

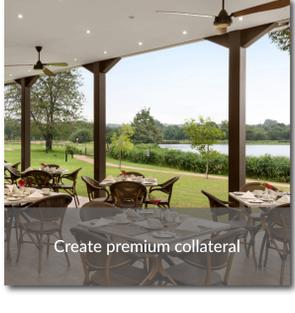


Client Overview

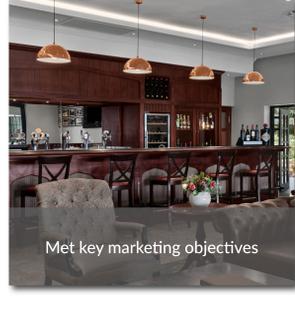
Irene Country Lodge, Autograph Collection® is a luxury retreat nestled in the heart of Gauteng, offering guests a peaceful escape where the serenity of nature meets refined hospitality. As part of the prestigious Marriott Bonvoy Autograph Collection®, the lodge stands out for its distinctive personality and commitment to unforgettable guest experiences. Rooted in the charm of the countryside and inspired by a deep passion for farming, Irene Country Lodge is a celebration of authenticity and tranquility.



Refine their branding and visuals



Create premium collateral



Met key marketing objectives

The Challenge

Despite the lodge's strong brand positioning and premium offering, Irene Country Lodge faced several digital marketing challenges that were impacting both their visibility and revenue:

- Limited Internal Capacity:** The internal team had insufficient time and resources to manage and grow their social media platforms effectively.
- Stagnant Growth:** A lack of consistent social media activity and engagement had resulted in stagnant page growth.
- Low Weekday Bookings:** While popular on weekends, they struggled with underwhelming weekday occupancy leading to concerns about sustainability and profitability.

The Objective

The primary objective was two-fold: First, to enhance social media management and engagement by growing and nurturing the brand's online presence while improving responsiveness to messages and interactions across platforms. Second, to drive bookings and boost revenue by focusing on increasing weekday occupancy at the lodge through strategic promotions and targeted advertising—ensuring that all digital marketing efforts translated into measurable return on investment for the client.

Services Rendered

Social Media Community Management, Monthly Content Creation & Scheduling, Copywriting (for posts, campaigns, and internal communications), Meta Paid Advertising Campaigns, Print Designs & Artwork (restaurant promotions, seasonal offers), Corporate Identity (CI) Designs (email banners, signage, in-room communication).

The Strategy

To meet the objectives, we implemented a layered strategy that addressed both digital engagement and revenue generation. We began by streamlining social media operations through a structured content calendar aligned with monthly themes, such as seasonal offerings and romantic getaways, and introduced automation tools to ensure faster, consistent responses to community interactions.

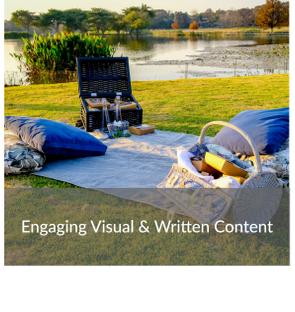
Every digital touchpoint was carefully crafted to reflect the brand's voice and tone. Our creative approach focused on producing high-quality visual content paired with warm, story-driven captions, while behind-the-scenes moments and customer testimonials helped build authenticity and trust.

To drive bookings, we launched targeted Meta advertising campaigns that promoted mid-week spa specials, romantic packages, and last-minute getaways, using geotargeting and interest-based segmentation to reach the most relevant audiences.

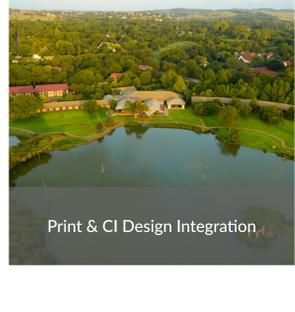
Finally, we ensured brand consistency across all channels by aligning print collateral and corporate identity designs—such as signage and email banners—with our digital efforts, resulting in a seamless and cohesive brand experience.



Streamlined Social Media Operations



Engaging Visual & Written Content



Print & CI Design Integration

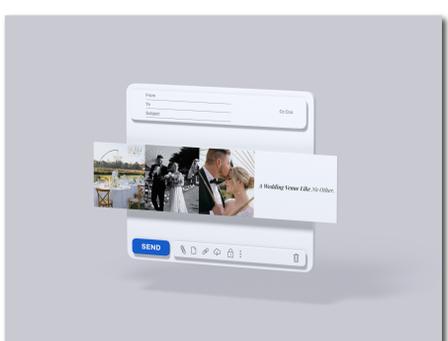
Execution

Our execution was both consistent and agile, with content developed monthly to align with key marketing themes and seasonal opportunities. This approach allowed us to remain relevant and timely while maintaining a strong brand presence.

We took a multi-disciplinary approach that integrated graphic design, community management, copywriting, and performance advertising to ensure a cohesive and impactful execution.

Campaigns were continuously optimized in real time, using performance metrics and client feedback to refine strategies and maximize results.

Examples



Results

Since partnering with The Studio Keys, Irene Country Lodge has seen remarkable growth across its digital platforms:

- Facebook:**
- Monthly Reach: 918,833
 - Monthly Link Clicks: 6,250
 - Monthly Page Visits: 8,590
 - Average Monthly Follower Growth: ±200 new followers

- Instagram:**
- Monthly Reach: 92,634
 - Monthly Link Clicks: 260
 - Monthly Page Visits: 1,256
 - Average Monthly Follower Growth: ±150 new followers

Beyond the numbers, there's been a significant uptick in weekday inquiries and bookings thanks to our targeted weekday promotions.

Conclusion

By combining strategic direction, creative excellence, and a hands-on approach, The Studio Keys has not only revitalized Irene Country Lodge's social media presence but also helped turn digital engagement into tangible business results. Our partnership continues to evolve, with a shared commitment to storytelling, brand elevation, and performance marketing that truly delivers.

