3.1.1.3 Case Studies of Website Development

Mobile Connect SMS

1. Marketing objective of the campaign or site; **To create an easy to find, easy to digest landing page for this SMS Marketing platform.**
2. The digital solution for achieving the objective(s); **HTML, HTML5 Video.**
3. The links to the applicable sites; www.mobileconnectsms.com
4. Use of custom URLs and third- (3rd) party tags/pixels for campaign measurement. **Facebook Retargeting Pixel, Google Analytics**

Hooters 2012 TravelZoo advertising landing page - Reservation Discount Calendar with booking engine

1. Marketing objective of the campaign or site; **The TravelZoo ads were bringing people to the Hooters Casino homepage and rooms were not being booked enough to show an ROI for ads placed.**
2. The digital solution for achieving the objective(s); **HTML landing page and integration with internal booking engine.**
3. The links to the applicable sites; **(No longer live)**
4. TravelZoo analytics and Hooters PMS

Tru Development Company rebrand from NAC Development Company

1. Marketing objective of the campaign or site; **To increase credibility by aiding in rebrand efforts with new logo and leaving behind previous amateur website that did not focus on new hi-rise capabilities: http://nacdevco.com**
2. The digital solution for achieving the objective(s); **Wordpress.**
3. The links to the applicable sites; www.trudevco.com
4. Use of custom URLs and third- (3rd) party tags/pixels for campaign measurement. **Google Analytics**