

September 2020 / Hospitality

How Premier Crew Hospitality used Faze Digital to drive lead generation in 2019-20

INTRODUCTION

Premier Crew is a major hospitality brand in London and the South East providing event planning services. Clients have included major brands including The London Olympics and Rolls Royce UK.

Premier Crew onboarded Faze Digital as their dedicated digital agency following a competitive RFP process in 2018. Since then the brand has grown from strength to strength through the implementation of a full-funnel digital media strategy. This approach, traversing social, PPC onsite optimisation and display has enabled a steady supply of qualified leads into their new business team for offline conversion.



Faze Digital provide digital marketing services to businesses requiring cost effective audience engagement and sales. We are a performance media agency with a core ethos of measurable and meaningful media

Why Faze?

- UK based team who are experts in digital and offline media activation
- Team have a history of major brands including Telefonica, IHG, Apple and Disney
- Simple, transparent and affordable. Focused on SME.

"Reduce our new business acquisition costs through effective lead generation and site conversion"

Premier Crew had a core issue for Faze Digital to solve. The client acquisition costs were too high, and volume too slow to drive the desired amount of YoY growth.

Through a full-funnel strategy driving brand engagement across social and lead gen conversion through PPC the CPL decreased by 550% vs their offline-alone approach. The lead volume increased by 88% in month 3 and 175% by month 6

The key approaches utilised to drive the significant performance improvements focused around an audience strategy and effective PPC bidding.

Through Google Analytics and ComScore a robust study was conducted of site traffic, and engaged paid media traffic. This enabled Faze Digital to develop an audience strategy focused on the correct groups of people. Lookalike modelling enabled us to expand out this audience group through display and social platforms to drive volume at low cost.

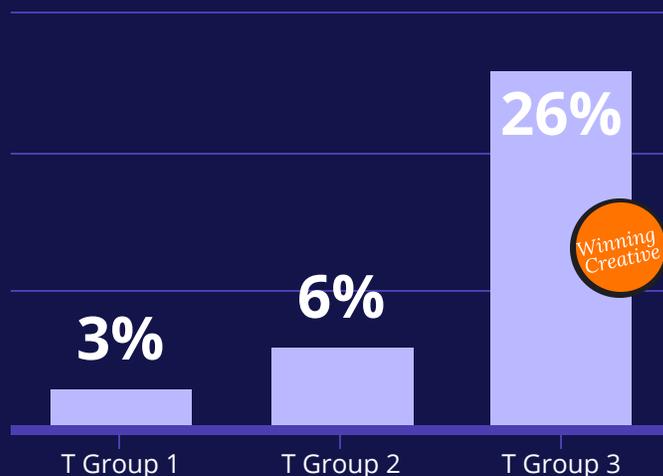
"The methodical approach Faze Digital took with our media investments made all the differences in making our digital viable in the long run"

John Doughty - PCH Director

A/B Audience Tests

Audience segmentation enabled us to run tests to explore whether our optimisations were desirable or not. Through this approach, it is possible to assess the incremental benefits from media and onsite optimisations.

Seen here is the conversion uplift from three audience groups vs control. This experiment was assessing conversion propensity through creative copy.



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