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BRIEF

Client: The Manor Elstree
Industry: Hospitality & Events
Service: Google Ads Campaign & Landing Page Optimisation
Objective: Increase bookings for Indian & Asian weddings

The Manor Elstree, a prestigious hotel and events venue, had never used Google Ads before. After successfully hosting an Indian wedding in early 2024, they expressed interest in attracting more Indian and Asian weddings, recognising the significant potential of this market. However, they needed a targeted approach to reach couples searching for venues to host these culturally significant events.

Our Strategy

At The Bright Click, we devised a tailored solution to help The Manor Elstree achieve their goal.



Dedicated Landing Pages

We created specific landing pages on their website, highlighting the venue's suitability for Indian and Asian weddings, and showcasing their ability to cater for these events.

Targeted Google Ads Campaign: We launched a Google Ads campaign aimed at individuals searching for venues to host Indian or Asian weddings, using relevant keywords and targeting key demographics.

Results

Within the first two months of the campaign:

Over 40 Enquiries: The Manor Elstree received more than 40 enquiries from potential clients, many of whom were interested in hosting Indian and Asian weddings at the venue.

High-Value Leads: Several of these enquiries were from clients with large budgets, some exceeding £50,000, demonstrating the lucrative potential of targeting this niche market.



Some Key Stats



40 Enquiries



All Targeted Leads



Several High-Value Clients



Multiple £50k Leads



"Partnering with The Bright Click has been a game-changer for The Manor Elstree. Before this collaboration, we had limited exposure in the Indian and Asian wedding market, but their expertise in Google Ads and landing page optimisation has opened up incredible new opportunities for us. In just two months, we've seen a significant increase in high-quality enquiries, including several with substantial budgets, which speaks to the effectiveness of their targeted approach. The Bright Click's understanding of our unique requirements and their commitment to delivering results has made them an invaluable partner in expanding our reach and enhancing our reputation in this growing market."



The Manor Elstree

Conclusion

Through a focused, data-driven approach, The Bright Click successfully helped The Manor Elstree tap into a new market segment, generating high-quality leads and positioning the venue as a top choice for Indian and Asian weddings.

This case study highlights the impact of targeted advertising and a strategic online presence in delivering results for hospitality and events venues.

Ready to create a rocking website or marketing campaign?

Now is the time to stop thinking on it and do it. Let's get together and get some results.

