

## Superfly Ziplines—Adventures in Growth



### About Superfly Ziplines

Superfly is a zipline and treetop adventure company in Whistler, British Columbia. After its launch in 2013, Superfly's backcountry ziplines and exhilarating adventures have become some of the top activities in Whistler.

To learn more, visit:

[superflyziplines.com](http://superflyziplines.com)

### Results

- An additional 3,200 online visitors in one month (July 2014)
- Dramatic increase in sales and revenue
- Immediate response from customers via website visits, online bookings and phone calls

### Finding thrill-seekers

As the CEO of Superfly Ziplines, a backcountry adventure company, Kirby Brown spends his days reaching out to adventure-seeking visitors. The company is located minutes from the heart of Whistler and offers zipline adventures and treetop courses to individuals, families and groups.

Following its launch in July 2013, Superfly quickly became one of the top-ranked activities in Whistler. The company attracted business through reservation centres in Whistler but noticed a trend among travellers. Brown notes, "A lot of visitors did not hear or learn about our products or experiences until they were in Whistler. Visitors would often want to experience one of our adventures but had not planned time to include it during their visit." Brown recognized the lost revenue these potential customers represented, and securing reservations among tourists pre-arrival became a priority.

### Reaching their marketplace

Brown was determined to reach more individuals and families with a sense of adventure. To entice more visitors, he also needed to convey the thrill of the Superfly Ziplines experience before customers even stepped into a harness.

Brown needed high impact marketing tactics to reach potential visitors from around the globe so he directed his attention to online marketing. "Our guests are truly from around the world. We were looking to increase awareness and interest in Superfly Ziplines for people planning to visit Whistler," he says. Together with its Google Partner Agency, 6S Marketing, Superfly used videography and search marketing to increase visits to its website and, ultimately, the number of bookings.

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***"Our \$2,500 monthly Adwords budget has helped us drive an additional 3,200 visitors to the site during July 2014. With the average individual purchase netting us \$100-\$150 in revenue, and most customers to the site looking to book for multiple people, our return on investment has been monumental."***  
 — Kirby Brown, CEO, Superfly Ziplines

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## About Google AdWords

Google AdWords is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

To learn more about Google AdWords, visit: [adwords.google.com](http://adwords.google.com)

## An instant response

Brown understood that online marketing would provide a platform to attract new visitors with compelling content. Tapping into the SEO and Google AdWords expertise of 6S Marketing yielded big growth for the adventure company. Online visits grew 612 per cent during peak months. "Google AdWords campaigns allowed us to attract additional traffic to our website through targeting more specific keyword searches from potential customers that we may have been missing through organic search, such as 'Things To Do In Whistler,'" says Brown.

Once visitors found the website, Superfly used world-class videography to provide a sneak peak into high-speed experiences. Part of its strategy was to continually look at website analytics to see which areas of the website were most popular and which ones needed improvement. "The ability of Google Analytics to aggregate this data in meaningful ways and allow us to make quick business decisions to further improve our online performance was an eye opener."

The close attention to the company's online presence paid off. Superfly experienced a near instant increase in phone calls and online bookings. Since most bookings are for families or groups, the increase in visitors and revenue has been a thrill - even for an adventure company.

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***"Right away, we saw our online programs generating awareness and interest in Superfly Ziplines. The impact on our business was quicker than we anticipated - our AdWords campaign drove business to our website and phones nearly instantly"***  
— Kirby Brown, CEO, Superfly Ziplines

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