



CASE STUDY: CHICAGO TROLLEY AND DOUBLE DECKER

Private Rental Sales Leads and Brand Awareness for Chicago Tourism and Hospitality

1.2m

Impressions

6%

Engagement Rate

1%

Industry Average FB Engagement

CHALLENGE

Chicago Trolley and Double Decker is Chicago's premier Hop On Hop Off city sightseeing tour provider, and also offers private trolley rentals for parties and events. They initially approached Social Media Beast to help build an engaged local social following that would keep Chicago Trolley top-of-mind in the city.

More recently, SMB has also focused specifically on helping drive interest for private event rentals.

APPROACH

Through experience, brainstorming and testing, Social Media Beast uncovered the major drivers of Chicago Trolley's brand success. One key to that success is showing how deeply connected the company is to Chicago life, history and events.

In one campaign, SMB sent ride-along crews to provide exclusive video coverage of the Blackhawks victory campaign. That coverage was leveraged in a powerful social campaign, together with specially created artwork and other creative assets in order to solidify Chicago Trolley's authentic Chicago connection.

RESULTS

Over the past two years, Chicago Trolley has consistently beaten its own sales records for private event rentals. Its social campaigns continue to find extraordinary organic reach and engagement.

2015 TOP POST: "HE SAID 'YES'"

13%

Engagement Rate

3.2k

Organic Reach