clients, which brought about excellent returns.

WHAT MAKES US DIFFERENT

When it comes to running a social media campaign, Marketing Videos Club helps you from start to finish. We specialize in producing effective, quality videos and in putting getting them in front of the right people through Facebook, YouTube, and Instagram marketing. Because we are a video production studio, we have all the equipment, know-how, and experience to create top-of-the-line social media videos. But, our real specialty is in teaching you how to script and film your own videos right on your smart phones. This approach offers you more bang for your buck—enabling us to produce more videos on the same budget, increasing your overall ROI.

Additionally, our expertise in digital marketing means that we can take care of the entire marketing process from creation of the ad to getting the campaign up and running and even capturing leads, freeing you up to focus on your business.

Bottom line? Don't make the mistake of running a social media campaign without video! The stats show clearly that videos enhance and make a campaign more effective. To learn more, please visit <http://www.marketingvideosclub.com>.

Learn how to get your first campaign for 50% off!



75,000
People Reached



\$3,000
Amount Spent



\$2.50
Lowest Amount
Per Lead



\$5,000
Initial Revenue
Generated



350
Leads
Generated