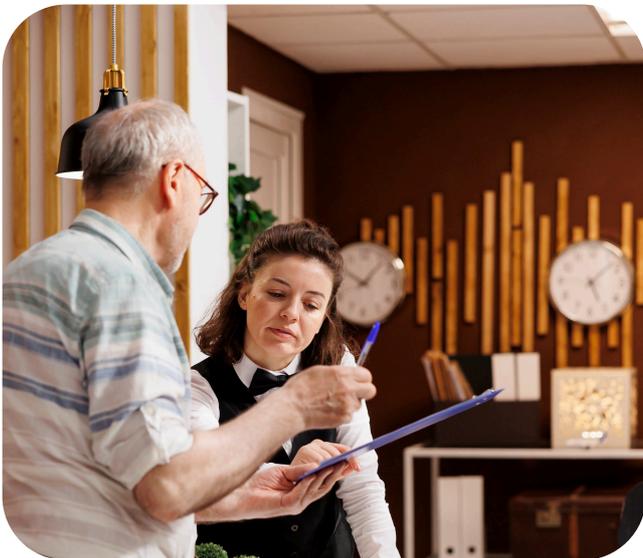


360° Digital Marketing Drives Business Growth

Building a strong online presence for a new tourism brand through SEO, social media, paid advertising, and content marketing.

Overview

- Developed a responsive, SEO-optimized WordPress website integrated with Salesforce CRM.
- Executed end-to-end digital marketing — SEO, content marketing, social media, PPC, and analytics.
- Delivered sustained growth through regular measurement and continuous improvement.
- 243% increase in conversion rate, 45% growth in organic search, and 5-star Google ratings.



Client Profile

The client is a travel and event management company based in the U.S. and Costa Rica, offering beach parties, vacation rentals, and adventure packages for travelers seeking unique experiences.

Challenges: Credible Online Presence in a New Market

- Low brand awareness and high competition in the Costa Rican tourism segment
- Lack of an optimized website and digital marketing strategy
- Limited visibility across search engines and social platforms
- Need for a system to manage incoming leads effectively

Solution: Full-Service Digital Marketing Strategy

QBurst implemented an integrated digital marketing plan to help the client reach and convert international audiences.

Key Initiatives

- **Keyword Research & Competitor Analysis:** Identified top-performing keywords and analyzed market trends to guide content and ad strategy.
- **Website Development:** Created a mobile-friendly WordPress website with booking features and Salesforce CRM integration for lead tracking.
- **Search Engine Optimization:** Applied on-page SEO and local optimization to boost organic visibility in Costa Rica and the U.S. markets.
- **Social Media Management:** Established and maintained profiles across Facebook, Instagram, Pinterest, YouTube, and more, driving engagement with appealing content.
- **Content Marketing:** Produced SEO-driven blogs, newsletters, and posts syndicated through platforms like Medium, Quora, and Disqus.
- **Paid Advertising:** Launched targeted Google, Facebook, and Instagram campaigns optimized for conversions.
- **Web Analytics:** Used Google Analytics and social media insights to refine campaigns for continuous improvement.

Technical Highlights

- Responsive WordPress website with user-friendly booking and inquiry features
- Salesforce CRM integration for real-time lead management
- WordPress plugin-based feature extensions for booking and service selection
- Data-driven keyword targeting and ad optimization using Google Analytics and social metrics

Impact

- **243%** Increase in conversion rate
- **45%** increase in organic search traffic and **73%** improvement in direct search
- Top SERP rankings for targeted keywords
- Up to **30 qualified leads per month** from web forms and ads
- Enhanced brand credibility with **5-star Google reviews**
- Emerged as a **leading regional competitor** within a year of launch