

Case Study

Wind Creek Hospitality – Offers

offers.windcreekhospitality.com



Industry
Hospitality

Partner
BitWizards
13 Memorial Pkwy SW
Ft. Walton Beach, FL 32548
www.bitwizards.com

Candace Mitchell
Director of Marketing

Background

With many convenient casino and hotel locations—Atlanta, Birmingham, Pensacola, Mobile, plus Montgomery's hometown casino—Wind Creek Hospitality is the premier destination for winning in the Southeastern US.

Goals

Wind Creek Hospitality needed a technology partner with expertise in Kentico web development to turn around a single landing page quickly to support their ongoing and ever-changing marketing campaigns.

Challenges

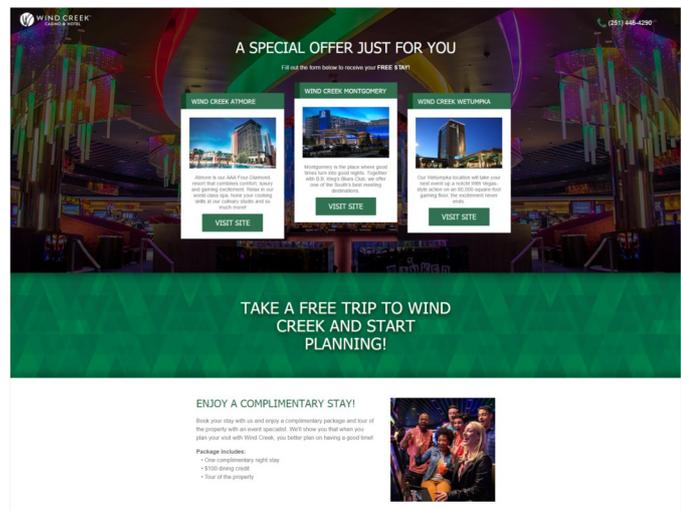
The Wind Creek Marketing team needed a reusable landing page location on their website that could be modified by the marketing team based on current marketing promotions for their various properties. The page also had to include a way for visitors to show interest in the offers and for Wind Creek to track that interest back to traditional digital marketing campaigns, such as conversion tracking. This solution had to be easily manageable by the content editors on the marketing team.

Solution

The Bit-Wizards digital marketing team used the Kentico Integrated Marketing Solution (version 8.2.48) to create a customized landing page template that the marketing team could quickly update with content as their campaigns changed over time. Using Kentico's Integrated Marketing features, Bit-Wizards trained the Wind Creek team on the best practices for setting up conversion tracking linked to customers' online interest in offline traditional marketing campaigns.

Technologies Implemented

- Azure SQL Database
- Azure Websites
- Responsive design and development



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Bit-Wizards Services

- Digital Marketing
- Cloud Infrastructure
- Kentico Development

Results

The Wind Creek marketing team now enjoys the simplicity of use provided by the offers landing page. This simple yet effective solution allows them to update their campaign information quickly and painlessly and track conversions across all properties and traditional marketing efforts, showing continued return and increase in leads generated across all the property sites.

Key criteria for choosing Kentico

Wind Creek is a long-time customer of Kentico. The reason for choosing Kentico for this platform was simple. They wanted to use Kentico for not only the familiarity of the tool but also its ease of content editing and management and speed of development using the portal development method.