

# Green Turtle Bay Resort & Marina

## SNAPSHOT OF GREEN TURTLE BAY

[Green Turtle Bay Resort & Marina](#) is Western Kentucky's premier waterfront family resort and marina that has been operating for over 35 years. Complete with three restaurants, condo rentals with full kitchens, a tennis court, a pool, boat rentals and slips, a spa, a health club, and more, Green Turtle Bay is the ultimate relaxing lake vacation destination.

## MARKETING CHALLENGE

The Green Turtle Bay team needed to prioritize not only the number of condo rentals their marketing brought in, but also the lead quality that went along with it. Plus, after a poor experience with their prior marketing provider, the Green Turtle Bay team was looking for clear and transparent performance reports.

## MARKETING GOALS

Green Turtle Bay wanted to boost both condo rental lead quality and quantity while implementing a strategically targeted and trackable plan.

## LOCALIQ'S SOLUTION

LOCALiQ was able to meet and exceed Green Turtle Bay's goals with [Search Marketing](#), [Smart Social Ads](#), and [YouTube Ads](#).



INDUSTRY

**Travel & Tourism**



**\$1M**

INCREASE IN REVENUE



**35%**

INCREASE IN BOOKINGS YOY



**3x**

HIGHER SEARCH AD CTR  
THAN INDUSTRY AVERAGE

## RESULTS

Green Turtle Bay's YouTube Ads have brought in an average view rate of 47%, which is nearly double the industry average. This beat out Green Turtle Bay's past TV commercials:

*"We are getting just as much viewership on our own YouTube channels as we were from paying millions of dollars in TV airtime."*

-Becky Auten Marketing Manager

The brand's search ads have also seen great results with a click-through rate of 11%, in comparison to the industry average of just 4%.

Green Turtle Bay was particularly pleased with LOCALiQ's Smart Social Ad campaign. Not only did Smart Social bring the business a **CTR of over 2%, which is double the industry average**, but the brand was also able to further engage with their audience.

*"It's crazy to me that every day I get 15 to 20 people commenting on and sharing out our ad."*

-Becky Auten, Marketing Manager

## Success with Client Center

Green Turtle Bay leveraged the [Client Center](#) to get 24/7 updates on campaign performance and strategy.

*"With LOCALiQ, I could see the reporting, and the platform was very transparent with what it was going to target. I can provide information and get suggestions back."*

-Becky Auten, Marketing Manager

## Partnership for Growth

The LOCALiQ platform gives customers first-look access to data. With this, LOCALiQ has helped Green Turtle Bay surpass its total 2021 revenue by \$100,000 in the first three months of 2022.

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***With LOCALiQ,  
we're already  
\$100k above  
last year's  
revenue numbers  
after just  
three months.***

— Becky Auten, Marketing Manager