



SearleCreative  
MARKETING & DESIGN GROUP™

# CATALINA CHAMBER

2016  
WEBSITE &  
CRM/CMS

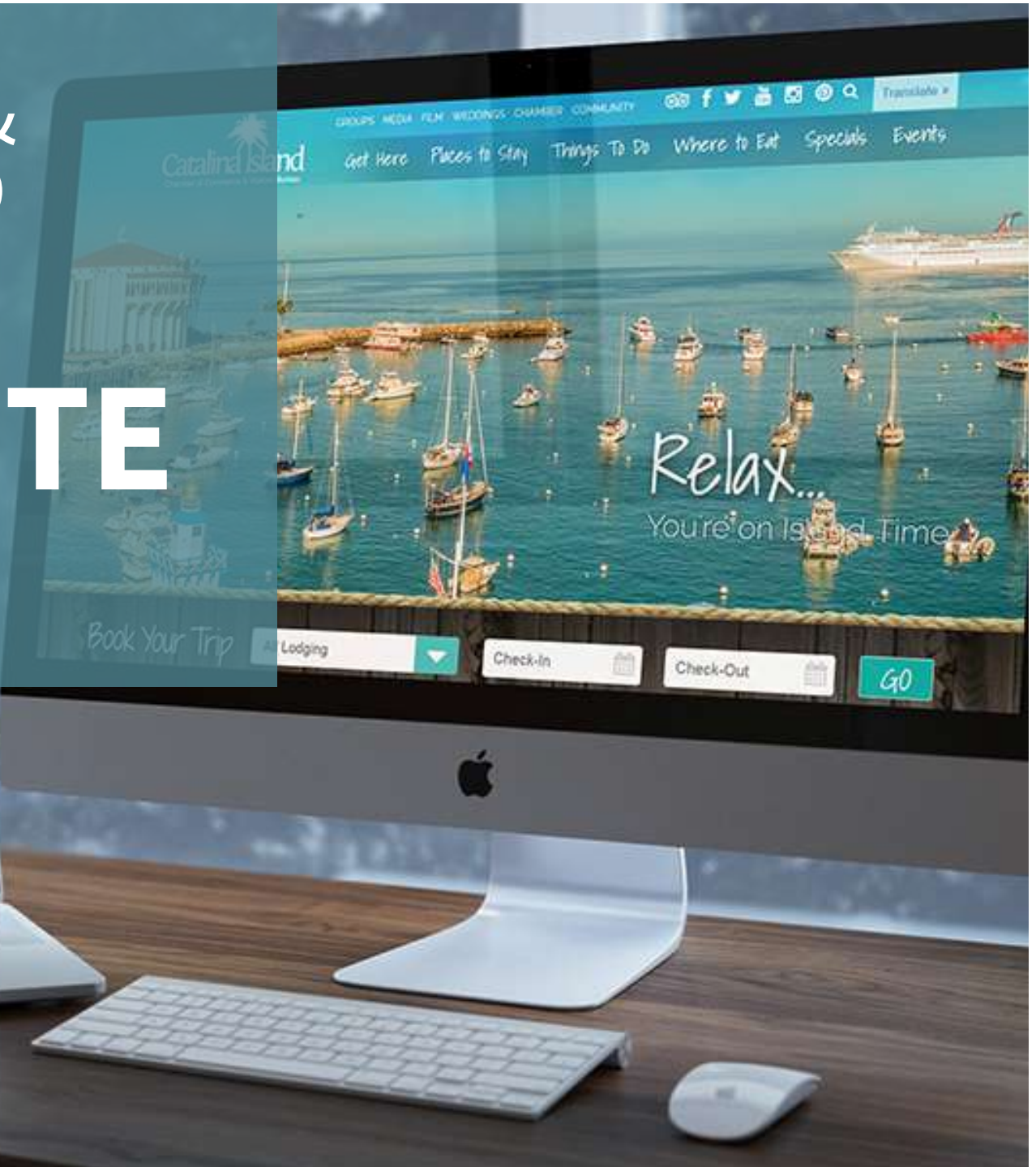


**WHO  
WE ARE**

AN INNOVATIVE TEAM  
OF DEVELOPERS,  
DESIGNERS, ANALYSTS  
AND LEADERS.



# DESIGNED & DEVELOPED 2016 WEBSITE REDESIGN



# WHY A NEW WEBSITE?





BEFORE

## GOALS

- FRESH DESIGN
- INTEGRATED TECHNOLOGIES
- ENHANCED BUSINESS LISTINGS
- BETTER VISITOR SITE EXPERIENCE
- MOBILE RESPONSIVE (NO MORE MOBILE PUSH SITE)



DEVELOPED AN  
INTEGRATED  
CRM AND  
CMS  
SOLUTION





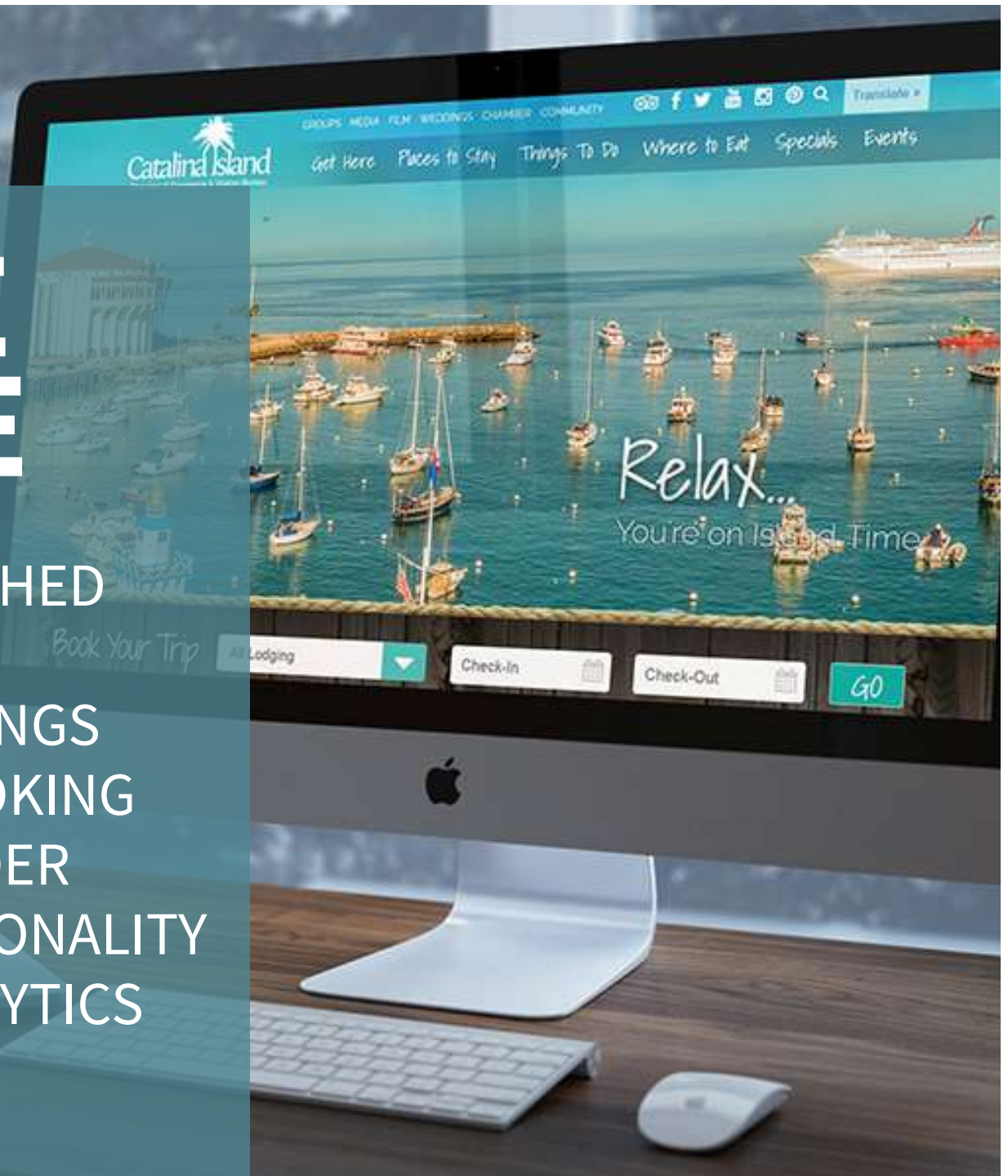
# WHY A NEW CRM?

- INTEGRATED SOLUTION
- EASY TO USE
- ROBUST CAPABILITIES
- SINGLE DATABASE
- BUILT TO SUIT
- LONG TERM SOLUTION
- NO SUBSCRIPTION FEES



# WHERE WE ARE

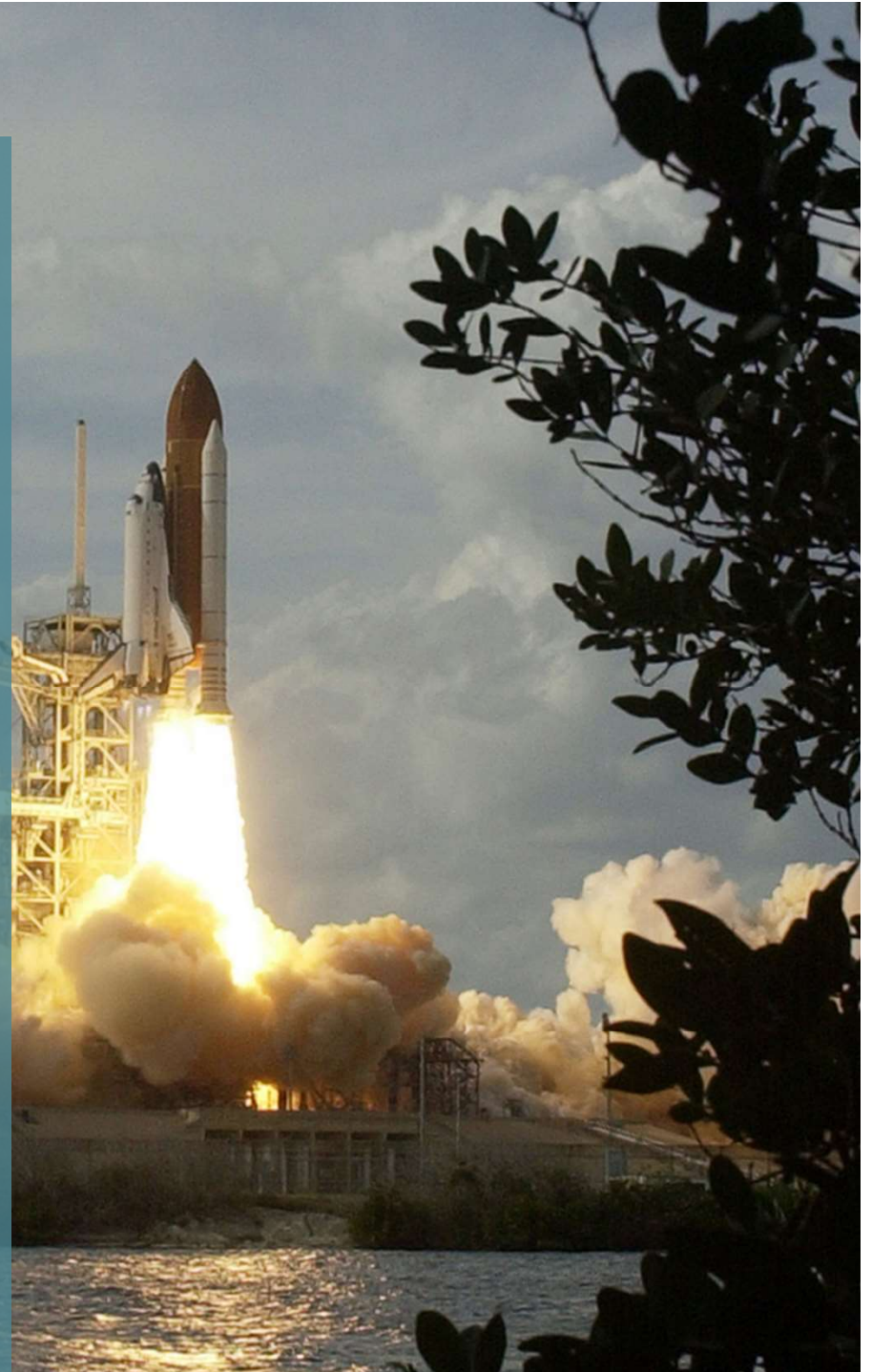
- NEW SITE LAUNCHED APRIL 2016
- ENHANCED LISTINGS
- PROMINENT BOOKING
- ITINERARY BUILDER
- GROUPS FUNCTIONALITY
- ENHANCED ANALYTICS
- APP DOWNLOAD





# WHERE WE'RE GOING

- COMPLETION OF CRM  
DECEMBER 2016
- NEW SEO CAMPAIGN
- BUILD MEMBER CONTENT
- MEETINGS & GROUPS
- ENHANCE PHOTOGRAPHY
- DESTINATION VIDEO





# ENHANCED MEMBER LISTING BENEFITS

- ONLINE MENUS
- HOT DEALS
- LISTING VIDEOS
- HOTEL 360 VIDEOS
- MAPS
- ITINERARIES
- COUPONS
- SUBMIT YOUR EVENTS





# ENHANCED MEMBER BENEFITS

[Catalina Express](#)

[Hotel Metropole](#)

[Catalina Coffee/Cookie](#)

# THE NUMBERS

THE QUALITY OF  
LEADS TO THE  
CHAMBER HAS  
GONE UP  
SUBSTANTIALLY.



39.42%  
PAGEVIEWS



73.29%  
PAGES/SESSION  
(6.88 vs 3.97)



-96.43%  
BOUNCE RATE  
(1.54% vs 43.15%)





# A VESTED PARTNER IN YOUR SUCCESS

- ONGOING DEVELOPMENT
- ANALYSIS & OPTIMIZATION
- SITE IMPROVEMENTS



**THANK YOU!**  
**QUESTIONS?**

**SearleCreative**  
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