



# CASE STUDY

## Hippopotamus Restaurant Wellington

"How Museum Hotel Grew Its Restaurant  
Requests By A Whopping 10,000%"

*May 2011*

## The Problem

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The Museum Hotel wanted to increase its bookings for the Hippopotamus restaurant. Currently, if anyone typed in the domain “www.hippotamus.co.nz” or the word “hippopotamus” they would be directed to a page within the Museum Hotel website. There was no way to make a booking from the hotel site, and the amount of information on the Museum site was limited to cater for hotel visitors and not people only looking for a fabulous dinner in the French restaurant.

## About the Museum Hotel

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Museum Hotel Wellington is a 165 room 4 star boutique hotel located in the centre of Wellington city opposite Wellington’s beautiful harbour and New Zealand’s national museum, Te Papa. The spacious lobby features opulent décor, walls adorned with original New Zealand art and a bar/café in which to relax.

<http://www.museumhotel.co.nz>

## About us

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Redcow Marketing Limited is an Internet marketing company who specialise in helping companies make the most of the Internet. With over ten years exposure of managing hotel websites and hotel booking systems we have vast knowledge into what and how businesses can improve bookings from their own websites by marketing online and improving their website in regard to usability, visibility, engagement and booking engine integration.

<http://www.redcowmarketing.com>

## The Solution Process

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Redcow Marketing suggested a strategy that would enable Museum Hotel to brand and enhance the restaurant to a much wider audience through;

- A microsite that focused on the restaurant only.
- A search engine marketing campaign.
- A search engine optimisation program.
- A forum for customer feedback.
- A facility to enable the hotel to collect and sell restaurant vouchers online.
- A facility to collect marketing details from people that visited the Hippopotamus site.

Before and After screenshots



**(Above)** Prior to designing the new Hippopotamus website strategy the Museum Hotel had these pages informing visitors about the restaurant.

**(Right)** A screenshot taken of what we designed to help them grow online.

## Results

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- The number of people that typed in hippopotamus.co.nz directly **grew by 255%**
- The number of organic clicks in Google **increased by 372%**
- The number of unique visitors each month **grew by 141%**
- The number of diners requesting **reservations increased by 10100%**

## Next Steps

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As a result of the success of this strategy Museum hotel discovered many new opportunities to grow their business and have since implemented more micro sites that have resulted in more growth for them online.

*Case Study written 6th May 2011 by: Dave Lemmon, Marketing Director of Redcow Marketing Limited, Wellington, New Zealand [www.RedcowMarketing.com](http://www.RedcowMarketing.com)*