

The Power of Synergy:

SEO + Digital Media Fuel Aparthotel
Birmingham's Growth

IAC Awards 2026 Winner – Outstanding Integrated
Ad Campaign

The Challenge

As a newly opened property, Aparthotel Birmingham **needed an effective way to increase loyalty member sign-ups and boost direct bookings**. Members receive exclusive perks, including 15% off stays, complimentary breakfast, and free room upgrades. The objective was clear: to quickly build a loyal customer base by offering extra value in the messaging while laying the groundwork for long-term success.

The Solution

Aparthotel Birmingham set out to create a journey that turned first-time visitors into loyal guests. The team implemented a 360° strategy blending creativity with precision, combining **Digital Media, SEO, UX, and Email Marketing** into one seamless plan.

The approach was designed to do more than drive clicks – it was all about creating an experience that felt effortless from discovery to sign-up.

This wasn't just a campaign – it was a strategic blueprint for growth, balancing quick wins with long-term impact.

Here's how they did it:

- Unified Messaging: Every channel told the same story – loyalty pays off.
- Optimized Landing Pages: A smooth, simple sign-up flow with perks front and center.
- Personalized Ads: Google Performance Max and Meta Advantage+ campaigns targeted high-intent travelers with messages that spoke directly to their needs.

Key Strategies

To turn this vision into reality, Aparthotel Birmingham relied on a set of focused strategies designed to deliver immediate impact while building long-term success:

- **Advanced Tracking:** Accurate performance measurement to guide optimization.
- **Paid Media for Quick Wins:** Google and Meta campaigns focused on lead generation, using signed-up users as audience signals to capture immediate conversions.
- **SEO for Sustained Growth:** Optimized content to capture user intent, build authority, and drive organic visibility over time.
- **Enhanced UX:** A frictionless sign-up process and irresistible member perks.



The Results

The combined approach delivered significant growth:

111%

Loyalty Member Sign-Ups

(June-Oct 2025 YoY)

+76%

Direct Bookings

(June-Oct 2025 YoY)

This synergy between Paid Media and SEO enabled both immediate conversions and long-term visibility, creating a sustainable strategy for success.



Why It Worked

Paid Media captured high-intent users with precise targeting and promotional offers for quick wins, while SEO built lasting authority and organic reach. Together, they created a balanced approach that drives short-term gains and sustained growth. With this strategy, the hotel is achieving a better channel mix by growing direct bookings and increasing loyalty program participation—key drivers of long-term success.

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