



Hamilton County | DIGITAL MARKETING

## How Hamilton County Tourism boosted campaign success with **Simpleview strategy and digital marketing**

Just north of Indianapolis, Hamilton County, Indiana, is blessed with robust visitation during the sunny summer months. Travelers enjoy the vibrant cities of Carmel, Fishers, Noblesville, and Westfield, live music every day of the week, and outdoor adventures ranging from serene hikes and floating the White River to thrilling youth sports competitions at Grand Park Sports Campus.

But when the slump of the shoulder seasons hit, Hamilton County Tourism knew it needed every digital marketing tool available to boost hotel occupancy and generate business and tax revenue.

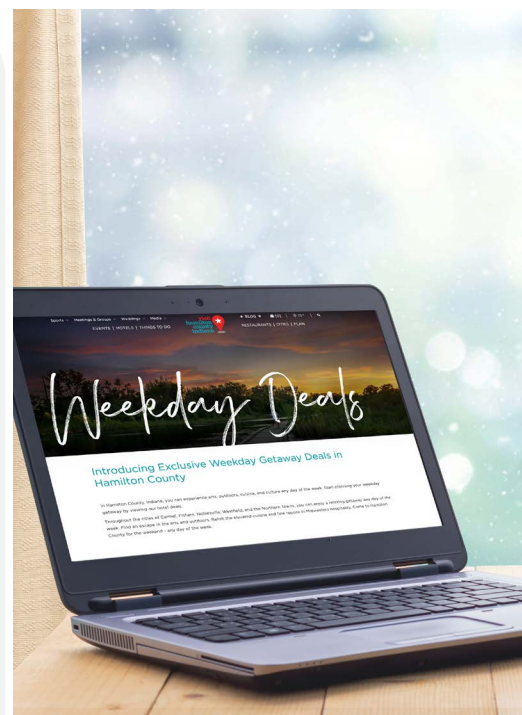
**As much as the destination marketing organization (DMO) simply needed more bandwidth, it also wanted to take a strategic, holistic approach to its marketing campaigns. The team turned to Simpleview, already a trusted partner that provides its CRM, CMS, and other services.**

### GOALS

The destination hoped to bring greater visitation throughout fall and spring and to bring customers to the doors of their partners with creative campaigns.

**The goals for implementing Simpleview Digital Marketing services were to:**

- **Develop and extend the DMO's digital strategy** with focused campaigns
- **Optimize search engine optimization (SEO)**, organic content, and paid media
- **Improve performance** in paid search and ad campaigns
- **Create a controlled approach** to digital marketing vs a reactive one
- **Implement conversion rate optimization (CRO)** to better understand the funnel and customer engagement



## CHALLENGES

- Staff **bandwidth and time constraints**
- **Understanding content performance** and CRO
- **Creating proactive campaigns** rather than reacting to current conditions
- **Making digital marketing a holistic effort**, not piecemeal

## SOLUTIONS & RESULTS

Hamilton County Tourism signed up for Simpleview's comprehensive suite of digital marketing services, spearheaded by Simpleview's strategy and insights team. This included SEO, pay-per-click (PPC), paid media services, and CRO. This brought a powerhouse approach to efforts already in place — and campaigns like it's "Great Dine Out" began flourishing even with a lower budget in 2023.

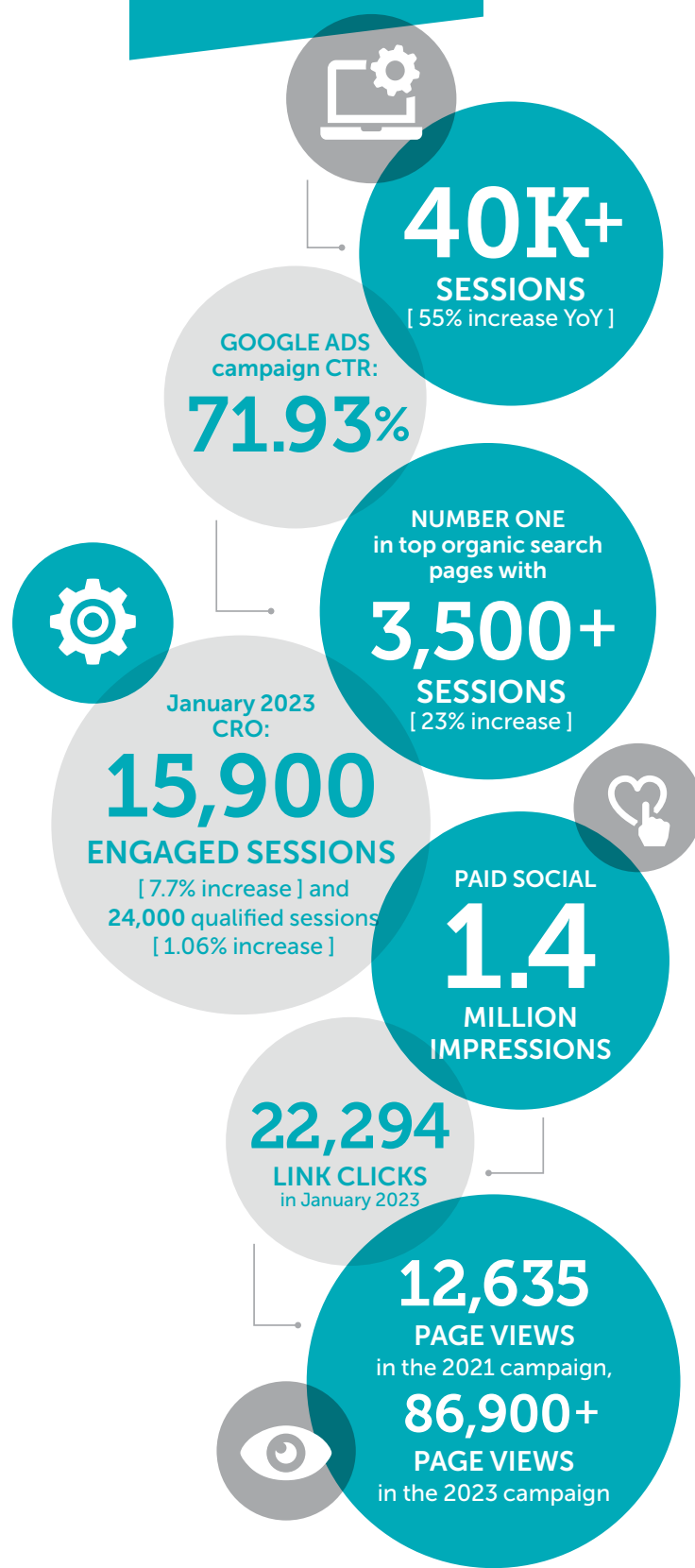


**We see them (Simpleview) as an extension of our staff and they really genuinely care about our destination and want us to succeed.**

Having the strategic team in place that understands digital marketing really allows us to set direction and then focus on other initiatives within our market. Having digital marketing experts on our team allows us to perform at our highest level."

**ASHLEY LEDFORD** | Marketing & Promotions  
Director, Hamilton County  
Tourism, Inc.

The "Great Dine Out" campaign achieved:



Interested in finding out how Simpleview's digital marketing strategy can empower your DMO?

Email us at [info@simpleviewinc.com](mailto:info@simpleviewinc.com) or call us at 520-575-1151 (US) or +44 7939.241.901 (UK).