



Belltower Chapel & Garden

Overview

This newly-created wedding and special event venue came to Propel needing to carve out a niche in an already saturated market. With nothing but a business plan and market research, Propel set to work.

Solution

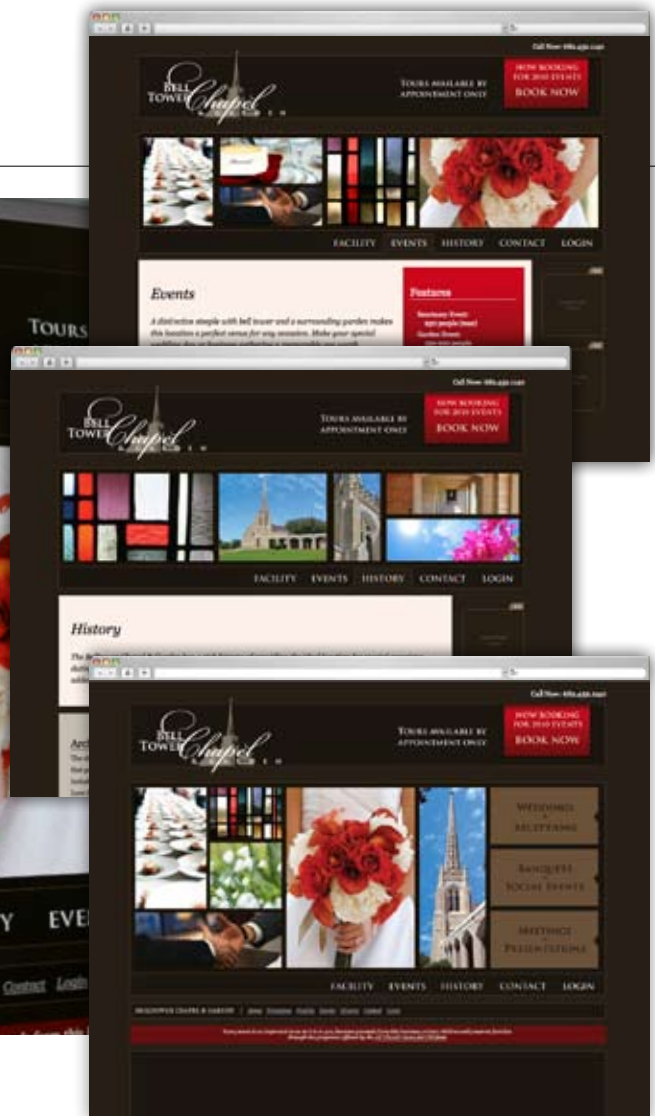
Isolating the most unique and appealing aspects of the location, Propel created an identity and Web site that captured the beauty of the venue while also establishing its online credentials as a high-quality business. Additionally, Propel was charged to create, implement, and manage a Google AdWords campaign as well as an online media campaign utilizing both "organic" and "cost-per-click" Search Engine Optimization—which generated over \$100,000 in the first 60 days. WOW.

Impact

Client was ecstatic about the design and the results. Within 30 days of the site's launch in November 2009, Web traffic increased over 2,600%, the client secured two contracts and their first revenue, and was flooded with requests for tours—all with only online advertising in the marketplace.

WITHIN 120 DAYS
BOOKINGS
SECURED OVER
\$165,000
REVENUE
SOLELY FROM ONLINE SEARCHES

TARGETED SUCCESSSES Propel Group, Inc.



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