

# Arizona Office of Tourism


## Company Background

The Arizona Office of Tourism (AOT) is a central location for tourists looking to book activities while visiting Arizona – including visiting the beautiful Grand Canyon, checking out the Phoenix nightlife, or simply have a relaxing spa weekend in Scottsdale. AOT's goal is to promote travel within Arizona and make sure that their visitors have a vacation they won't forget.

## Objective


Before AOT began advertising with Facebook, they marketed their company through traditional forms of advertising, including magazine print ads, fliers, and billboards. In an effort to build their social media marketing strategy and reach a larger audience in a more cost-effective manner, they tested utilizing Facebook Ads and creating a Facebook Page.

**Arizona – The Official Grand...**



**Stay in Arizona! Find unique travel deals on Resorts, Golf, Attractions and more only at the Arizona Office of Tourism.**

Priya Natasha Gupta likes this.

 Like

## Approach

AOT created a variety of Facebook Ads for different promotions, giveaways, and local events. They ran ads to promote their Facebook Page (<http://www.facebook.com/arizonatravel>) and to specific destinations on their website depending upon the initiative. In each case, they created excitement about the promotion in the ads and followed through with consistent messaging in the landing pages.

## Overview



**Objective:** Drive special events and promotions in an effort to grow the number of people connected to their Facebook Page and increase engagement with their website and Facebook Page.

**Solution:** Test targeting, messaging and images to discover which elements resonate strongest with their audiences.

**Highlights:** 89% of total online marketing traffic came to their promotions from Facebook.

# Arizona Office of Tourism

**Cubs Spring Training Trip**



Enter to win a Cubs spring training getaway in Mesa, AZ! Includes tickets to two Cubs games, travel, lodging, Flip Camera and more!

 Like

Priya Natasha Gupta likes this.

AOT was able to drive excitement in their ads because their creative resonated with their audience. In addition to testing the messaging and image in the ads, AOT chose to utilize “Likes and Interests” targeting filters to reach their exact audience. Likes and Interests targeting is a Facebook Ads targeting filter based on information people list in their Facebook profiles like favorite movies and music, groups and Pages among other information they have shared on the site. For example, they ran a campaign encouraging Chicago Cubs fans to visit Arizona for spring training. AOT was able to reach their exact audience by targeting phrases like: “Chicago Cubs” and “Wrigley Field.”

**Likes & Interests**

Chicago Cubs x Chicago Cubs Baseball Fans x  
Chicago Cubs Fans x Cubby Bear Wrigleyville x Cubs x  
Wrigley Field x Wrigleyville Chicago Cubs x

## Facebook Campaign Results

- 8 times more clicks to the landing page than paid search efforts.
- 27% conversion rate for Arizona Visitors Guide requests.
- 17% conversion for email newsletter opt-in.
- Overall, 89% of the total online marketing traffic comes to promotions from Facebook Ads.

*“Facebook has been a great vehicle to generate interest beyond traditional online advertising tactics. [Reports with information about who clicked on our ads] have helped us optimize the campaigns and expand the campaign’s reach.”*