

Case Study :: Doral Golf Resort & Spa a Marriott Resort



Business Challenge

Located in Miami Florida the Doral name has long been associated with an elegant legacy of extraordinary golf and superlative service. For almost a half century Doral has continually raised the bar on standards of resort excellence while maintaining the classic style and ambiance envisioned by its creators. As Marriott Southeast's interactive marketing agency, POWERi Technologies was engaged to create a new web presence for this newly affiliated Marriott resort in a manner that leveraged the existing Doral brand while seamlessly integrating Marriott's corporate identity.

The POWERi Solution

Working with the property's local marketing team and Marriott International's national brand management and technical development teams, POWERi designed, developed and deployed a completely re-branded web presence for the Resort. The new web presence included a public site, a set of branded HTML email templates, an integrated customer relationship management email application, a robust content management system, a powerful eCommerce engine for the resort's online store and a secure Member's Only Club site. Through a combination of carefully crafted copy and visually compelling imagery, the web site includes FLASH-based elements on HTML pages that were optimized for search engines.

The POWERi design and development team completed this project through a series of phased deliverables over 6 months. After launching the new site, POWERi was engaged to maintain the site and to manage a search engine optimization program designed to increase qualified search traffic and conversions.

The Results

The new Doral site was configured with a content management system that allows property staff to quickly and easily update time sensitive offers and content. One year after launching the re-branded web site the new site achieved Top 10 rankings in the major search engines and a 10% increase in direct online bookings. Through the use of the customized self-service email marketing CRM application, property staff is now able to quickly customize and distribute the templated HTML emails to their opt-in database. The CRM application features a real-time reporting system that provides the property with instantaneous results of email campaigns.



visit: www.DoralResort.com



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