

CAMPAIGN REPORT

Blekinge, Sweden



ArrivalGuides
MINIMUM INPUT. MAXIMUM IMPACT.

INPUT *Blekinge, Sweden*

TARGET AUDIENCE

Travelers in the Swedish and Danish markets, specifically larger Swedish cities and the Copenhagen area, as well as the area directly surrounding Blekinge.

SCOPE

To showcase Blekinge as a vital water destination in southern Sweden, where there are amazing things to do both above and below the water's surface.

GOAL

To increase brand awareness, drive traffic to their website and increase interaction with VisitBlekinge products.



OUTPUT *Blekinge, Sweden*

CAMPAIGN DESIGN

Premium Package, consisting of **Facebook ads, Instagram ads, Email automation, Snapchat ads, Twitter ads, Google AdWords, Landing Page, Blog article, On-site ad** and **PDF ad**. ArrivalGuides produced all visual materials that were used in social channels and ads, blog articles and landing pages.

COPYWRITING

We presented Blekinge as a premiere small destination for big experiences, water activities and natural beauty, as well as a great gold destination. All material was created in both Swedish and Danish to connect and engage target audiences.

LAUNCH & DESIGN

The campaign was launched on May 29, under the title "Blekinge: ett landskap av water i alla dess former," and ran until June 14th. All channels redirected to the landing page, which in turn led to various pages on Visit Blekinge's website, boosting brand awareness and direct interaction with Blekinge's products.

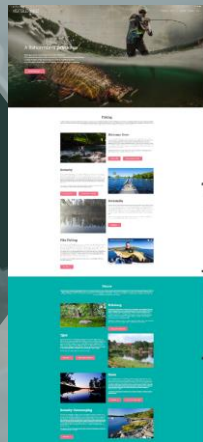
CONCEPTUAL CAMPAIGN MODEL



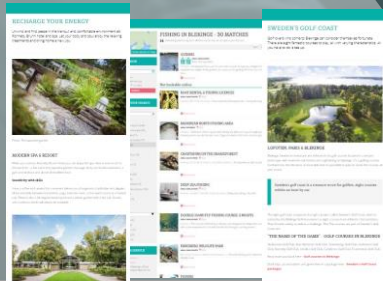
All channels used in the marketing campaign.

LANDING PAGE

The landing page serves as a funnel, driving visitors from a click on a link to the specific site.



The heart of the marketing campaign.



Targeted web pages on the client's site.

CAMPAIGN OUTCOME - 3 main KPIs

IMPRESSIONS

Impressions are used as the main KPI in all digital marketing. It is the most important KPI to gain reach and build brand awareness. This campaign performed well in this regard, reaching **2.027.186** impressions. What made the biggest difference was the extra budget added to Google Adwords, in exchange for the email newsletters.

ENGAGEMENT

Engagement is a KPI focusing on interaction. How many of those impressions actually led customers to do something with the ads. Engagement is an umbrella term for different KPIs, such as Click Through Rate (CTR), Swipe Rate and Action Rate, depending on the type of media. With a total of **17.124** interactions across all channels, this campaign got a good engagement rate of **0.85%**.

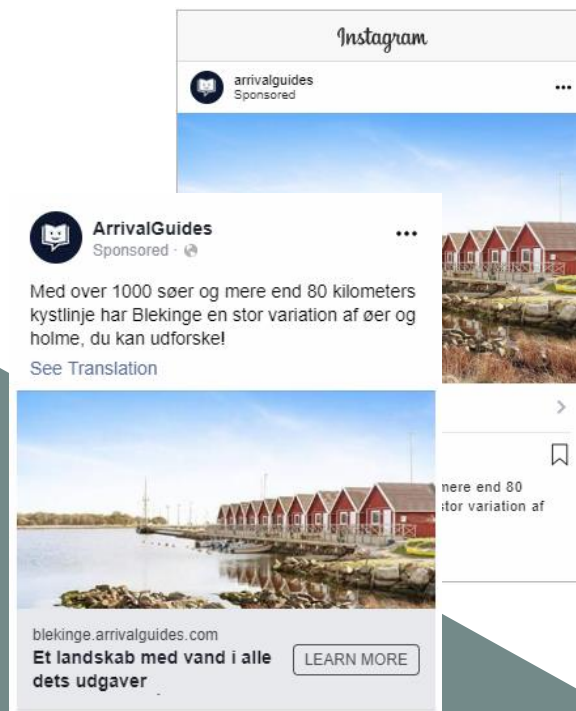
COST PER IMPRESSION

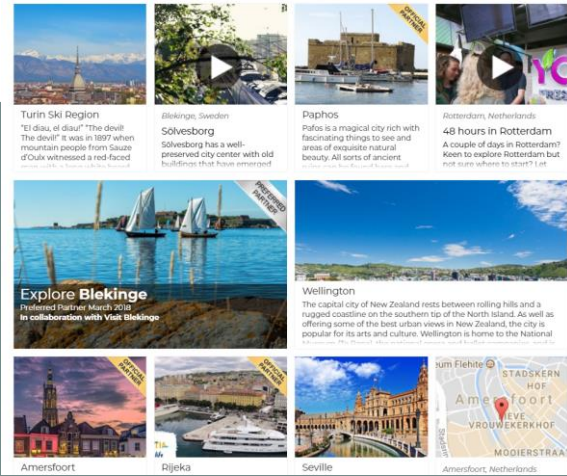
This KPI is the best way to measure ROI on a campaign. It was the best performing KPI in this campaign. The price for one impression, including the workload, was **0,0054** SEK, which is an extremely good result. The reason for this is the high quality workload in campaign creation and especially the regular optimization meetings with the team throughout the campaign.



CREATIVE MATERIAL, Social Channels and AdWords

We produced all creative material used in all channels, both online and offline. We followed Blekinge's own corporate design to ensure the brand awareness wasn't lost during the campaign. We gave the material a new, modern look and feel, communicating just enough to trigger travelers' curiosity to look for more information, leading them to ArrivalGuides landing pages, created specifically for the campaign.





CAMPAIGN OUTCOME - CHANNELS

SOCIAL MEDIA

In terms of social media, the highest performer was Snapchat, which reached a total of **337.800** impressions, eliciting **2.800** actions. Facebook and Instagram accumulated **47.555** and **38.178** impressions respectively, while Twitter garnered just under **2.812**.

GOOGLE ADWORDS

By far the best performing facet of the campaign this time were the Google Display Ads, which generated **1.489.317** impressions and **6.641** clicks (combining both Swedish and Danish language ads). Google Search Ads also performed well, reaching **84.003** impressions and **306** clicks.

LANDING PAGE

The combined landing page traffic for the Swedish and Danish campaigns was **6,713** sessions. The top 5 cities were Stockholm (17%), Copenhagen (10%), Gothenburg (8%), Malmö (2.5%) and Helsingborg (2%). They spent an average of **2.21 minutes** on the landing page, which is really good performance. Users clicked mostly on ...



CHANNEL BREAKDOWN

facebook Ad Performance

Impressions	Reach	Clicks	CTR
47,555	25,326	236	0.50%

CTR indicates Click-through-rate



AdWords Ad Performance

Impressions	Avg. position	Clicks	CTR
1,582,320	1.09	6,947	0.44%

CTR indicates Click-through-rate



snapchat Ad Performance

Impressions	Swipes	Swipe Rate
337,800	2,800	0.83%



twitter Ad Performance

Impressions	Engagement	Engagement Rate
2,812	2	0.07%



Instagram Ad Performance

Impressions	Reach	Actions	Action Rate
38,178	34,192	335	0.88%



On-site Ad Performance

Impressions	Clicks	CTR
11,820	73	0.62%

CTR indicates Click-through-rate



CAMPAIGN OUTCOME

Impressions
2,027,186

Cost per Impression
0.0054 kr

