

Digital Marketing Objectives

Based on my review of Biltmore Estate, I can infer that its digital marketing objectives could include boosting awareness among target audiences, increasing online ticket sales, and strengthening its luxurious brand positioning. As a tourist attraction, Biltmore likely prioritizes driving direct bookings for estate tours, hotel stays, and special events. It also likely prioritizes strengthening its brand positioning as a luxury travel destination to reinforce exclusivity, elegance, and historic charm.

Digital Target Customer

The target customers for Biltmore Estate are middle- to upper-income adults aged 30-65, often married or in families, primarily from the Southeast U.S., looking for high-end experiences and interested in fine dining, wine, history, and hospitality.

Target Persona #1: Vivian



Age: 42

Occupation: Marketing Executive

Income: \$150,000

Interests: Historical sites, fine dining, music, photography

- Has a husband and two kids
- Enjoys short getaway trips in beautiful places
- Follows travel influencers on social media

Target Persona #2: Henry



Age: 63

Occupation: Attorney

Income: \$200,000

Interests: Wine, history, art, reading

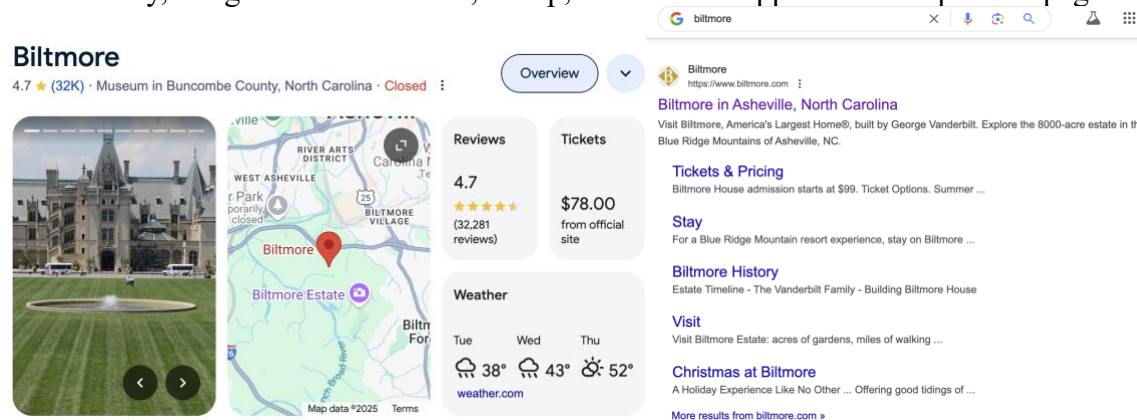
- Has a wife and grown-up kids
- Nearing retirement, wants to travel more
- Enjoys historical tours

Brand Positioning

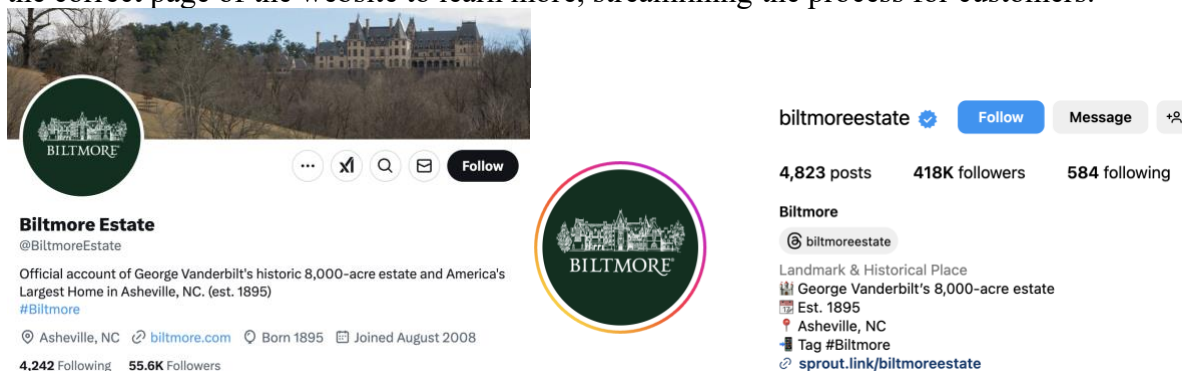
To affluent travelers and history enthusiasts, Biltmore Estate is the best historic destination that offers a luxurious and immersive experience featuring grand architecture, beautiful landscapes, and world-class hospitality because of its commitment to preserving the legacy of the Vanderbilt family.

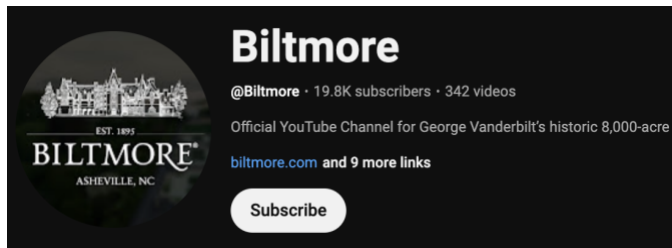
Website Strategy — Promotion Strategies

Biltmore Estate drives traffic to the website using search engine optimization, evidenced by the Google search “Biltmore” results in the Biltmore Estate website as the first organic search result. Additionally, images of the Biltmore, a map, and reviews appear at the top of the page.



Biltmore maintains an active presence on Instagram, Twitter, Facebook, YouTube, and TikTok. All of Biltmore's social media accounts include links directing followers to their website. The link on the Instagram bio takes you to a page where clicking on any of the posts transports you to the correct page of the website to learn more, streamlining the process for customers.





The Biltmore website contains a blog that features events, preservation stories, itineraries, and estate and family history. The content on the Biltmore blog improves SEO rankings and drives more organic traffic to the website.

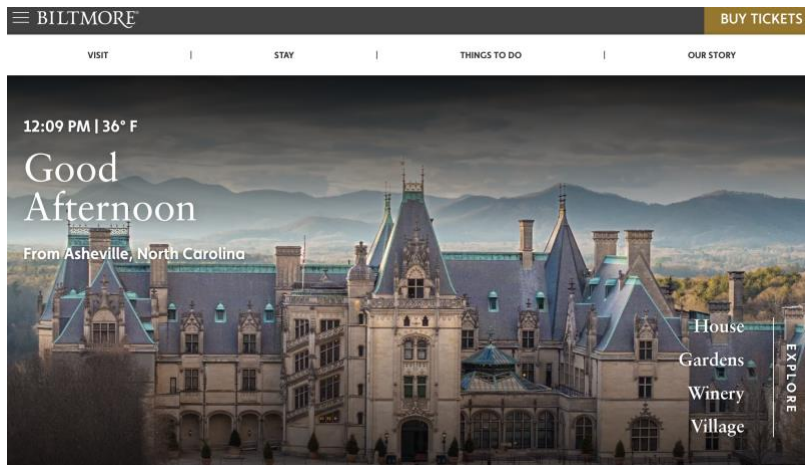


Website Creation Considerations

Biltmore Estate’s website uses a mobile-first strategy because it is designed to provide a consistent experience across devices. On both mobile and desktop platforms, the site greets visitors with a personalized message (e.g., Good evening from Asheville, North Carolina) followed by navigation links to explore various features of the estate.

Biltmore Estate has integrated the new technology of 360° virtual experiences in the “Explore Our Home” section on the website. This section offers virtual tours of the Biltmore House, the Conservatory, the Historic Gardens, and the view at the estate. These videos give users an immersive experience and the ability to explore the architecture and landscape of the Biltmore Estate remotely.

Biltmore Estate’s website has decent color contrast but lacks many digital accessibility features. The absence of alt text for images poses challenges for users who rely on screen readers. Screen reader compatibility and keyboard navigation are not addressed in the website. To enhance digital accessibility and inclusivity, Biltmore should conduct an accessibility audit of its website to improve the user experience for individuals with disabilities.



Interactive 360

Explore our interactive 360° videos. Use your finger or cursor to look around.

Loggia at Biltmore House

The Loggia of Biltmore House offers sweeping views of the surrounding Blue Ridge Mountains that inspired George Vanderbilt to build his country home here over a century ago.



Website Design — User Experience (UX)

Biltmore Estate's website provides a good user experience, excluding its lack of full accessibility features. The website is useful, usable, and desirable but not particularly accessible. It effectively fulfills consumer needs by providing comprehensive information on estate tours, events, hotel and inn stay information, dining, and more and is generally user-friendly. The site has a well-organized and clean layout and navigation but some webpages that are text-heavy could be optimized with collapsible menus or interactive elements. The high-quality imagery, elegant fonts, and color scheme are desirable and reinforce Biltmore's brand image as luxurious. The website is also findable, credible, and valuable. The sections are clearly labeled at the top of the site and there is also a search bar which makes it easy for users to find the information they're looking for. Digital accessibility features on the website are limited since there is not alt text or screen reader compatibility. The site is credible and provides users with information that is detailed and informative. The website provides valuable insight into the Biltmore Estate and gives convincing reasons for potential customers to visit.

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BILTMORE®

VISITSTAYTHINGS TO DOOUR STORYBUY TICKETS

Stay

VILLAGE HOTEL | THE INN | COTTAGES | COMPARE STAYS

View Special Offers >

MAKE A RESERVATION

Village Hotel

Check In:

Check Out:

Adults: 2

Children: 0

GO

SPRING THINGS TO DO



Complimentary Wine Tastings

WINERY

[VIEW DETAILS](#)



Exclusive 90-Minute Tour: Guests of the Vanderbilts

BILTMORE HOUSE
 1.5 HOURS

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Rooftop Tour

BILTMORE HOUSE
 1 HOUR

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Farmyard Visits

ANTLER HILL VILLAGE

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A Marvel of Elegance and Charm

Experience America's Largest Home®, as magnificent today as it was more than a century ago. Your self-guided house visit spans three floors and the basement of the luxurious family home of George and Edith Vanderbilt. Explore the stories of the Vanderbilt family, their guests, and employees through displays of vintage clothing, accessories, art, furniture, and more.

[PURCHASE TICKETS](#)

SEO Strategy

Biltmore Estate's website demonstrates solid SEO strategy by leveraging high-quality content and an effective keyword strategy to attract visitors. The various sections that detail each part of the estate and those that provide historical context for the estate and Biltmore family enhances the site's authority and its relevance in search engine rankings. The site's content offers a valuable resource to potential customers of the Biltmore Estate by detailing countless intriguing events and activities which increases the likelihood of higher engagement rates and return visits. Biltmore effectively uses a targeted keyword strategy. Many keywords and key phrases that target customers would search for looking for an elegant travel experience. The site's domain name, Biltmore.com, is efficient because it is concise, memorable, and is the most important keyword. The page speed of the site seems to be adequately fast. Lastly, Biltmore Estate's blog is active and regularly updated which contributes to their SEO strategy and increases engagement rates.

I would recommend for Biltmore to improve the website's digital accessibility features to improve user experience and potentially help to boost search engine rankings. Additionally, I would recommend for Biltmore to optimize their use of local SEO to increase visibility among potential visitors to the Asheville area. There is some Asheville-related content on the site, but there could certainly be more mentions of Asheville to emphasize the estate's connection to its local community and strengthen its online presence.



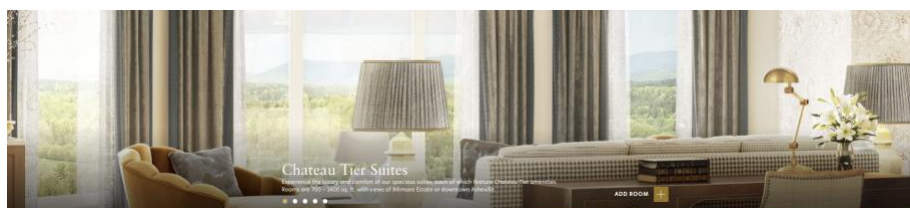
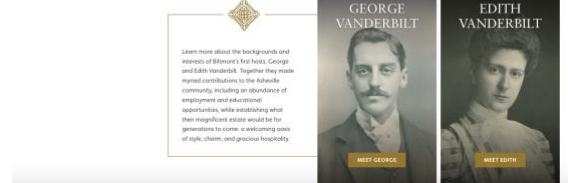
A Living Masterpiece of Landscape Design

Biltmore's 8,000 acres are comprised of six formal and informal gardens, a Conservatory, and nature trails connecting them to the French Broad River, the estate's Deer Park, Lanes, Farmyard, and woodlands. Renowned landscape architect Frederick Law Olmsted designed the estate to offer four seasons of beauty more than a century ago. Today, Biltmore's talented team of horticulturists ensures his vision lives on.



George Vanderbilt's Country Estate

George Vanderbilt, grandson of famed shipping entrepreneur and industrialist Cornelius "the Commodore" Vanderbilt, first visited Asheville, North Carolina, in 1888. Captivated by the area's natural beauty, he slowly began purchasing land, ending up with 125,000 acres for what would become his country estate. Determined to make this a self-sustaining home, George enlisted architect Richard Morris Hunt to design and build the 250-room chateau. Landscape architect Frederick Law Olmsted was also hired to create formal gardens and transform the former farmland into a beautiful pastoral landscape.



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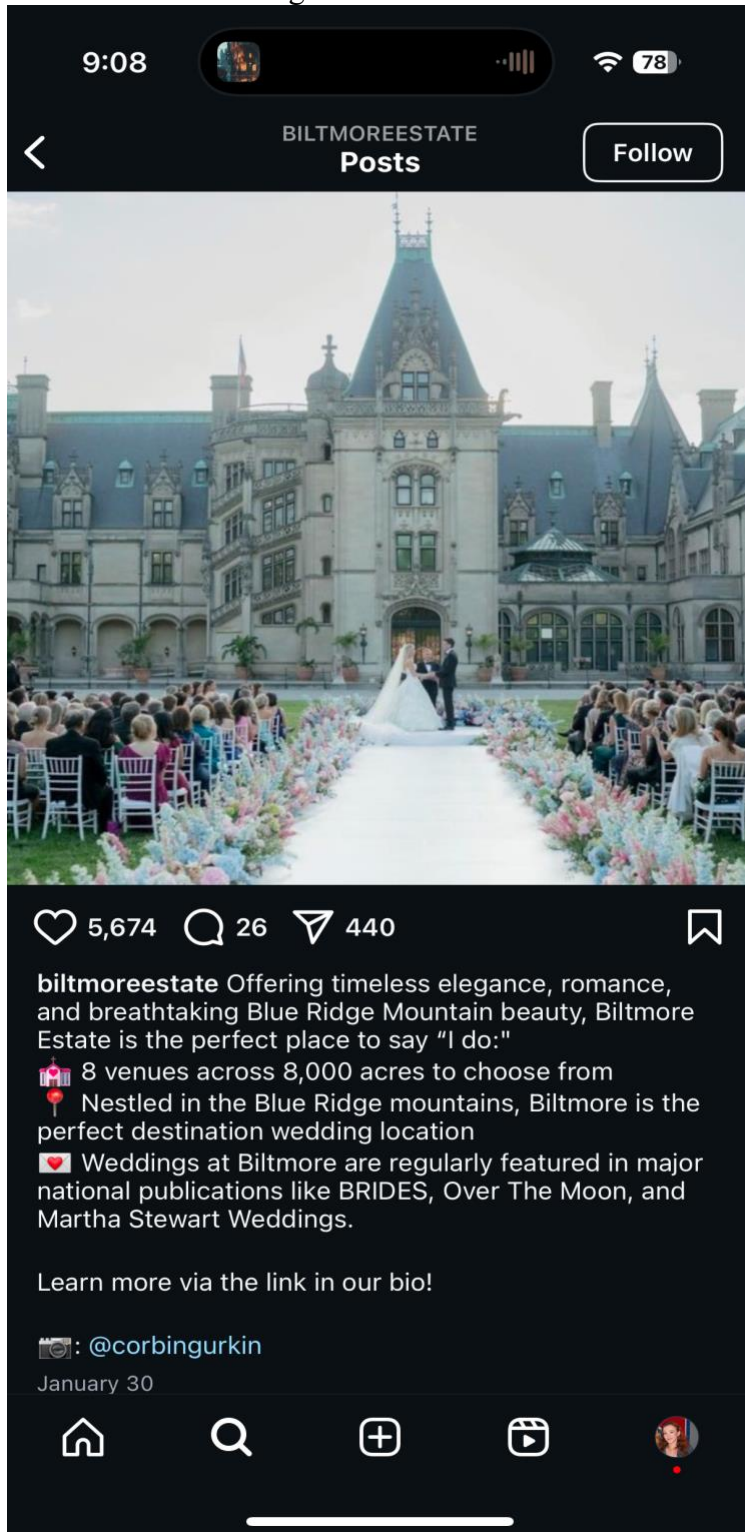
Worth Preserving: The Oak Sitting Room at Biltmore

By Jean Seraton






Current Digital Marketing

1. Awareness Stage






Instagram post

2. Interest/Desire Stage

 **Biltmore**  Yesterday at 1:07 PM · 

Now is the perfect time to become a Biltmore Annual Passholder, just in time for Spring at Biltmore! Enjoy:

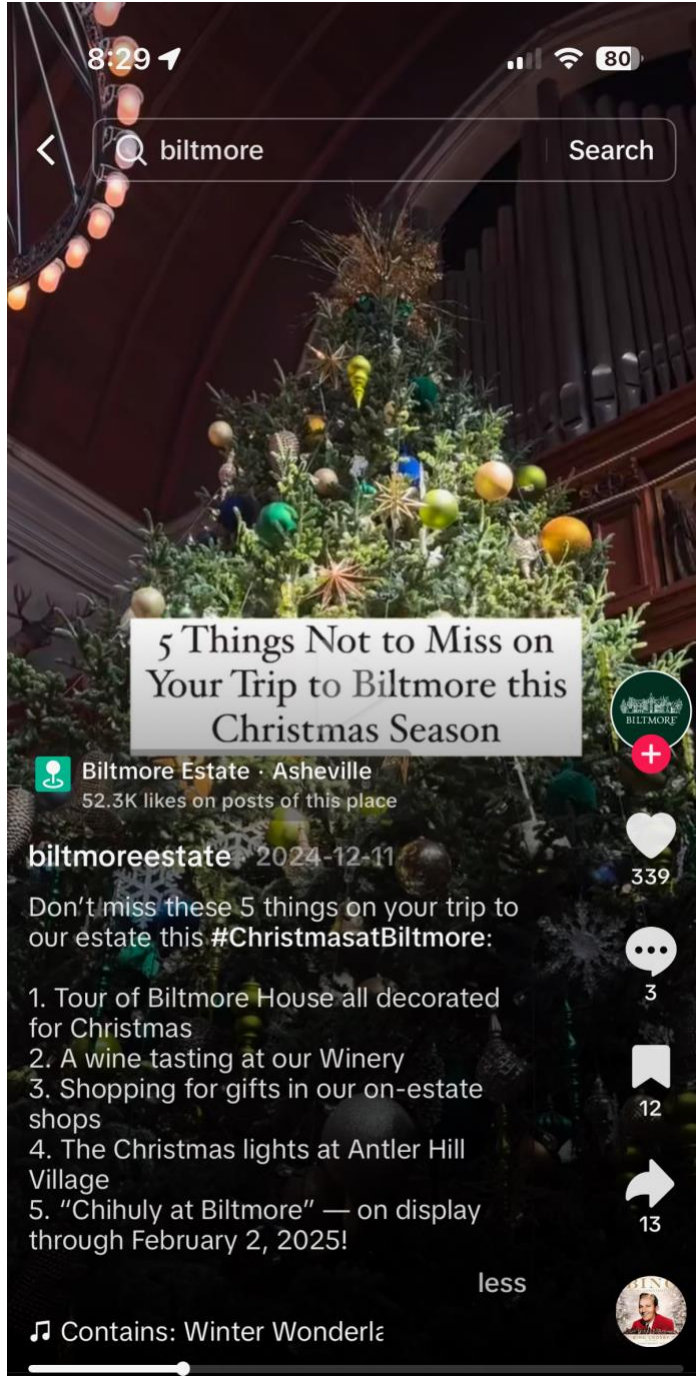
-  Unlimited trips to our award-winning gardens
-  Special pricing on our newest exhibit, "Tutankhamun: His Tomb and His Treasures"
-  Discounts on Winery purchases, on-estate dining, and more

For a full list of benefits: <https://bit.ly/4aLT9Dk>



Facebook post

3. Action Stage



TikTok post