

# Daylesford Macedon Ranges

COME BACK TO LIFE

Spring Review December 2024

# Spring Review

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# Terminology – Glossary

- Creative – an image or video
- Retargeting – an Ad that is shown to a viewer multiply times
- Carousel Ads – Meta Ad showing up to five image-based ads that can be clicked

# Key Learnings

## Meta Key Learnings

- **Align Deals with Ad Messaging:** Reevaluate themed deals to ensure they align with the expectations set by the ads, addressing this should result in higher conversion rates.
- **Diversify Retargeting Creatives:** Introduce new and varied creatives for retargeting campaigns to leverage the high engagement potential of this ad group. (Once a person interacts with one of our ads and doesn't take action, they are retargeted with a short form ad 'Escape and save' ad that takes them to the deals page).
- **Introduce Carousel Ads:** Trial carousel ad formats to showcase multiple deals. This approach can reduce discrepancies between ad expectations and actual deals, offering users a clearer understanding of available options.
- **Continue:** Maintain the current dual-objective approach, with traffic campaigns driving awareness and building retargeting audiences, and conversion campaigns focusing on converting these audiences into Get Deals Initiations. This ensures a steady pipeline of engaged users ready to convert.

# Key Learnings

## Google Key Learnings

- Reassess Budget Allocation for Location Search: While Location Search (eg; Macedon Ranges, Daylesford etc.) are excellent at driving value through high conversion efficiency, they are not the most cost-efficient.
- Shift Budget to Broad Search Terms: Move some budget from Location Search to Broad Search Terms, (e.g. accommodation, wellness etc.) which offer lower Cost Per Click and cost per Get Deal Initiation while still maintaining conversion volume.
- Test New Bidding Strategies: Trial bidding strategies focused on cost per conversion rather than maximising conversion volume. This potentially will help achieve desired conversion rates at a more cost-effective level.
- Increase investment in Search by 20-25%, as performance data suggests that this channel has the capacity to efficiently handle additional budget.
- Maintain the current campaign structure, as the results demonstrate its effectiveness. The lower cost per result, compared to initial projections, indicates that the strategy is both efficient and well-optimised.

# Partner Opportunities

- To help improve conversion use one promo code where and if possible – SUMMEROFFER
- Create a unique URL for your deal - as per the following examples

[www.hangingrockviews.com.au/promos](http://www.hangingrockviews.com.au/promos)

<https://www.hepburnspringsbrewingco.com.au/cbtl>

- Use a quality image that best represents your brand/product/service
- Submit compelling deals with a good value add or discount
- Check the User Experience (UX) before submitting - is the deal simple to action?

# DMT Improvements

- based on advice from Lexlab & Kookaburra Riot, the digital advertising specialists dealing with our digital advertising.

- Separate deals into subcategories Accommodation, Attractions, Art & Makers, Food & Drink, Spa & Wellness.
- Introduce recommendations to create a Meta carousel that's aligned with deals by category.
- Hero banner image on deal subcategories to match Meta carousel image optimising user experience (UX).
- Simplify deal wording on individual partner deal tiles on our website.
- Include copy 'Use code SUMMEROFFER on these amazing deals' on deal landing pages and the campaign landing page.
- Include 'Daylesford Macedon Tourism is the official tourism board for the region'. showing legitimacy and brand trust.

## Strengths

### 1. Exceeded Click Projections:

- Meta delivered 13,758 more clicks (+466.37%) than projected.
- Google Search delivered 2,287 more clicks than expected, surpassing projections by 248.76%.

### 2. High Engagement:

- The campaign generated 1,002,073 impressions on Meta and 56,838 on Google Search, showing strong visibility.

### 3. Effective Dual-Objective Strategy:

- The campaign balanced both awareness and conversion, creating a steady pipeline of engaged users.

### 4. Cost-Efficient Campaign:

- The cost per result was lower than initially projected, indicating an effective and optimised strategy.

## Weaknesses

### 1. Underperformance in Bookings:

- Despite high click-through rates, partner expectations regarding actual bookings were not met, suggesting a disconnect between visibility and conversion.

### 2. Deal Misalignment:

- A possible mismatch between the ad messaging and actual deals, affecting conversion rates and customer expectations.

### 3. Potential Deal Complexity:

- Deal wording and the user experience (UX) on the website may have been overly complicated, hindering conversion.

### 5. Search Budget Not Fully Utilised:

- While Google Search performed well, increasing the budget by 20-25% could improve results further.

## Opportunities

### 1. Alignment and Conversion Optimisation:

- Refining deals to align more closely with ad messaging and simplifying deal details may boost conversion rates.

### 2. Retargeting Campaign Diversification:

- Introducing varied creatives for retargeting ads (e.g., carousel ads) can help maintain engagement and reduce discrepancies between ads and actual deals.

### 3. Increased Investment in Search:

- Increasing the budget for Search campaigns should capitalise on its successful performance and improve results.

### 4. Streamlining Deal Submission Process:

- Improving the UX and simplifying the deal submission process for partners can lead to better deal quality and more compelling offers.

### 5. Targeted Messaging:

- Refine sub-categorised deals (e.g., Accommodation, Attractions, Art & Makers, Food & Drink) and use carousel ads to help drive user engagement by showcasing multiple deals.

### 6. Credibility:

- Include tag line of "Daylesford Macedon Tourism is the official tourism board for the region" to enhance trust in the campaign.

## Threats

### 1. Economic Downturns:

- Economic challenges could reduce discretionary spending on travel, impacting bookings and campaign effectiveness. However, not running a digital, conversion-based campaign will simply mean even fewer visitors to the region and traffic to partner sites or business.

### 2. Competitive Market:

- New or emerging destinations offering similar experiences could divert potential visitors, reducing the effectiveness of the campaign.

### 3. Ad Fatigue:

- Overuse of the same creative formats (video and images) may lead to ad fatigue, decreasing engagement and click-through rates. To overcome this, we are working closely with Lexlab, who use a calculation to determine Ad Fatigue.



# Summary

The "Come Back to Life" campaign, launched by Daylesford Macedon Tourism (DMT) in September 2024, aimed to rejuvenate the region's tourism sector amid economic challenges.

## Campaign Highlights:

- **Digital Engagement:** The campaign achieved over 1 million impressions on Meta platforms and approximately 57,000 on Google Search, resulting in a combined total of 22,495 clicks—surpassing the initial projection of 6,450 by 248.76%.
- **Partner Participation:** Local businesses actively engaged in the campaign, offering deals and experiences to attract visitors.

## Challenges:

- Despite high engagement metrics, actual bookings did not meet partner expectations, indicating a gap between online interest and conversion.

## Strategic Recommendations:

- **Align Deals with Ad Messaging:** Ensure that the deals promoted in ads match the actual offerings to enhance conversion rates.
- **Diversify Retargeting Creatives:** Introduce varied creatives in retargeting campaigns to maintain engagement and address audience needs directly.
- **Experiment with Meta Carousel Ads:** Utilise carousel ad formats to showcase multiple deal categories, providing users with a clearer understanding of available options.
- **Budget Reallocation:** Shift some budget from location-based campaigns to broader campaigns with lower cost-per-click, maintaining conversion volume while improving cost efficiency.
- **Increase Search Investment:** Allocate an additional 20-25% to Search campaigns, leveraging their demonstrated capacity for efficient performance.

By implementing these strategies, DMT aims to bridge the gap between digital engagement and actual bookings, ensuring that the campaign's success translates into tangible benefits for local businesses.