



A full-service marketing agency
with a focus on business results.



Case Study



+86

Booking inquiries after first two months

Client

A hotel with an attached water park with whirlpool tubs, two waterslides, a wading pool, sauna, and a fitness room – but no Facebook page.



Goals

- Build their presence on Facebook from the ground up
- Grow an audience of future customers to engage with
- And ultimately, drive room bookings and waterpark ticket sales



The Plan

- Build a custom Facebook page for the brand
- Run regular social posts following best practices
- Set up and run Meta ads to ensure content reaches the target audience
- Empower their team to interact with customers directly from the page

Results

51

Booking calls

35

Direct messages



200+
engagement

245,000+
impressions

5,600
ad clicks

Results



Sapphire Hotel Waterpark

100% response rate, 52 mins response time

3,287 likes

199 likes

22 new fans

Facebook page likes

Reviews

5.0 ★★★★★ 15 Reviews

100% response rate, 52 mins response time

3,287 likes

199 likes

22 new fans

Organic page reviews

Sapphire Hotel Waterpark

Published by [User] January 31 at 2:58pm

48 HOUR SALE!!

Call the hotel directly and save an additional 5% on our Flash Sale Discount. Mention #waterslide to redeem the additional discount. Call soon to save: [Phone Number] ... See More

1,890 people reached

Boost Post

Like Comment Share

Chronological

Like Reply Message - January 31 at 3:26pm

Like Reply Message - January 31 at 3:38pm

Like Reply Message - January 31 at 3:40pm

Like Reply Message - January 31 at 5:44pm

Like Reply Message - January 31 at 8:19pm

Like Reply Message - January 31 at 8:53pm

Write a reply...

Write a comment...

Organic post engagement



Facebook's advanced analytics

Messages

Search people and messages

Do you have a birthday package? We are looking to add a room but would like to make plans for cake and something. What are your rates?

Hi! We have what is called a Waterpark Package. This includes 2 rooms with 2 Queen beds and a weekend stay. Currently this is going for \$299 for 2 rooms for Saturday and Sunday for adults and children. Check it out and let me know if you have any questions. Please let me know if you need anything to accommodate the stay! Thanks!

Hi! We have what is called a Waterpark Package. This includes 2 rooms with 2 Queen beds and a weekend stay. Currently this is going for \$299 for 2 rooms for Saturday and Sunday for adults and children. Check it out and let me know if you have any questions. Please let me know if you need anything to accommodate the stay! Thanks!

Message from engaged customer

All Posts Published

Post ID	Post	Type	Targeted	Reach	Engagement	Post Status
81202917	48 HOUR SALE!! Call the hotel directly and save an additional 5% on our Flash Sale Discount. Mention #waterslide to redeem the additional discount. Call soon to save: [Phone Number] ... See More	Text	✓	1.9K	207	Boost Post
81202917	Waterpark Package! Call the hotel directly and save an additional 5% on our Flash Sale Discount. Mention #waterslide to redeem the additional discount. Call soon to save: [Phone Number] ... See More	Text	✓	1.9K	57	Boost Post
81202917	Waterpark Package! Call the hotel directly and save an additional 5% on our Flash Sale Discount. Mention #waterslide to redeem the additional discount. Call soon to save: [Phone Number] ... See More	Text	✓	1.9K	24	Boost Post
81202917	Waterpark Package! Call the hotel directly and save an additional 5% on our Flash Sale Discount. Mention #waterslide to redeem the additional discount. Call soon to save: [Phone Number] ... See More	Text	✓	1.9K	51	Boost Post
81202917	Waterpark Package! Call the hotel directly and save an additional 5% on our Flash Sale Discount. Mention #waterslide to redeem the additional discount. Call soon to save: [Phone Number] ... See More	Text	✓	1.9K	15	Boost Post

Organic post reach and engagement



Hospitality Instagrams

[Lowercase Beer](#)

[Blakes Tavern](#)

[Little India of Denver](#)

[Matshuisa Denver](#)

Case Study



+68%

Increase in Instagram audience of qualified leads



Client

A consultant for businesses in the aesthetic industry was having trouble with Facebook ads being incorrectly flagged as COVID misinformation



Goals

- Expand her reach beyond her local area
- Grow her email subscribers to nurture leads
- Overcome Facebooks poor ad flagging policy



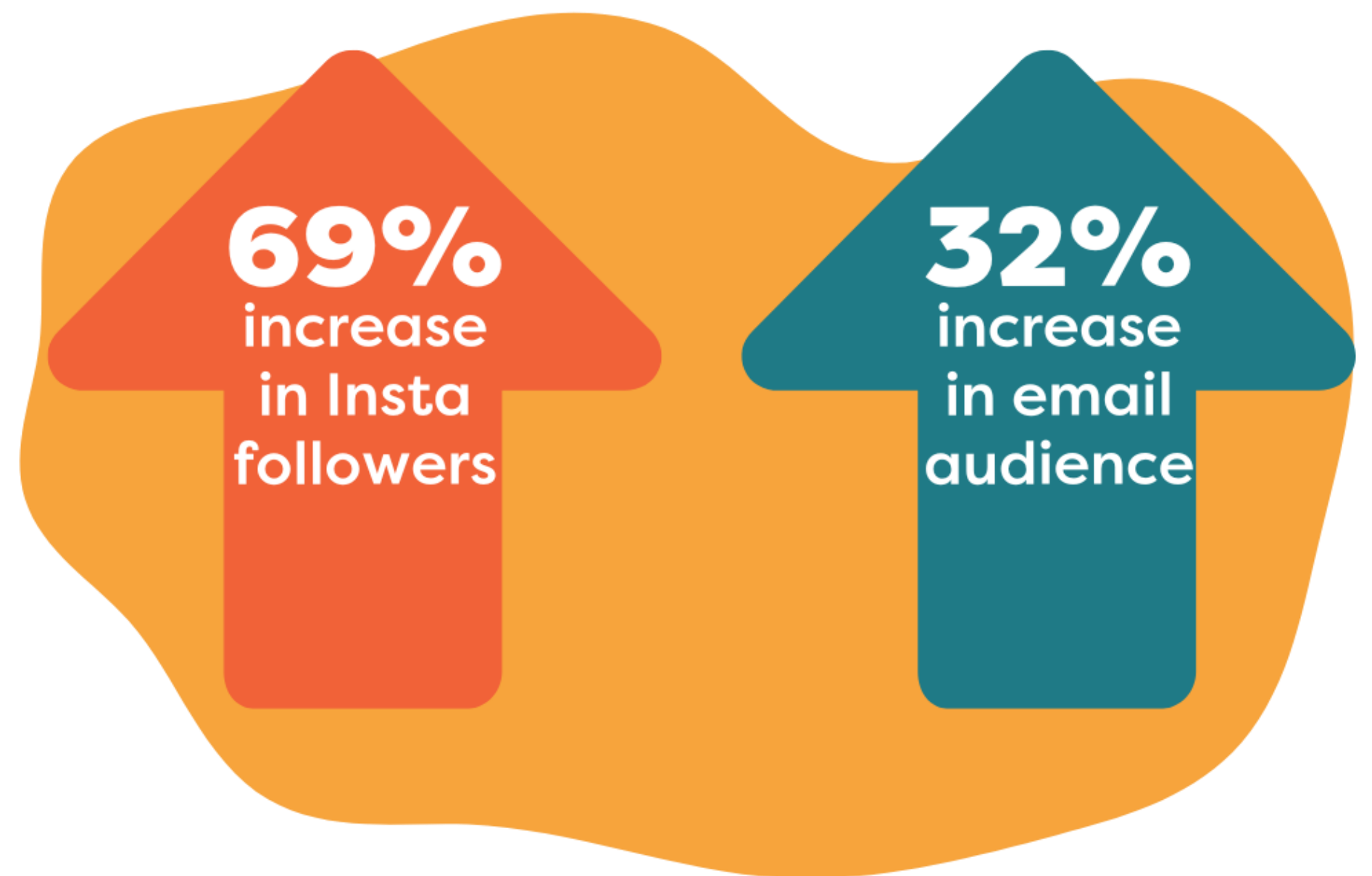
The Plan

Shift from Facebook to Instagram
Focus on an organic strategy to increase followers
Drive followers to subscribe to the email list where the ROI is best

Results

5x

Out-of-State Inquiries





NewMed Concepts

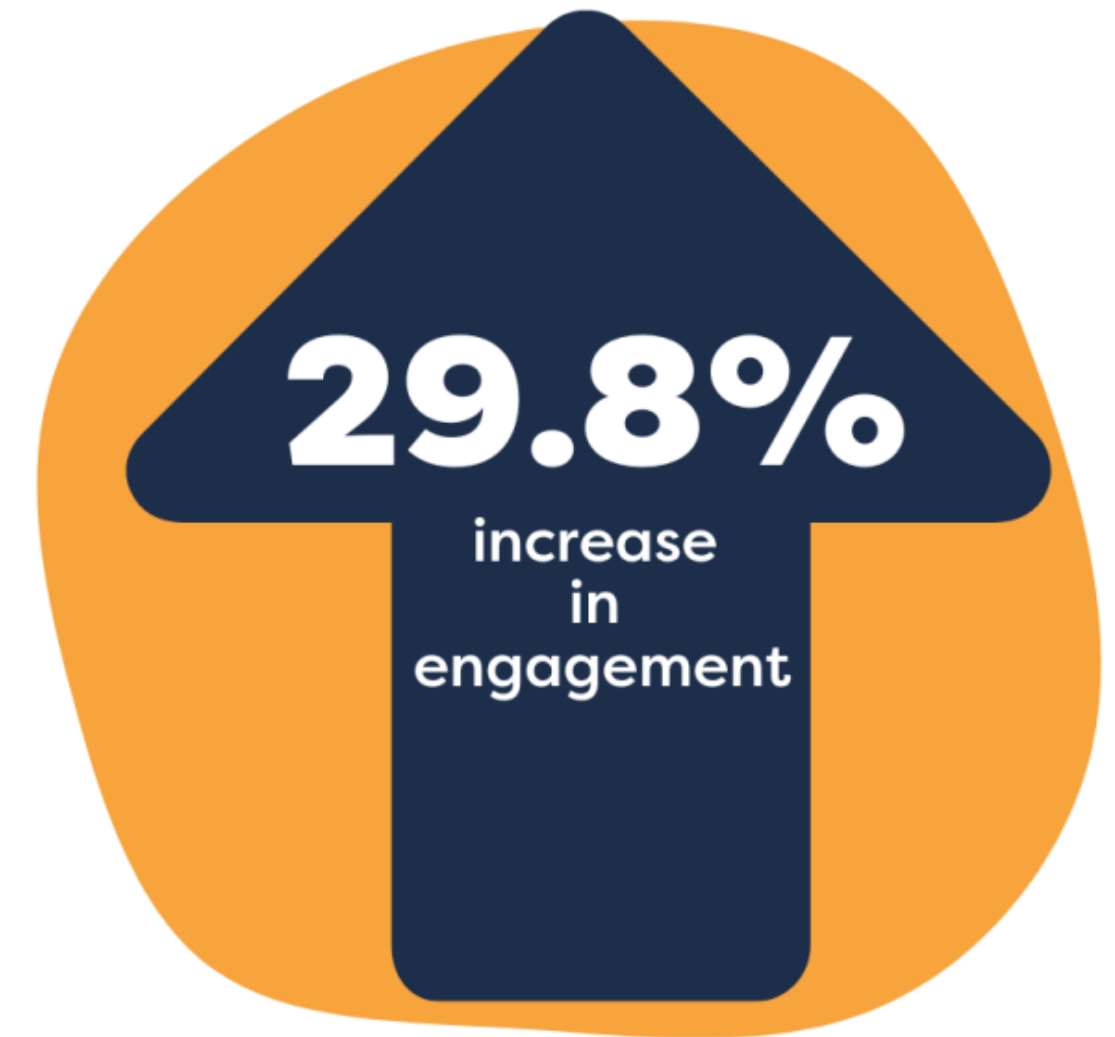
[Instagram](#)

More Engagement from American Moms

This international educational program came to us with the goal of entering the US market for the first time. They wanted to ensure their social content was speaking to North American moms specifically, and they felt their current posts were falling short.

The many mothers on the WR Digital marketing team put their heads together to create a new social strategy. Through market research, we identified 3 groups of moms who would most likely be attracted to the program. Then we built out a content strategy targeting those mothers specifically.

Case Study



Facebook Month-Over-Month Growth

The end result?

The company saw a **drastic improvement in engagement** within the first 30 days of the strategy shift.



LingoAce

Instagram

OTHERS

Tumalo Art Co
Victoria Towery