

# ELDERFLOWER BARN- MULTI CHANNEL MARKETING STRATEGY: CASE STUDY

BY THEODORA TEPENEAG



## Introduction

Elderflower Barn is a historical property in rural Transylvania in the process of being restored, designed as an eco-friendly retreat, blending heritage, sustainability, and immersive experiences. While the brand's unique concept attracted attention, previous marketing efforts struggled to convert engagement into bookings, revealing gaps in the customer journey.

This case study outlines the refinement of Elderflower Barn's multi-channel marketing strategy, focusing on TikTok, Instagram, and blog integration to create a seamless conversion funnel. By leveraging storytelling, social engagement, and targeted calls-to-action (CTAs), this strategy ensures that awareness translates into action, driving website traffic, inquiries, and bookings.



# Challenges & Strategy Shift

## What Wasn't Working?

- TikTok was driving engagement but not traffic → Despite 8,508 video views, there were only 213 profile visits and almost no clicks to the blog or website.
- The blog had minimal visibility → Only 5 total views, meaning it lacked both SEO strength and referral traffic.
- No Instagram strategy → A missed opportunity to nurture TikTok engagement into actual bookings.
- Weak or missing CTAs → Users were engaging with content but weren't prompted to take action, leading to low conversion rates.

## Why We Changed the Strategy

To fix these gaps, we redesigned the funnel, positioning Instagram as the missing bridge between TikTok engagement and website conversions. We also optimized the blog for SEO and strengthened CTAs across all platforms.

This new approach ensures:

- \* TikTok drives discovery, but now with stronger CTAs directing users to Instagram & the blog.
- \* Instagram nurtures potential guests, offering Stories, Highlights, and Reels to maintain engagement.
- \* The blog & website serve as conversion tools, providing in-depth content to persuade and guide bookings.



# Target Audience & Buyer Personas



## Ana, History Teacher (35) - cultural preservation enthusiast

- high school teacher, loves historical restoration projects.
- Finds Elderflower Barn through blogs & cultural tourism websites.
- Prefers informative content & storytelling about restoration work.



## Johann (29), digital nomad - the eco-conscious adventure seeker

- remote worker, seeks unique, peaceful places to stay.
- Discovers the barn through TikTok & Instagram Reels.
- Engages with short-form content & behind-the-scenes videos.

To create an effective multi-channel strategy, we identified two key audience segments based on their motivations, interests, and digital behaviors. Ana, the History Enthusiast, is a 42-year-old high school teacher passionate about heritage, sustainability, and immersive cultural experiences. She discovers Elderflower Barn through blogs, Pinterest, and organic search, engaging deeply with long-form storytelling and restoration updates. She values authenticity and is drawn to the barn's historical significance and eco-friendly approach.

On the other hand, Johann, the Digital Nomad, is a 35-year-old remote worker seeking unique, peaceful stays where he can balance work and relaxation. He finds Elderflower Barn through TikTok and Instagram Reels, engaging with short-form, visual content that showcases the property's atmosphere and amenities. For Johann, the appeal lies in the cozy workspace, nature immersion, and off-grid experience. By understanding these distinct personas, our marketing strategy ensures the right content reaches the right audience at each stage of the customer journey, from awareness to booking.

# Multi-Channel Customer Journey (ACCR Funnel)

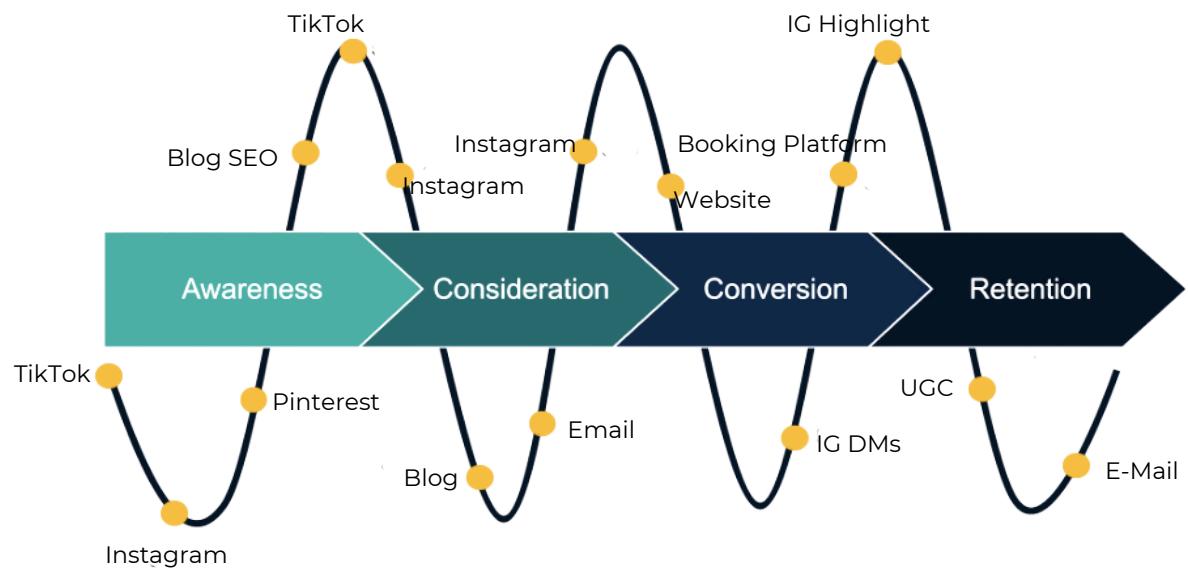


## NSM:

### **NSM: Monthly Booking Inquiries from Digital Channels**

This NSM reflects the success of our multi-channel strategy—instead of just measuring engagement or social media followers, it directly tracks how many potential guests move through the funnel and express serious interest in booking.

A well-structured customer journey is essential to guide potential guests from discovery to booking while ensuring a smooth and engaging experience across multiple touchpoints. For Elderflower Barn, the journey begins with awareness, where visually compelling content on TikTok, Instagram Reels, and Pinterest captures interest and introduces the brand. As users become more curious, the consideration phase nurtures them through Instagram Stories, blog content, and email marketing, providing deeper insights into the barn's history, amenities, and guest experiences. To drive conversion, we optimize website CTAs, respond to inquiries via Instagram DMs, and streamline the booking process to reduce friction. Finally, the retention stage focuses on keeping past guests engaged through email follow-ups, guest testimonials, and user-generated content, fostering loyalty and repeat visits. This multi-channel strategy ensures that every interaction strengthens the connection between Elderflower Barn and its guests, ultimately leading to increased bookings and long-term engagement.



# Content Examples

## TikTok – Awareness Stage

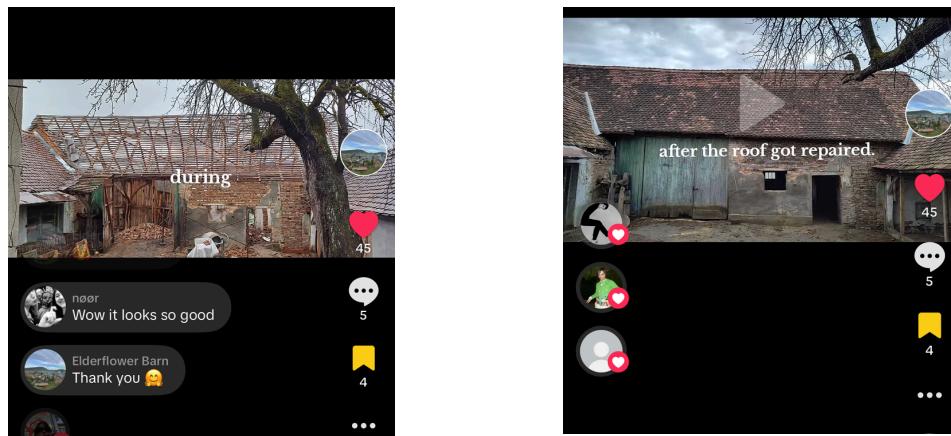
**Content Type:** Behind-the-Scenes Video

**Example Post:**

*Video: A time-lapse showing the barn's restoration, from ruins to a cozy retreat.*

**Caption:** "From forgotten to unforgettable ✨ Swipe to see the transformation! Want to experience it yourself? Link in bio! #HistoricRestoration #EcoRetreat"

**Goal:** Drive engagement, spark interest in Elderflower Barn's unique history.



## Instagram Stories – Consideration Stage

**Content Type:** FAQ + Interactive Poll

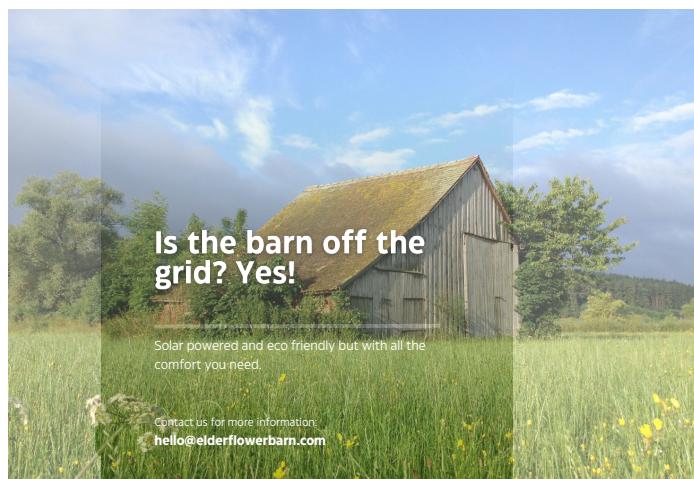
**Example Story Series:**

**Slide 1:** "Thinking about staying at Elderflower Barn? Here's what you need to know!"

**Slide 2:** Q: Is the barn off-grid? A: Yes! Solar-powered & eco-friendly 🌿

**Slide 3:** Poll: "Would you try an off-grid stay?" (Yes / No, but I'd love more info!)"

**Goal:** Engage potential guests, answer common questions, and build trust before conversion



# Competitor Comparison

By identifying Albastrul Meu's traditional approach, we focused on a more modern, digital-first strategy, giving Elderflower Barn an advantage in social engagement.

Feature	Elderflower Barn	Albastrul Meu
Brand Focus	Restoration, eco-tourism, immersive guest experiences	Rural heritage & sustainable tourism
Marketing Strategy	Social-first, storytelling, engaging video content	Traditional media, website-heavy approach
Main Strengths	High engagement via TikTok & Instagram, strong storytelling, unique experiences	Established SEO & website authority, credibility in the market
Main Weaknesses	Low website traffic, blog needs optimization, still building credibility	Limited social media presence, lacks modern engagement tactics
Opportunities	Strengthen Instagram strategy, optimize blog content for SEO, drive bookings via multi-channel approach	Improve digital engagement, leverage social video formats for storytelling

## Final Strategy Implementation & Next Steps

1. Cross-post TikTok content to Instagram Reels & Stories to create a seamless journey.
2. Improve Instagram CTAs ("Read the full story on our blog!") to increase blog traffic.
3. Use Pinterest to drive long-term organic traffic to the website.
4. Track & optimize results monthly, refining based on engagement & booking metrics.

## Conclusion

By shifting from engagement-focused marketing to a conversion-driven strategy, Elderflower Barn is now better positioned to:

- Leverage TikTok & Instagram for high engagement while driving actual website traffic.
- Use storytelling & blog content to build credibility & trust.
- Strengthen CTAs & retargeting efforts to increase bookings.

This multi-channel strategy creates a seamless customer journey, ensuring that every interaction moves potential guests closer to booking a stay.