

SUMMIT CREW DIGITAL AGENCY

CASE STUDY

SEATTLE TALL SHIP

617.500.1626
SummitCrew.com



Understanding the Client

ABOUT SEATTLE TALL SHIP

Seattle's Tall Ship operates an eye-catching sailing ship from Seattle's historic downtown waterfront. They offer public Seattle sailing tours daily, periodic special event tours, and private charters. Their Beautiful sailing ship, the Bay Lady, has spent the last several years touring the waters of northern California, and now she's made her home in Elliott Bay.

THE SITUATION

Seattle's Tall Ship came to Summit Crew looking for assistance growing their business. They had struggled the first season after a disappointing result marketing on their own. They were looking for professional help to turn around their previous season and knew who to ask.

THE CHALLENGE

Summit Crew first identified the needs and opportunities of the customer base. Understanding that many people in Seattle were unaware of this amazing sailing adventure. The Seattle waterfront was booming with tourists needing additional family-friendly day activities; Summit Crew had put a plan in place to reach locals and tourists through geofencing and strategic targeting of these audiences.

THE SOLUTION

Building a full plan and strategy to focus on the digital advertising platform most relevant to the brand's target audience, we assessed Seattle's Tall Ship's old account to identify wasted clicks and irrelevant spending. Through appealing ad messaging for both audiences, our team monitored and managed campaigns daily to maintain better control and identify needed adjustments quickly.



**ACTION
STEPS**



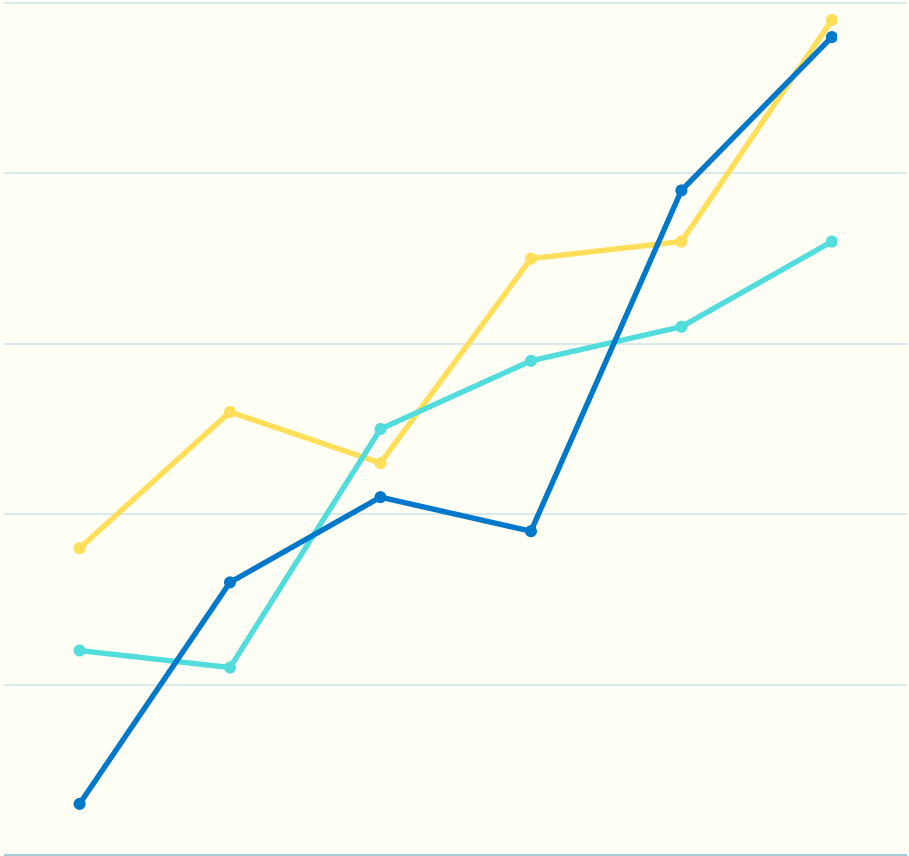
125%

INCREASE IN BRAND RECALL

600%

INCREASE IN BOOKINGS FOR THE SEASON

The Results



NUMBERS ON THE RISE

With the help of Summit Crew's detailed-oriented and custom approach, Seattle's Tall Ship successfully boosted ticket sales with minimal costs. Brand recall grew over 125% from the previous season, and Seattle's Tall Ship had gained a 600% increase in bookings for the season over the previous season's sales. Seattle's Tall Ship is now positioned to continue that growth year over year with Summit Crew's help.