

SUMMIT CREW DIGITAL AGENCY

# CASE STUDY

LIBERTY FLEET TALL SHIP

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# Understanding the Client

## **ABOUT LIBERTY FLEET TALL SHIP**

Liberty Fleet of Tall Ships offers a variety of sailing trips that appeal to those who yearn to experience an adventure on a Tall Ship on the most beautiful and historical sailing waters on earth. The ships are located in Boston, Massachusetts, during the summer season. They sail to the pristine islands of The Bahamas for the winter sailing season and offer day sails, sunset cruises, and overnights.

## **THE SITUATION**

Liberty Fleet of Tall Ships came to Summit Crew looking for assistance growing their business. The company wanted to increase ticket sales and brand awareness.

## THE CHALLENGE

Although Liberty Fleet of Tall Ships had tried to boost ticket sales by doing digital advertising, they could not significantly impact their overall business performance. Their AdWords campaigns did not include any strategic targeting or optimization, which resulted in the company paying for irrelevant clicks.

## THE SOLUTION

Summit Crew had to identify online behaviors of their target audience looking for **a)** local Boston harbor cruises and **b)** nationwide audience looking for winter sailing vacations in The Bahamas. Summit Crew put together a plan to test and identify only relevant clicks and behaviors of the target audience and identify potential opportunities that hadn't been seized yet.



**ACTION  
STEPS**

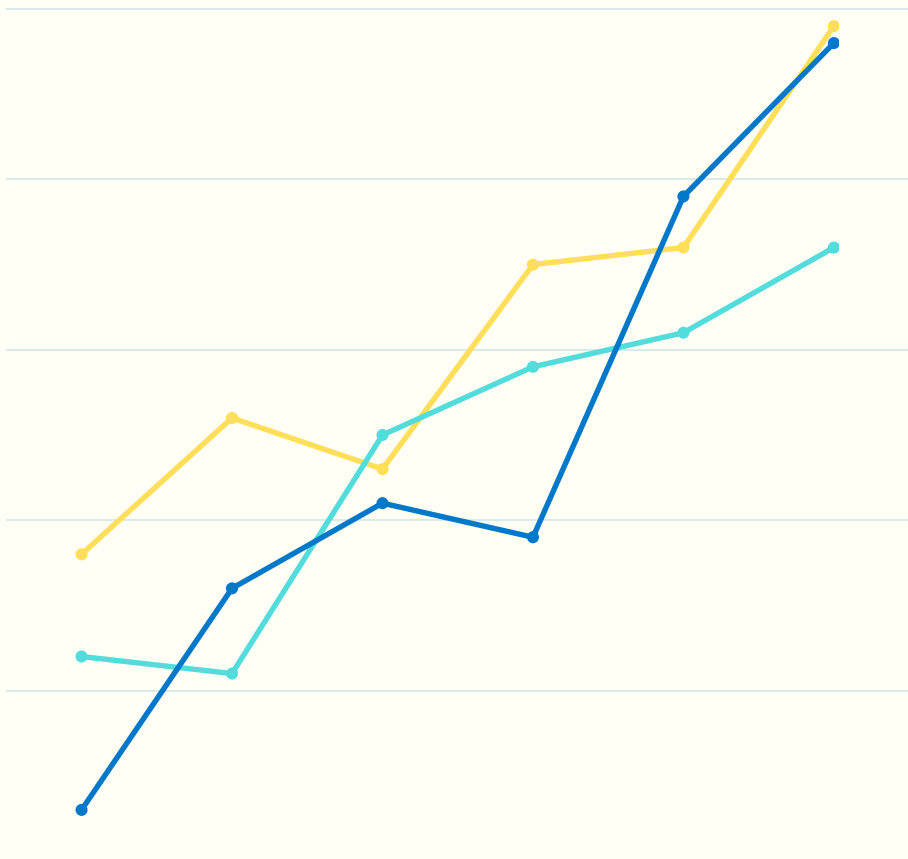
# 53.44%

INCREASE IN IMPRESSION SHARE FOR FIRST 2 MONTHS

# 31.72% & 25.64%

INCREASE IN SALES FOR THE CONSECUTIVE MONTHS

# The Results



## NUMBERS ON THE RISE

Liberty Fleet of Tall Ships significantly increased windjammer cruises sales and had the highest record sales since it was founded. The advertising account captured 53.44% of the impression share for the first two months. The windjammer cruises sales increased by 31.72% and 25.64% in consecutive months. At the same time, Summit Crew had successfully lowered the spending on digital advertising to half of the previous months, increasing ROI. With the help of Summit Crew's detailed-oriented and custom approach, Liberty Fleet of Tall Ships successfully boosted ticket sales with minimal costs.