



MarketingHat

FRESH TRACKS ONLINE VACATION BOOKING

SITUATION

Fresh Tracks, an online vacation booking business providing custom trips to Canada or Alaska, needed MarketingHat's help in taking their marketing to the next level including developing clear brand positioning, direction on how to implement effective marketing programs, and discovery of "what's next" in their marketing.

SOLUTION

MarketingHat conducted customer surveys in order to better understand the Fresh Tracks customer. Based on research findings, they developed a clear brand positioning including identifying a unique selling proposition that would resonate with the Fresh Tracks customer. Fresh Tracks then received a written creative brief including a revised tagline and clearly stated customer benefits that was used to guide the re-design and revised copy for the website and product development. Additionally, MarketingHat worked with Fresh Tracks management to develop a marketing plan that included new testing options for online marketing and new promotional offers such as the "Whistler Price Guarantee."

RESULTS

MarketingHat developed a customer profile for Fresh Tracks that included identifying customer needs and preferences while uncovering key drivers of satisfaction by product type. The mix of email versus phone inquiries dramatically shifted by 25% (phone inquiries with a higher closing rate are more consistent with a new unique selling proposition). MarketingHat also obtained testimonials for use in future marketing efforts.

FreshTracks

