The Berkeley Oceanfront Hotel

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The Berkeley Oceanfront Hotel

https://weddings.berkeleyhotelnj.com/

AN ICONIC SEASIDE HOTEL EXPANDS ITS HORIZON WITH A COMPREHENSIVE NEW DIGITAL STRATEGY.

About The Berkeley Oceanfront Hotel

Designed by Beaux Arts architect Whitney Warren, The Berkeley Oceanfront Hotel has been an icon of Asbury Park for more than 100 years. Its idyllic seaside setting and proximity to the Asbury Park boardwalk makes The Berkeley a popular vacation spot while the hotel's luxury and grandeur makes it an ideal wedding destination.

THE CHALLENGE

How does a Victorian era hotel compete in the digital age?

The Berkeley's old-fashioned charm transports guests to the Victorian era, but the owners knew they needed to balance that historic glamour with a cutting edge digital strategy to optimize online marketing and customer service efforts. They trusted RedCap Digital with developing a comprehensive digital strategy to convert leads into guests.

OBJECTIVES

- *Design a micro site that showcases The Berkeley's five luxury ballrooms*
- *Optimize operations through the implementation of digital marketing and administration tools*
- *Build The Berkeley's online presence through organic search and discovery*
- *Access and utilize data to continuously improve and extend The Berkeley's reach*

THE SOLUTION

Develop a digital strategy as expansive as The Berkeley's oceanfront view

THE STRATEGY

Conversion-focused mini site

Originally, The Berkeley had one website with a page for promoting their wedding venues. While the page was aligned with the hotel's online aesthetics, it wasn't aligned with the owners' goal of converting leads into patrons. RedCap Digital developed a results-focused micro site just for showcasing the hotel's wedding services.

We took a mobile-first approach to ensure that the micro site looked as beautiful on a bride's smartphone as it does on her wedding planner's laptop. Each ballroom gets its own unique page with search-optimized descriptions, a helpful layout, and professional photographs to give visitors all they need to visualize their special event. An intuitive contact form allows prospects to check the availability of ballrooms while capturing visitor data that provides valuable insights on the hotel's target market.

THE RESULTS

QUANTITATIVE

The Berkeley's new mini site now ranks higher than their main site for all high value keywords and it generates an average of 50 qualified wedding leads every month. Twenty percent is directly accredited to RedCap Digital.

> *Organic Keyword Ranking....3x higher*
> *Organic Traffic..........................2x higher*
>
> *Average Organic Leads per Month*
> *During Slow Seasons..............2x higher*
> *During Busy Seasons..............4x higher*

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