

A Oneupweb Case Study.

THE INTERNATIONAL KITCHEN





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THE INTERNATIONAL KITCHEN®

The International Kitchen® has been the leading provider of cooking school vacations to Italy, France and Spain since 1994. Ignited by a passion for worldly travel, food and wine, Karen Herbst founded The International Kitchen nearly sixteen years ago and along with it, the overall niche market for culinary travel.

» THE CHALLENGE:

The International Kitchen had been a Oneupweb client since 2002. While they founded culinary travel, once others recognized the market, the competition was born. Separating The International Kitchen from the pack of imitators was their largest marketing hurdle. But together with Oneupweb they had harnessed the power of a well-integrated digital marketing campaign, including natural search engine optimization (SEO) and paid search marketing (PPC), to effectively drive bookings and brand perception. And The International Kitchen had seen a great deal of success.

But the economy began to slip in the late 2000's. People were making cuts in their personal spending habits, eliminating luxury items and searching for less-expensive alternatives. And this, at a time when The International Kitchen was looking to expand to Peru, Turkey, Chile, Argentina and India. With competition growing and their target audience shrinking, The International Kitchen needed to get aggressive with their online marketing.

Around the same time, consumers began using social media channels to conduct research and seek advice for their upcoming vacations. To some, for a brand to not exist in these social media channels, and thus not participate in the conversation, simply meant the brand didn't exist at all—out of sight, out of mind. The International Kitchen needed to be available to their target audience in social media channels, and more than that, they needed to be involved in the conversation—making recommendations and being seen as an authority on cooking school vacations.

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» THE RESULTS:

- * In just five months since The International Kitchen Facebook page was created, the number of brand advocates who were asking to receive regular news and updates from The International Kitchen increased 567%.
- * In those same five months, The International Kitchen increased their reach 625% with more than 700 Twitter followers. These followers view posts daily from The International Kitchen and retweet The International Kitchen's news and messages to all of their connections just as often.
- * The International Kitchen was also able to increase the number of interactions with their brand by 232% on YouTube. This includes unique visitors coming to The International Kitchen YouTube channel to watch informative videos on culinary vacation tours.
- * The social media campaign also had a significant positive effect on The International Kitchen's other marketing efforts. Within the first two months of the social media campaign, natural search engine optimization (SEO) traffic rose 6% and conversions were up 310%.
- * Inquiries about travel in 2010 are up—despite the economy.



» THE TACTICS:

Oneupweb conducted extensive background research to determine which social media channels were the best for their culinary vacation client. With a strategic plan in hand, Oneupweb designed custom Facebook, YouTube, Flickr and Twitter pages for The International Kitchen. And they didn't stop there.

Providing advice and manpower, Oneupweb helped their client update their new social media channels with information that their target audience would find useful. Oneupweb also designed and developed contests for The International Kitchen to help keep their audience involved with the brand. Most importantly, Oneupweb made sure to integrate all of The International Kitchen's digital channels, maintaining brand consistency and helping each reinforce the other.



» The Takeaway:

Your customers and prospects are looking for your products and services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to consumers with digital marketing. It spelled success for The International Kitchen, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

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