

### **Digital Marketing Objectives**

1. Increase website traffic for non-North Carolina residents by 15% for the upcoming quarter.
2. Increase online ticket sales by 20% for the upcoming quarter. Due to the hurricane, Biltmore missed out on potential customers. By pushing to increase ticket sales, a portion of the missed sales could make up for some of its loss. Biltmore needs to emphasize that its facilities have been fixed, and Asheville is still suitable for tourists.
3. Optimize Biltmore mobile app by 10% by Summer 2025 to become more accessible to users and facilitate easy overnight and ticket bookings. On the App Store, the Biltmore app currently has a 2.5/5 star rating based on 271 reviews and hasn't been updated in two years.
4. Increase online bookings by 20% for Biltmore's "most peaceful season" now- March 20, 2025.

### **Digital Target Customer**

The Biltmore Estate targets an array of individuals and groups in the upper middle class to upper-class backgrounds from across the country. The Biltmore Estate looks for an audience seeking adventure, lessons in history, fine dining, a weekend stay, or just a day trip. Whether it may be a young couple, a family with young children, retired couples, or a group with a mix of ages and genders, the Biltmore has something for everyone.

The first group identifies as "The Luxe Family." They are adults ages 35-40 with two young children under 10 living in the North Carolina suburbs. The family has a combined income of around 150K, with both parents working full-time jobs. The Luxe Family is looking for a day trip from their busy weekly schedules of school and sports practice. The kids are seeking adventure, while the parents are looking for quality family bonding activities while not compromising on accommodation quality. The most important thing to the parents is that there will be an activity for everyone to enjoy.

Additionally, Biltmore Estate should target the "Cozy Pair." They are a young upper-middle-class couple in their early thirties living in a big city with a combined income of 100K. The pair want to escape the loudness of the city to explore nature, eat good food, and drink wine for the long weekend. The boyfriend is eager to pop the question and is searching for the right place to do it.

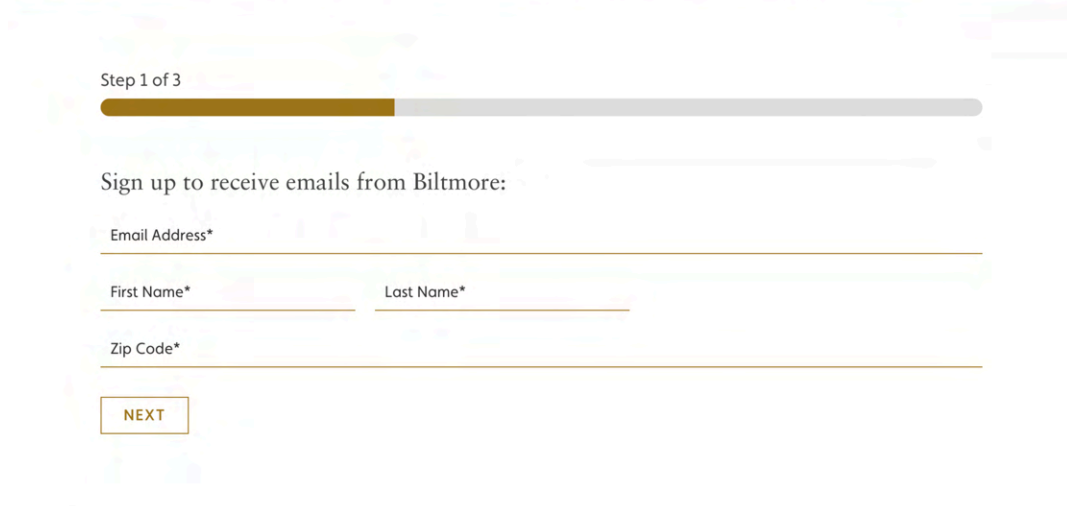
### **Brand Positioning Statement**

To affluent individuals, families, and couples looking for a high-end day or a weekend getaway, Biltmore Estate is the historic destination of choice for families, foodies, and adventurers because of the exclusive access to the estate, luxury accommodations, adventure, family activities, and fine dining there will be something for everyone.

## Website Strategy

### Promotion Strategies

#### 1. Email Marketing



Step 1 of 3

Sign up to receive emails from Biltmore:

Email Address\*

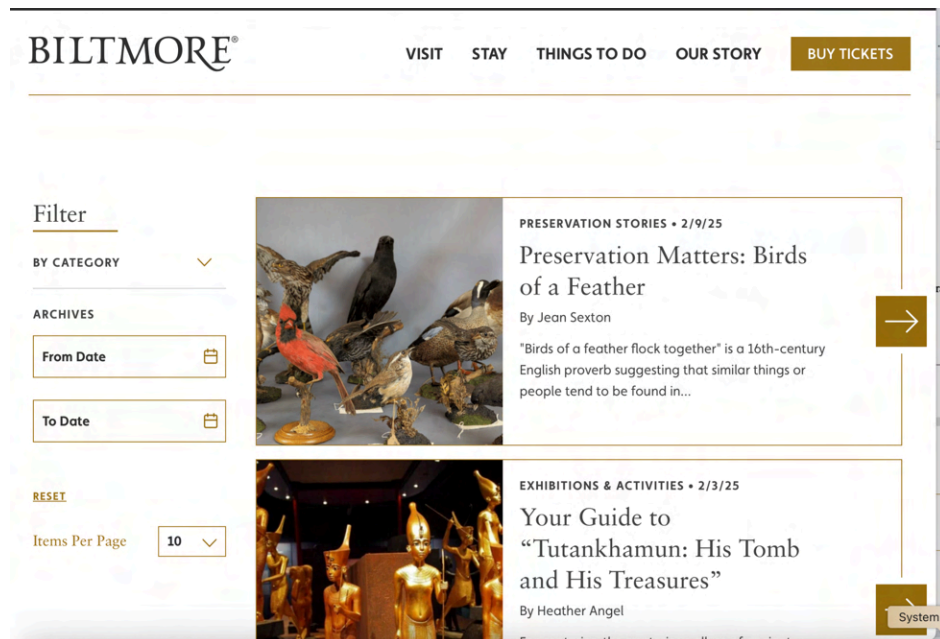
First Name\* Last Name\*

Zip Code\*

NEXT

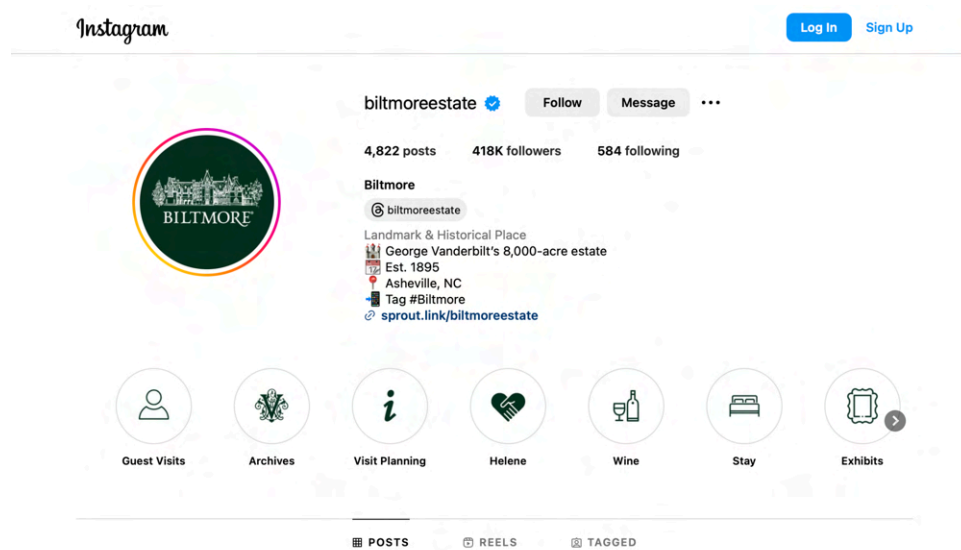
\* Biltmore Estate has a section on their website where you can sign up to receive emails.

#### 2. Blog



\* Biltmore Estate has a blog that posts frequently on a variety of topics.

#### 3. Sprout Link in Instagram Bio

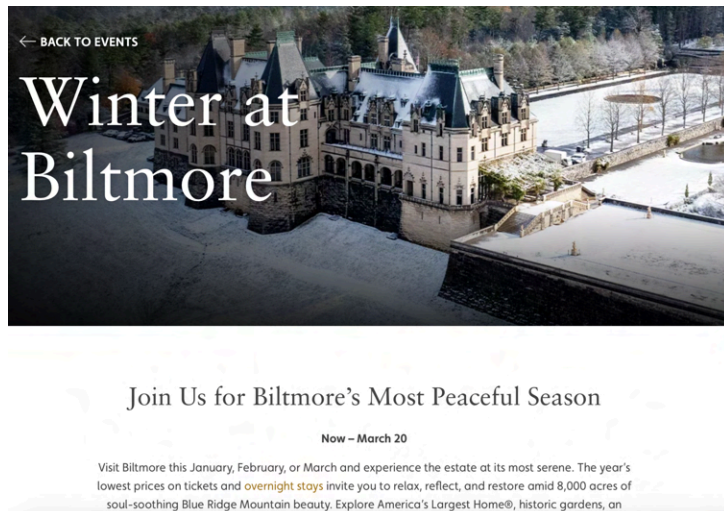


\* if you click on the sprout link in Biltmore Estate's Instagram bio you will be brought to the page below

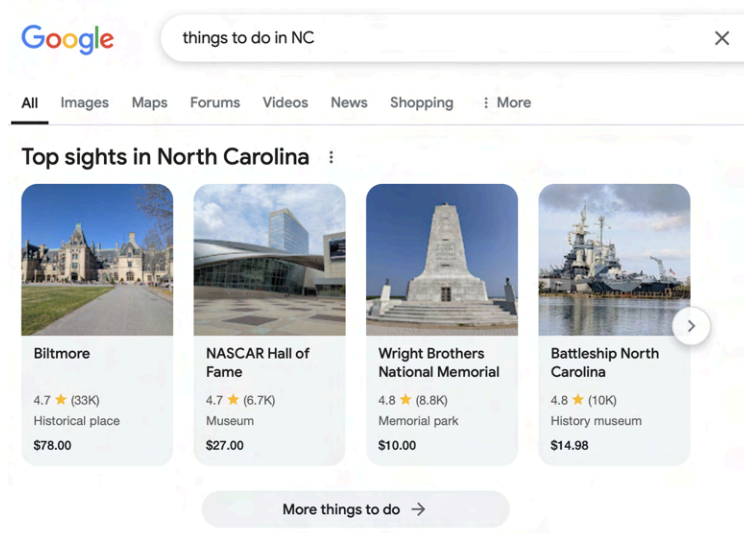


\* upon clicking on a image the page will bring you to an article on Biltmore Estate's website about the specific topic

\*see below



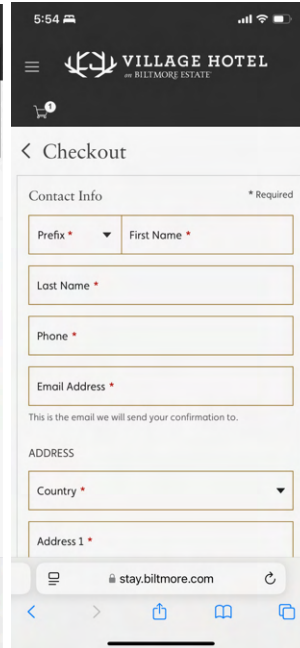
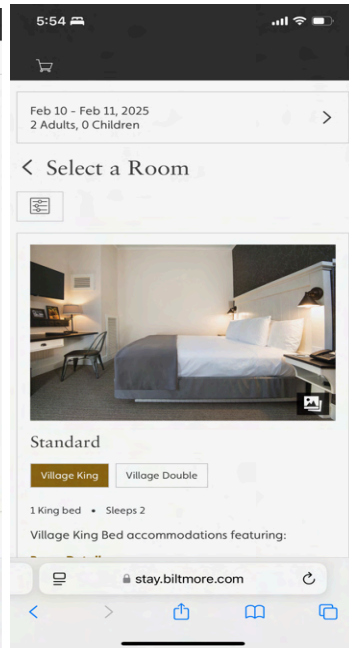
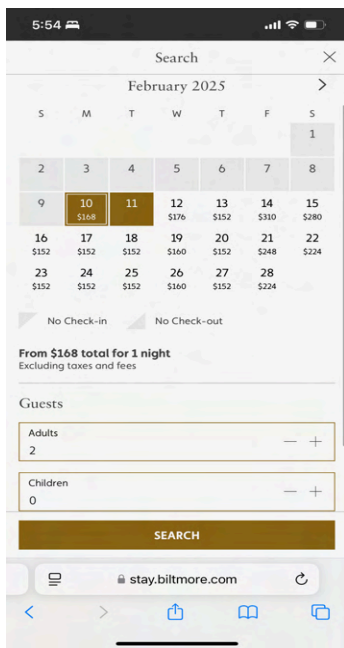
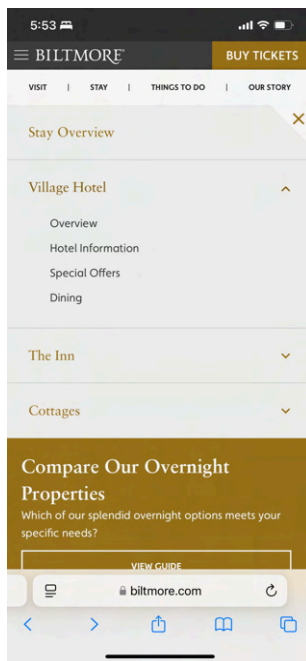
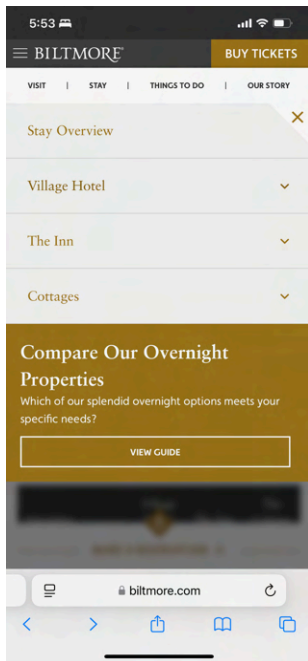
#### 4. SEO



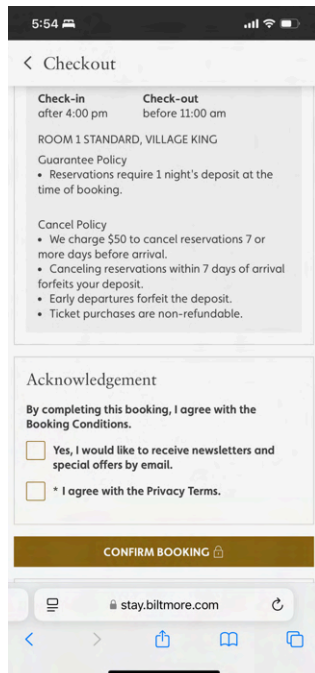
\* Upon entering “things to do in NC”, Biltmore estate is the first sight that is displayed on the page

#### Website Creation Considerations

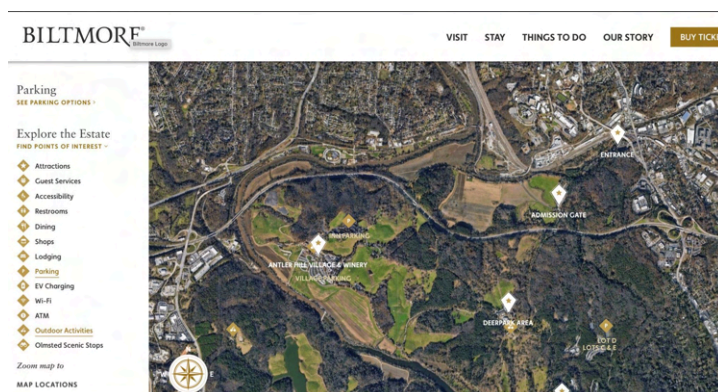
The Biltmore Estate effectively uses the mobile-first strategy with an easy-to-use and seamless website design. On a mobile device, the images, videos, and text sizes are adjusted for optimal viewing to provide viewers with the same experience they would have on a desktop. Additionally, with the mobile-first design, interactive features like booking a stay or buying tickets are not compromised. Below is a sequence of steps for booking a stay in the Village Hotel.







Regarding emerging technology, the website has an interactive estate map. The map enables viewers to zoom in and out of the estate from a bird's eye view. The map allows you to filter by interest; for example, you can see the restaurants, parking lots, shops, guest services, etc. It is handy for current and upcoming visitors because they can see what is near them and make reservations off the website.

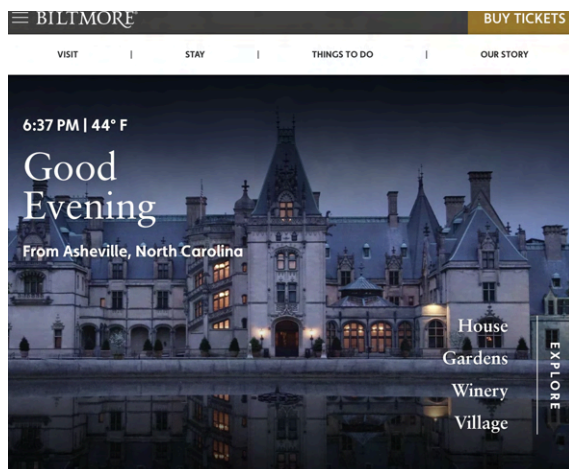


Additionally, the website offers a Biltmore from home feature where you can take video tours of the grounds and virtual 360-degree tours in which you move your finger or cursor around to change the view. This feature allows you to take in the breathtaking views of the estate even after your stay.

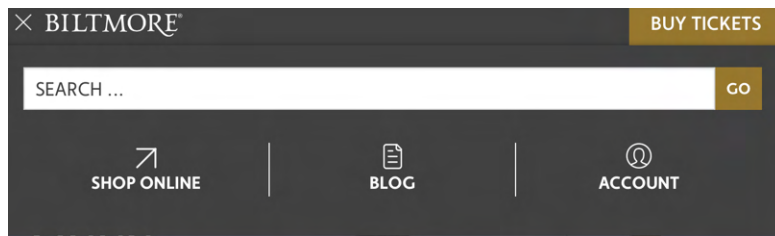
Overall, the website is fairly easy to navigate. There is clear, legible text and large images. However, in the tour videos, there is background music and short captions describing the image, which prevent viewers who can't see from having the same experience.

### Website Design- User experience (UX)

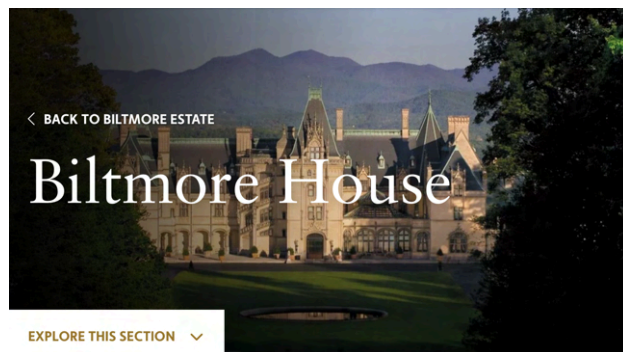
Biltmore Estate provides a great user experience on its website. Upon entering the website the user sees the image below, with the time and current temperature. This feature is "useful" because it shows potential visitors what the temperature would be like if they visited at that time.



Additionally, the search bar at the top left of the page helps make the website “usable” and “accessible,” so viewers can easily find what they are looking for without having to look through all the pages.

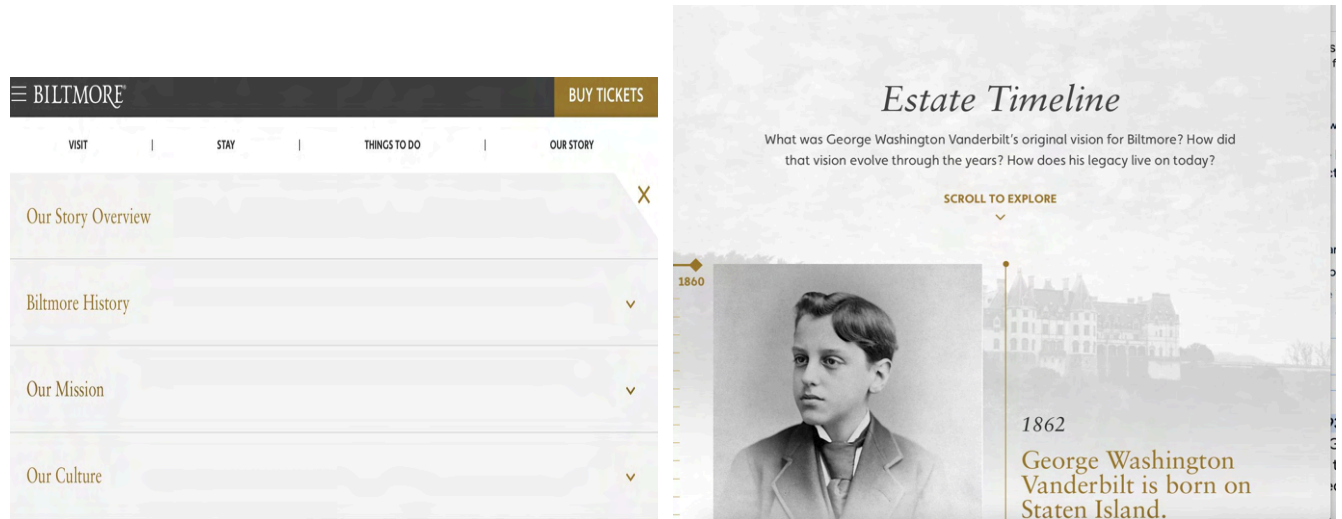


The Biltmore website uses beautiful, vibrant images that make the website “desirable” to viewers. The images leave me feeling like I want to explore more and see the history behind the walls.



The extra information that Biltmore Estate's website gives helps build its "credibility." Through the story, history, mission, and culture tab, the visitor can see the Biltmore Estate's adoration and popularity among

visitors. Specifically, within the history tab, there is a timeline that shows the Vanderbilt history as well as the evolution of the estate. These features help the viewer see how the estate has been loved and cared for over time.



## SEO Strategy

Biltmore Estate's SEO strategy is relatively effective. When "Biltmore Estate" is typed into the search engine, the first result is Biltmore's sponsored page. Upon clicking on this link, you are brought to the "Winter at Biltmore" page, which describes how January, February, and March are the estate's most relaxing months with reduced booking prices. Additionally, the page shows tours, packages, and booking options that are available during these months.



Join Us for Biltmore's Most Peaceful  
Season

Now – March 20

Users can also find the Biltmore's website by searching "NC attractions." Keywords descriptive of what the estate has to offer are lacking, for example, "NC winery," "Asheville views," "NC adventure," and "NC fine dining" do not result in the website. When searching for "east coast mountain estate," Biltmore's competitors like Primland, The Greenbrier, and Salamander Middleburg are listed. Phrases like "East Coast attractions" and "East Coast mountains" could be beneficial in keeping up with competitors.

While the content is effective, there are areas for improvement. It would be nice to see some user-generated content regarding different key audiences' experiences at the Biltmore. This could take the form of short written testimonials and photos. Currently, within the "Activities" tab, there is a "Kid Friendly" section, which has a video entitled "Meet the Abernathys" describing their time at the Biltmore.



While this video is cute and sweet, it is outdated, dating back to 2013. It comes across as highly staged and unnatural. I suggest updating this video with more relevant content to show a more modern family with the new activities that are available today.

## **Current Digital Marketing at each stage of the Purchase or Conversion Funnel**

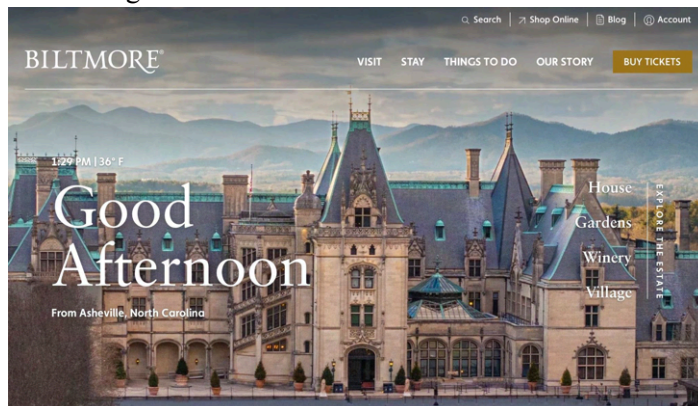
### Awareness Stage

Biltmore Estate utilizes commercials in its awareness stage. As a North Carolina resident, the commercials are quite iconic, showing the beautiful scenery, activities, and amenities of the estate set to calm music. A man with a deep, peaceful voice narrates them. Despite the stunning scenery, the most memorable portion of the commercial is the ending: “It was \_\_\_\_\_ at the Biltmore.” This catchy tagline and recognizable music help viewers gain awareness of the Biltmore and remember it.



### Interest/Desire Stage

After viewing a commercial, a potential consumer might be interested in discovering more about the Biltmore Estate. They could do so by visiting the Biltmore Estate Website and watching the embedded videos discovering what the estate has to offer.



### Action Stage

Customers can directly book their stay or tickets for the Biltmore on the website.

House, Tutankhamun Exhibition & 2-Day Grounds

Biltmore Daytime Admission + Audio + Art Exhibition, Asheville, NC

This venue uses All-In Pricing. The total price listed includes ticket fees (before taxes if applicable).

DESCRIPTION

Explore Biltmore House with an Audio Guide that introduces you to the Vanderbilt family and their magnificent home's history, architecture, and collections of fine art and furnishings. In Asheville at Deepfork®, our new exhibition experience, *Tutankhamun: His Tomb and His Treasures*, awaits your discovery.

This visit **ALSO** includes access to:

- 8,000 Acres of Gardens and Grounds for two consecutive days
- Tutankhamun: His Tomb and His Treasures in Asheville at Deepfork®
- Antler Hill Village & Winery
- Complimentary Wine Tastings at the Winery
- Complimentary parking

☐ Available

March 2025						
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
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23	24	25	26	27	28	29
\$147.13	\$136.43	\$136.43	\$136.43	\$136.43	\$147.13	\$152.48
30	31					
\$147.13	\$141.78					

← BACK TO COTTAGES

Cottages Information

COTTAGES INFORMATION | SPECIAL OFFERS | RESERVATION POLICIES | DINING

Private, Historic & One-of-a-Kind

MAKE A RESERVATION

Cottages  Check In:  Check Out:  Adults: 2  Children: 0  GO Micros