

CendynTM




**WINDJAMMER
LANDING**
RESORT & RESIDENCES, ST. LUCIA

Windjammer Landing Resort *and Residences*

COMPREHENSIVE DIGITAL STRATEGY



Find



FOUND ONLINE

Windjammer Landing Resort *and Residences*

Comprehensive Digital Strategy for Windjammer Landing: our initiative included managing the website, SEO, and digital marketing efforts, with a focus on Display and Metasearch campaigns.

Transitioning to the Cendyn Digital Marketing Platform platform has greatly enhanced our performance on Google and TripAdvisor. We revamped the display strategy to include targeted prospecting campaigns that highlighted the property's unique selling points (USPs) and focused on building brand awareness. We also introduced video retargeting and specialized discount campaigns for users who had abandoned their carts, managing these efforts across Google and Sojern. To drive conversions, we ensured timely, offer-based banners and launched language-specific communications to engage potential markets effectively.





Goals

Our primary objective was to *drive more traffic* to the website and *increase bookings* by generating higher demand. We aimed to *boost brand visibility* through targeted campaigns while optimizing conversion rates.



GROW

Meta Incremental	Programmatic	Net Media
January	\$0	\$0
February	\$0	\$0
March	\$0	\$0
Q2	\$6,000	\$6,000
June	\$2,000	\$2,000
Q3	\$6,000	\$6,000
July	\$2,000	\$2,000
August	\$2,000	\$2,000
September	\$2,000	\$2,000
Q4	\$6,000	\$6,000
October	\$2,000	\$2,000
November	\$2,000	\$2,000
December	\$2,000	\$2,000
FY 2024	\$18,000	\$18,000

MEDIA PLANS

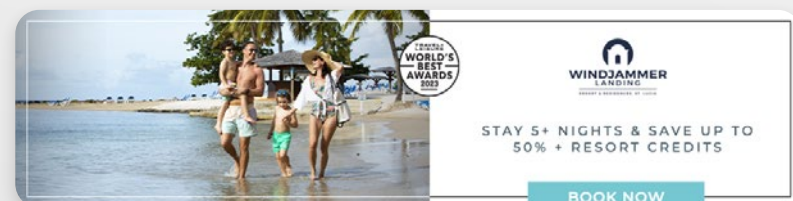
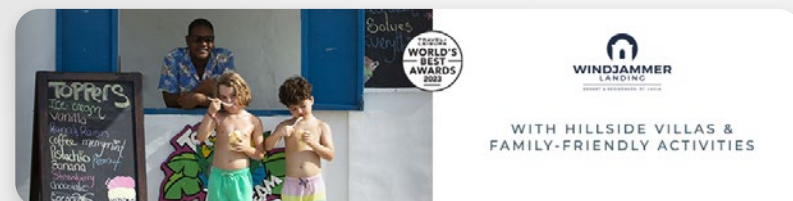
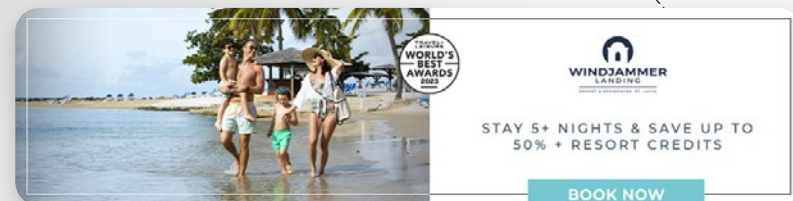
	Programmatic	Direct-Custom	Net Media
January	\$6,500	\$2,000	\$8,500
February	\$6,500	\$2,000	\$8,500
March	\$6,500	\$6,500	\$8,500
Q2	\$21,900	\$6,500	\$8,500
June	\$7,300	\$2,200	\$9,500
Q3	\$24,750	\$7,500	\$32,250
July	\$8,250	\$2,500	\$10,750
August	\$8,250	\$2,500	\$10,750
September	\$8,250	\$2,500	\$10,750
Q4	\$28,400	\$9,500	\$37,900
October	\$9,400	\$3,000	\$12,400
November	\$9,500	\$3,000	\$12,500
December	\$9,500	\$3,500	\$13,000
FY 2024	\$94,550	\$29,600	\$124,150

Background and Strategy

Windjammer Landing Resort and Residences identified a need to modernize its digital presence and *reach a broader, more engaged audience*. The *logo rebranding* and the introduction of new digital strategies were aimed at understanding why travelers choose Windjammer and how to extend this appeal to a new generation of vacationers. The property needed to differentiate itself by *highlighting its unique attributes*—such as its breathtaking beachfront location, luxury accommodations, and extensive amenities—in a way that resonated with both returning guests and new prospects.



Creative



Results

The campaigns led to **substantial increases in demand and bookings**, surpassing our original goals. We measured effectiveness through website traffic, conversion rates, and overall revenue, with notable improvements in brand awareness and bookings.

Return on Investment

For H1 (January - June), the Metasearch campaigns delivered an impressive **ROAS of 41:1**, while the Display campaigns achieved a **ROAS of 17:1**. These efforts collectively generated **\$1.18M in revenue**, exceeding our benchmarks and expectations.

41:1
METASEARCH ROAS

17:1
DISPLAY CAMPAIGN ROAS

\$1.18M
IN REVENUE



An aerial photograph of a resort complex at dusk. The resort features numerous white buildings with red-tiled roofs, swimming pools, and a beach area with lounge chairs. The resort is nestled between a dark, forested hill and a body of water. The sky is dark and cloudy.

Cendyn™

Bringing it
all together

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