

Content Sets Travel Business Apart from Major Competitors

INDUSTRY: Travel & Tourism, Leisure
SUB-SEGMENT: Lodging, Vacation Rentals, Property Management
SIZE OF ENGAGEMENT: \$16k per month
PRIVATELY HELD

About Brett/Robinson

Brett/Robinson is a vacation rentals company serving Alabama's Gulf Coast. It rents condos and beach houses to visitors to the Gulf Shores and Orange Beach areas.

Our Strategy

Brett/Robinson competes with Airbnb, Vrbo, and other major OTAs. Instead of trying to match their larger marketing budgets, we focus on efficient ad targeting and writing SEO-optimized content that emphasizes Brett/Robinson's vacation experience as a better-quality alternative.



Key Tactics

- Created an in-depth area guide to highlight local restaurants, events, and attractions on the client's website
- Developed "Why Book With Us?" content to showcase unique selling points like seasonal deals and premium customer service
- Use paid ads to target vacationers early in the year, before they start looking at other booking options

Results

- Year-over-year traffic to core SEO pages has **increased by 20%**.
- Paid media campaigns led to a **125% increase** in conversions.

Major Win

Year-over-year traffic to the website's area guide articles has **increased by 205%**, drawing more visitors to a highly specific local interest and vacation planning guide not offered by Brett/Robinson's competitors.

"It can be tough to compete with big brands, but Leverage makes it easy. They're a huge part of our success every season."

—Bobby Hudson, Director of Marketing

