



# DIGITAL MARKETING CASE STUDY

**INDUSTRY:** TRAVEL & TOURISM  
**CLIENT:** TRAVEL & TOURISM  
**CASE STUDY RANGE:** AUG 2022-APRIL 2023







## PROBLEM

Although a major tourism destination in Michigan's Upper Peninsula, Travel Ironwood saw gaps in its digital marketing when it came to the organic presence and tracking of referral sources from channels such as SEO, special media, and referral links.

They wanted to increase web users and keep them more engaged, as well as outperform nearby areas competing for the same tourists.

## SOLUTION

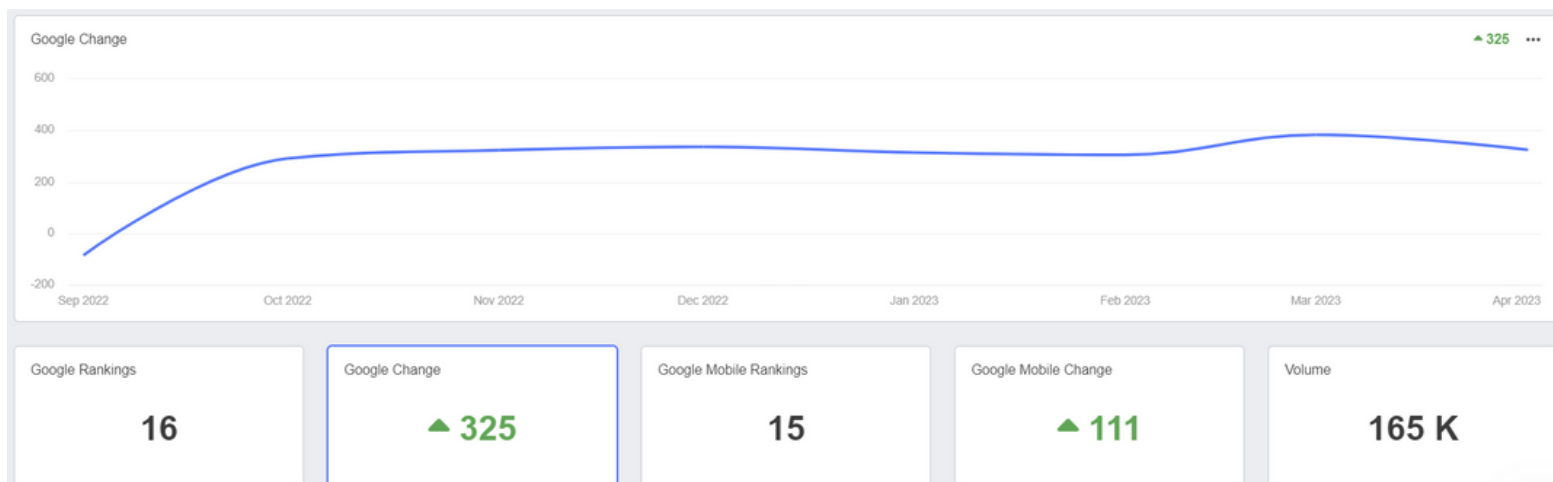
Travel Ironwood & Send it Rising aimed to solve many issues through digital marketing solutions. This includes

- Setting up better tracking
- Increasing engagement
- Increase SEO rankings
- Rank blogs in rich snippet positions on Google
- Encourage more links to partners & affiliates on the website.

Although a relatively new program, Travel Ironwood has already achieved **blogs ranking #1 on Google**, increased engagement and website clicks through social, and **300+ position increases in Google**.

# ORGANIC RANKINGS

## ALL TIME RANKING GROWTH



# 325 POSITION

increase in organic  
Google rankings

# 111 POSITION

increase in Google  
mobile rankings

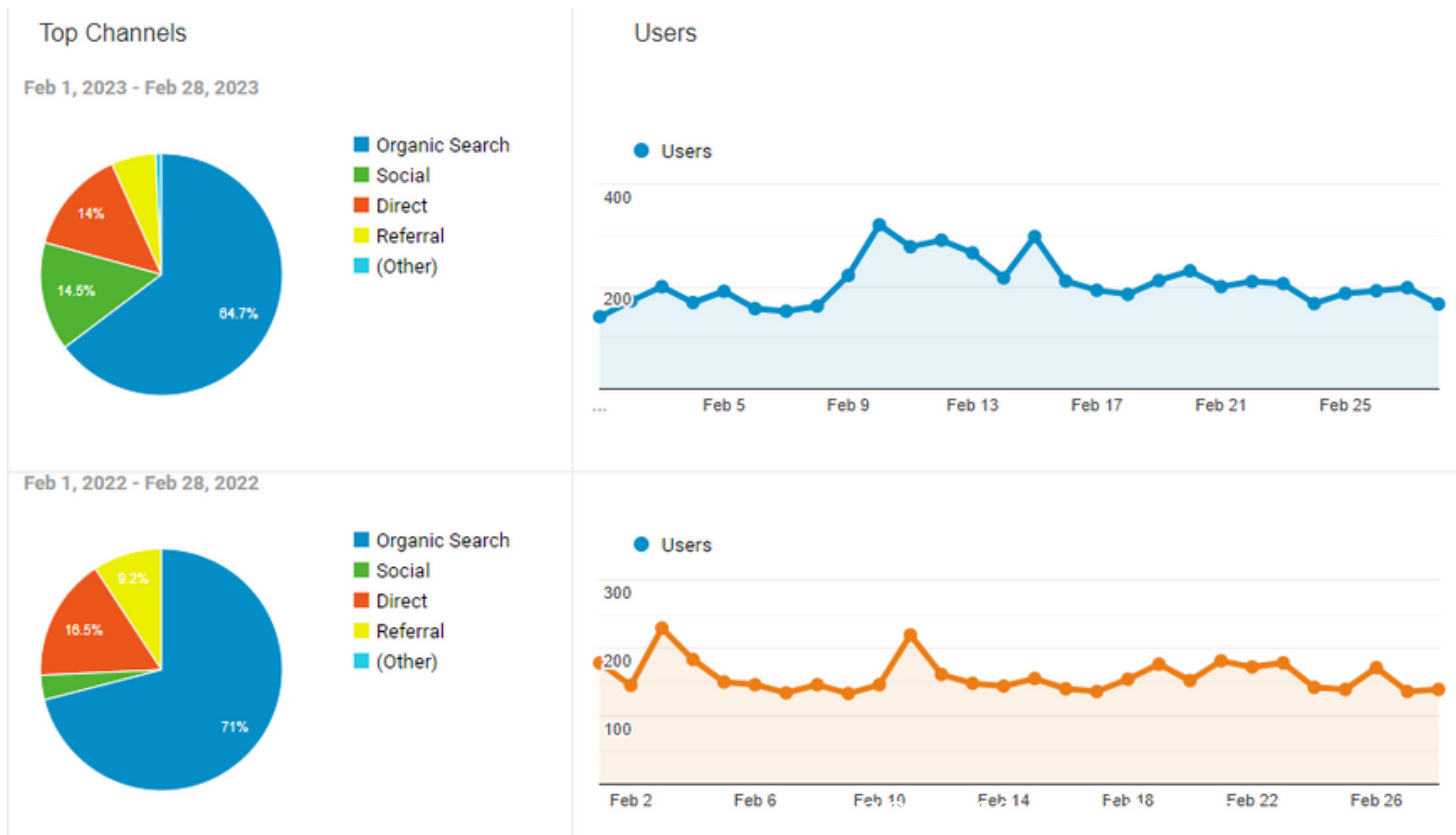
"Travel Ironwood has been working with Send it Rising for about 9 months. In that time, I have been very impressed with their knowledge, professionalism, and quick responses to questions. I trust the team at Send it Rising to keep moving Travel Ironwood forward in growth, staying current and relevant to our customers, and keeping up with the ever-changing digital world. I highly recommend the team at Send it Rising for any of your marketing and digital needs!"

-Amber Hollenbeck  
Marketing Strategist|Travel Ironwood

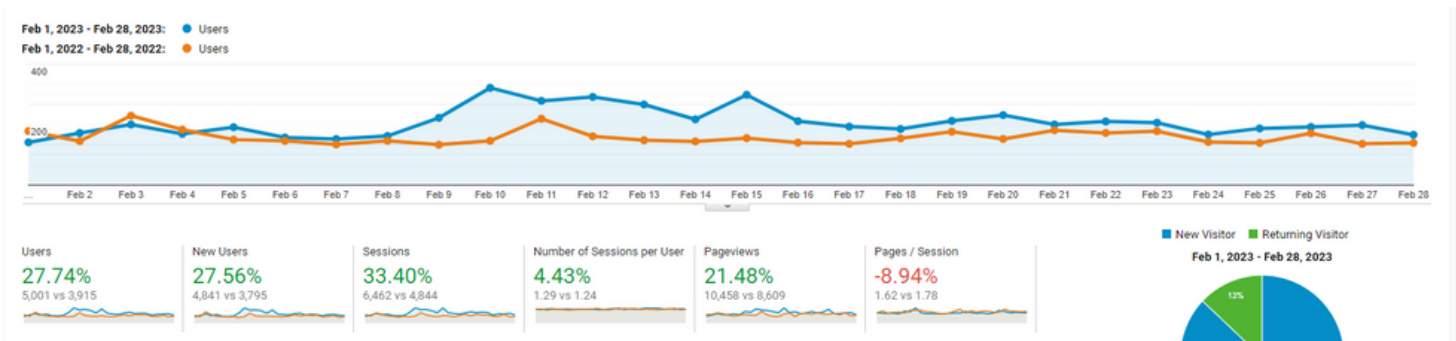
# ORGANIC RANKINGS

## GOOGLE ORGANIC RANKING INCREASES

Year over year, organic traffic to the website is up 10%, and social referral to the website is up 12%



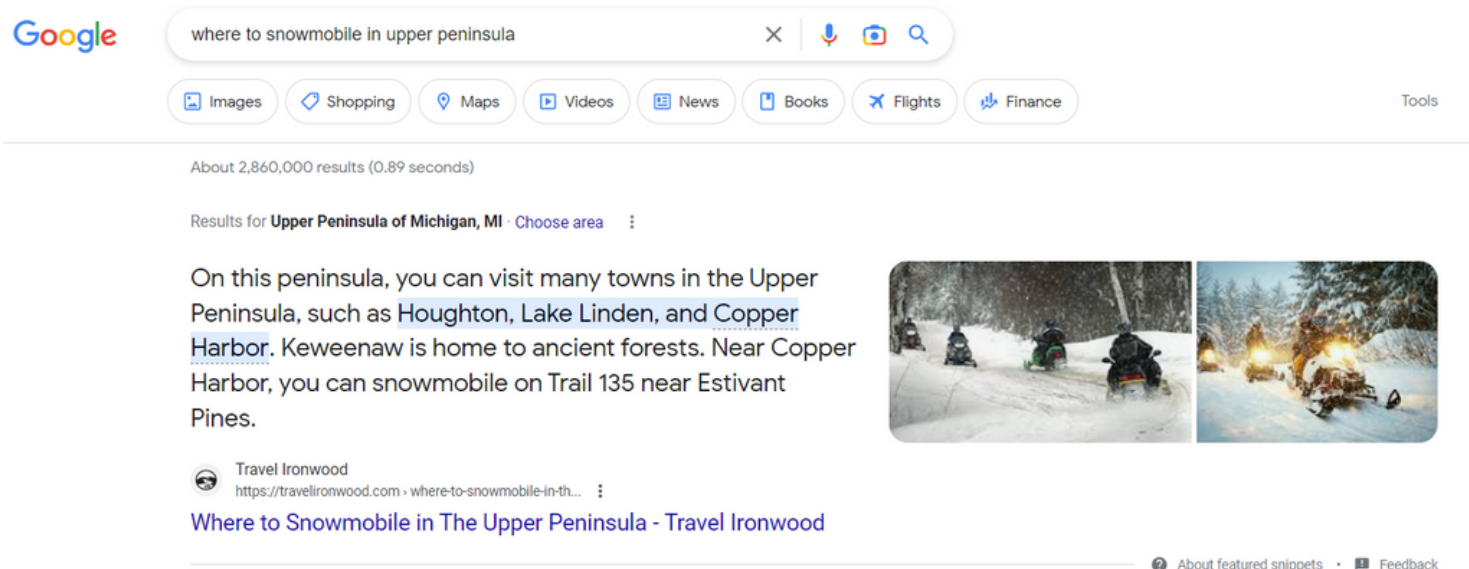
Year over year, traffic to the website is up 27% (5,001 vs 3,915), and website sessions are up 33%



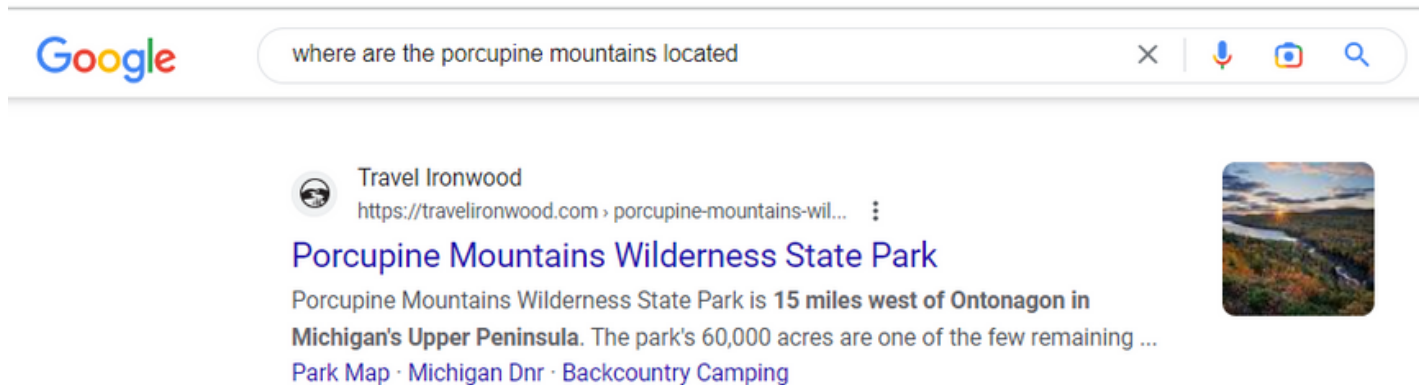


# BLOGS ON GOOGLE

One of our blogs rank in the rich snippet position for "where to snowmobile in the Upper Peninsula"



We rank #1 for 'Where are the Porcupine Mountains Located'



We rank #2 for the general term 'Wildlife in the Upper Peninsula'

