




Social Media Ads: Samples of Past Work


Margaritaville Beach Resort Nassau
Sponsored · 🌐

Soak up the warm Caribbean sun in Nassau with the Summerzcool offer. Get up to \$100 in resort credit -- the longer you stay, the more you save!



MARGARITAVILLERESORTS.COM
Up To \$100 Resort Credit
Book Direct & Save

[Book now](#)




[Learn more](#)

♥️ 💬 📌

Celebrate your love in paradise! Frenchman's Reef in St. Thomas offers the ideal setting for your destination wedding, where turquoise waters and golden sands frame your special day. Let us turn your wedding dreams into reality.

Hammock Beach Golf Resort & Spa
Sponsored · 🌐

Escape to couples paradise and enjoy an extra night on us! Book 2 nights in a one bedroom unit and enjoy a complimentary 3rd night, plus \$100 Food & Beverage credit. That's one more day to soak up the sun, savor delicious cuisine, and create cherished memories together.



hammockbeach.com
3rd Night Free Offer Code: 3NTF24

[Book now](#)

British Colonial Nassau
Sponsored · 🌐

Stay in the beloved local landmark with oceanfront views with rates starting at \$179 per night. With daily happy hour, amenities ranging from two sparkling outdoor pools, vibrant restaurants and bars. Your Nassau haven awaits.



BE.SYNXIS.COM
Bahamian Residents Special Offer
Oceanfront Oasis Awaits

[Book now](#)

Case Study: Using Social Media Ads to Drive Bookings

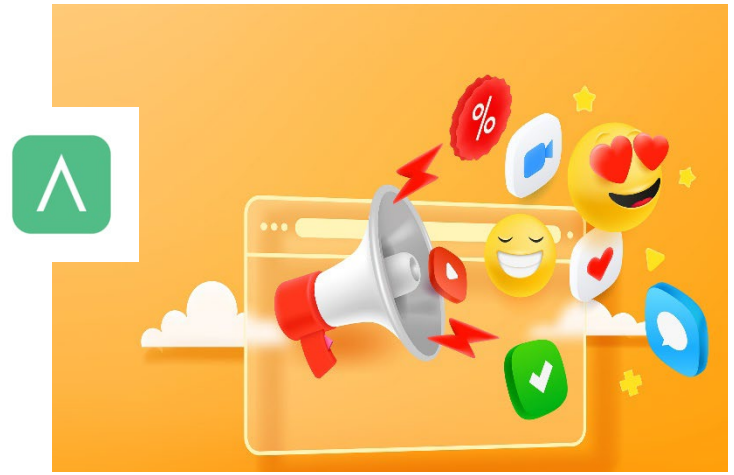
How one resort saw a massive return on ad spend with a social media ad campaign.

The Property

The client is a family-friendly boutique resort in the Caribbean with beachfront condos and villa-style accommodations. The resort has several dining outlets and a large pool and offers a variety of outdoor activities and watersports. Its location in the US Virgin Islands makes it a draw for American tourists looking for a tropical getaway that doesn't require a passport or foreign currency. The resort is popular for destination weddings and honeymoons.

The Challenge

The client presented Vizergy with a challenge — increase visibility on social media platforms and create a paid advertising strategy focused on conversion and bookings. While they felt they were seeing good interactions on social media through organic posts, and almost 10% of their traffic was from social media sites, the conversion rate from this traffic was around 2%. They asked Vizergy to bring this number up and turn an investment in a paid strategy into impressive revenue for the resort.



The Campaign

With generating room bookings as the central goal of the campaign, Vizergy wanted to remarket to the non-converting traffic from the website and create a sense of urgency with a special offer for booking direct through the ads.

We used a combination of static, carousel, and video ads on Facebook and Instagram to promote several flash sales throughout the year.

Visually, Vizergy wanted to make sure the beauty of the Caribbean resort and the surrounding area were front and center in the ads, using vibrant imagery showcasing the crystal blue waters, resort's activities, and an overall sense of enjoyment.

The ads were seen by 21,831 previous site visitors, and had a 3.06% engagement rate, significantly higher than the industry standard of 0.9%.

The client spent \$9,200 in this campaign in 2023 and generated \$467,493. That is a **50.8:1** return on ad spend (ROAS).

With this success, they opted to continue in 2024. In Q1, a spend of \$2,150 has generated \$148,056 for a ROAS of over **68:1**.

THE RESULTS



21,831 Impressions



\$467,493 in Direct Revenue



50:1 ROAS (Return on Ad Spend)

