

CASE STUDY: INTEGRATED CRM + CMS

Visit Frisco

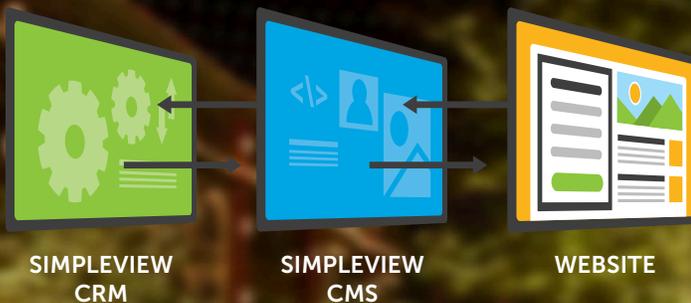


SITUATION

After working for years with their CMS, CRM, and API through separate companies, the marketing and communications team at the Frisco Convention and Visitors Bureau decided they needed a more efficient solution. As a rapidly growing DMO, they wanted a highly efficient, up-to-date CRM platform, plus a seamless integration between their CRM and CMS.

SOLUTION

Visit Frisco chose Simpleview's CRM, based in part on a team member's previous experience with it in the industry. Implementation and use of the platform went so smoothly, and support was so readily available, that they soon opted for Simpleview's CMS and design services as well. This ensured a seamless integration between their database and their website, and consistent, dependable support and guidance from a familiar team.



THE CRM

The CRM Visit Frisco had been using had been set up in the '90s, required a lot of manual work from the team—which meant a higher likelihood of errors—and did not allow for reporting. Ryan Callison, the Director of Marketing and Communications at Visit Frisco, was familiar with Simpleview's CRM from working with it at Arlington Convention & Visitors Bureau. "We knew Simpleview would be a clear cut above," he said.

Not long after speaking with Simpleview CEO Ryan George and Senior Director of Business Development Kevin Bate, the Visit Frisco team began implementing our CRM platform. "The CRM side, it was seamless," said Callison. "The Simpleview team made sure that we never missed a beat. Business still has to go on, even when transitioning systems."

They found the training smooth, and the CRM helped Visit Frisco get organized and create and customize reports. "You can build any report that you want in CRM," said Callison. "The scalability and customization has really worked for us. We will be adding dashboards," he said, referring to Simpleview's Destination Dashboards visual measurement tool to enhance reporting.

Callison says the team is also grateful for the ability to send traces, the integration through Outlook, and the impact calculator. In addition, unlike before, the CRM's extranet gave them the technology to streamline partner processes in every city, which Callison felt stepped up their credibility.

"The partnernet (extranet) is huge with us," said Callison. "They all absolutely love it," he said of their partners' fondness for the extranet. "They already go in there to respond to leads, anyway. It's good to have it all in one place."

PLUS CMS...

To enhance efficiency, the Visit Frisco team also chose Simpleview's CMS platform and online creative services for their website redesign. It's amazing the things we're doing now with our website that we could never do before," said Callison. He appreciates the scalability to build pages on their own or customize their layouts, and the A/B testing capabilities.

Callison, who was involved in the CMS implementation process from the transitioning of systems to the website redesign, was particularly impressed with the Destination Immersion portion of the process. This is a stage where the Simpleview Experience Design team visits the DMO destination to get an authentic feel for the location and the many distinctions and experiences that set it apart from anywhere else.

**"IT'S EASY FOR EVERYONE
TO GO INTO ONE MASTER.
EVERYTHING WAS IN SEPARATE
DATABASES BEFORE."**



Ryan Callison,
**Director of Marketing
and Communications
at Visit Frisco**



**"It truly makes a
difference, them
experiencing your
destination," said Callison.
"It gets them excited. You
don't have to explain, they
get it ... and it transfers to
the website."**

During the entire process, Callison says he and his team were never left wondering what was happening or what was coming next. "There was constant communication," he said. "I was never in doubt or worried about everything. They always hit every milestone, and launched ahead of schedule."

"The client ticket system is a great process," he added, referring to Simpleview's electronic project management ticketing, which helps both teams track work requests and progress. "Henry responded within an hour to receiving an important ticket. That exceeded my expectations," said Callison. "Our problems are always addressed in a timely manner. That's worth its weight in gold. Especially when city council or the mayor and others are looking at your website."

"Every month is a record-breaking month. It's amazing the things we're doing now with our website."

PLUS ONGOING TRAINING AND SUPPORT...

Even post launch, Callison says, "We always feel supported. Christina Day is always reaching out to us. Henry gets a lot of our tickets and things get done."

Callison realizes the importance of team effort and accountability on all sides, so he makes sure he and his team are trained and up-to-date on the systems, utilizing Simpleview resources like the user forum and attending the Simpleview Summit annual users conference yearly since 2011.

"The user forum has been around for so long that those questions that people are scared to ask have already been asked," Callison said. "Or even if you have a question, your peers are here ... we are all DMOs, even if we are competitors.

Everybody is in the Simpleview family ... that's how they treat everybody," he added.

He also enjoys learning and networking with his peers and the Simpleview family at Summit every year. "It's always a good time. I can't say enough about Summit. Summit, camaraderie, meeting people, putting a face to that email ... that aspect is great education and networking. Every year, (Summit) helps you feel you're part of the family and helping shape what the company is becoming."

This year at Summit, Simpleview announced a CRM integration with Cvent, the market leader in meetings, events, and travel technology, designed to streamline meeting sales operations. Callison called the recent integration "a game changer for sales departments."

RESULTS

Visit Frisco's integrated solution with Simpleview streamlined DMO processes in-house—from partner communication to reporting—and boosted site awareness and effectiveness, as evidenced by increased site traffic and improved conversions to partners.

Since Visit Frisco's website launch in September 2016, conversion rates to partner sites have been quite noteworthy, showing visitfrisco.com not only engages visitors, but moves them to take action, from learning more about a partner business to booking with them.



PARTNER STATISTICS SINCE SITE LAUNCH IN AUGUST 2016

Site Stats since the website launched on September 28, 2016 (through August 17, 2017):

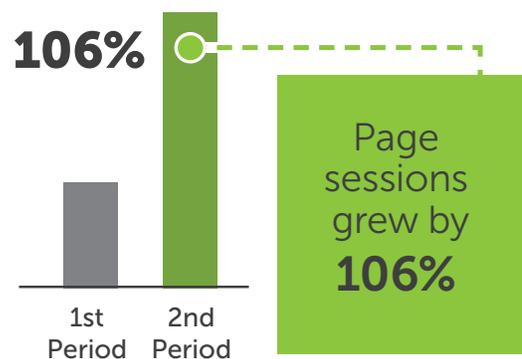
- The website sent **18,317** referrals to partner websites from listings (a **7%** conversion rate!)
- The website sent **281** booking clicks to partner websites from listings (a **0.11%** conversion rate)
- The website sent **23,194** referrals to partner websites from events (a **9%** conversion rate!)



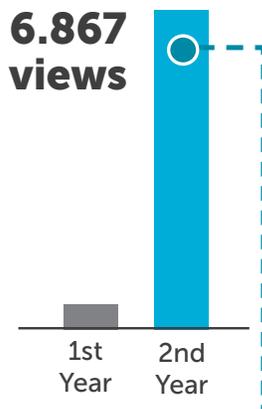
SITE TRAFFIC SINCE RESPONSIVE SITE LAUNCH, MARCH 2017:

Mar. 1, 2017 - Jul. 31, 2017 (5 Months) compared to Oct. 1, 2016 - Feb. 28, 2017 (5 Months)

- Page views grew **89%**
- The bounce rate decreased by **2%**
- Organic search traffic grew by **92%**
- Referring websites' traffic grew by **34%**
- Traffic from social websites grew by **35%**



IN A YOY COMPARISON, JUL. 1, 2016 - JUL. 1 2017 VS. AUG. 1, 2015 - AUG. 1, 2016:



The homepage received **6,867** views vs. the previous year's **85** (a **7,9678.8%** improvement)

- So far the new site has **146,423** views from mobile devices, whereas the previous year had **64**.
- Desktop traffic is up to **86,097** from **2,978** (**2,791.1%**)
- Tablet traffic is up to **19,498** from **263** (**7,313.7%**)
- **58,895.42%** in increased page views. **77,284** vs **131**
- Average time on page is up **27%** (**01:28** vs. **01:09**)
- Pages per session has improved **83%**. (**2.04** pages vs. **1.11** from the previous year)
- Organic Search increased. Raised from **899** to **123,413** (**13,961%**)
- Referral traffic is up from **1,828** to **25,058** (**1,271%**)
- The direct acquisition is up to **24,516** vs. **233** from the previous year.
- Organic traffic bounce rate is **52.3%** vs the previous year of **89.7%** (an improvement of **41.7%**)

Visit Frisco's story truly illustrates what a difference the right tools and the right teams can make in getting DMO marketing messaging to the right audiences. Simpleview products and services have always been built especially for DMOs, and our expert teams are always here to offer best practices, added value, and support.