



CASE STUDY

TwinPeaks Moto

Lead Generation for
Tourism



THE COMPANY

TwinPeaks Moto is an established UK-based travel agency and tour operator, organising motorcycle tours around European destinations.

THE CHALLENGE

The core acquisition channel for the company is through its online channels, however as a newly launched brand, the performance of their marketing agency was under expectations, failing to

deliver new leads in the key period for the business.

In May 2019, TwinPeaks Moto turned to Marketiu to audit their Online Marketing performance and help in the success of the business.

OUR APPROACH

Having a relatively small budget to start with, optimising the whole customer journey with the brand was an absolute must - this being essential for converting new traffic generated through Performance Marketing campaigns. After pursuing an audit, we have supported in optimising the website structure and SEO as much as possible within a very small budget, while gathering a Media Library which could be used in the Organic and Paid social activities.

THE SOLUTION

In order to best understand the way customer groups were buying these services in the niche, we have organised Strategy workshops with the sales and executive departments. We have then supported in the creation of packaged services which would be easier to “sell” online, as well as started to create a cross-channel plan to deliver quick results.

We have chosen Google Search (Google Ads) and Facebook Ads as the main channels for performance marketing activities given the target audience. Google Search was helping us capture

potential customers with a high purchase intent that were already looking for tour and motorcycle holidays options, while Social Media was helping us drive new direct conversations with the sales team.

Solutions used

- 1 Google Search Ads
- 2 Paid Social Media

EARLY RESULTS

By implementing highly targeted Social Media dialogue and Lead Generation campaigns, we have managed to effectively reach groups of the audience and subsequently generate **over 400 leads** with valid contact details within the first 2 months. Out of these, almost 100 were direct, qualified conversations through Facebook, reaching out directly to the sales team, while just over 300 were leads submitting their details for being sent additional information. We achieved an overall cost per lead of

under 4 GBP targeting the UK market - an outstanding result given the online advertising prices per interaction in the territory.

400 leads
VALID LEADS



Over 400 valid leads generated

Google Campaigns were also delivering high quality traffic and interest, achieving costs per click of **0.5 GBP - 200% - 300% better** than the industry average in the niche, depending on keyword popularity and bid.

300%
BETTER CPC



Google Campaigns CPC better than industry average


We are now preparing to start our collaboration with the TwinPeaks sister company as well, targeting new territories to achieve market expansion and sales growth for the business.

We'd be happy to see how we could help your business achieve outstanding results, too.

CONTACT US

 marketiu.com

 hello@marketiu.com

 +44 7845 370 910