

# BRAND AWARENESS CASE STUDY

BUSINESS IMPACT

2X

the average lead amount

3,565

Engagements from MYSA social media advertising contest

1,601

Contest entries from social media contest

72%

Opted in for future remarketing

## Alsatian Golf Club

Hospitality / INDUSTRY

Castroville, TX / LOCATION

### SUMMARY

Overall, this multi-channel campaign produced strong engagement from our audience and fantastic results for the advertiser. Alsatian Golf Club is enjoying improved brand awareness, evidenced by increased revenue and attendance at their club and restaurant.

### CAMPAIGN GOALS

Alsatian Golf Club was seeking to drive awareness as a top-tier golf club and dining out destination for San Antonians in their target demographic.

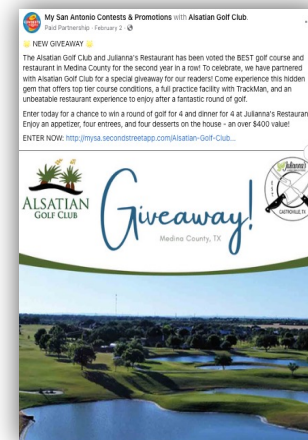
### MEDIA

DIGITAL DISPLAY, SOCIAL, PRINT

### DIGITAL DISPLAY ADVERTISING



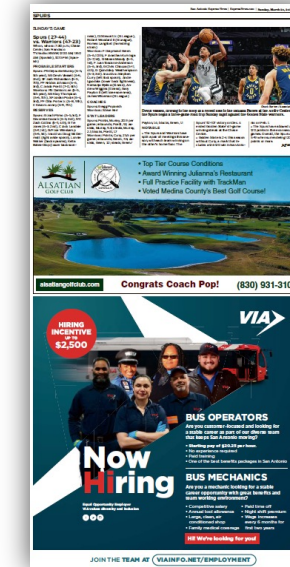
Throughout the campaign, the client ran monthly mySA.com Sports section takeovers complemented by targeted digital display / online banners on mySA.com and expressnews.com along with 100,000 impressions targeting specific geographies and demographics across the Hearst audience network.



### SOCIAL MEDIA ADVERTISING

To kickoff the campaign, an organic Facebook post highlighting Alsatian's beautiful imagery was boosted through mySA's Facebook page to over 454,000 followers with targeting added to attract the golf club's key customer base. The following month, the client offered a special giveaway that was promoted through the mySA Contest and Promotions Facebook page.

### PRINT ADVERTISING



Reaching a potential audience of 300,000 San Antonians, Alsatian ran monthly print ads in the Sports section of San Antonio Express-News to round out a full-funnel marketing strategy.

HEARST

San Antonio Express-News | MYSA