

# Casino Life Case Study

## Goals & Challenges:

Casino Life always relied on traditional methods such as yellow pages & newspaper classifieds. Their website was very old fashioned and it was just for general information about casinos. Being popular chain of casinos, Casino life wanted to attract new visitors, more often foreign tourist, to their casino halls. As Internet is place where most tourist search for services they require, Casino Life could not ignore web as qualified channel for their business.

## The Solution:

Casino life was given major facelift and all important services were listed along with betting tutorials. An organic search engine optimization strategy was applied on Casino Life. Google place listings were created for all casino centers ensuring 1 result in Google places suggestions for its niche. We created social media accounts (like Facebook, Twitter and Youtube) and promotional events of casinos were advertised online for maximum exposure. Afterwards, a PPC campaign was designed to ensure web presence almost immediately.

facebook

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Community

**CasinoLife**

Wall  
Info  
Photos  
casinofemx

About  
Night Life

**491**  
like this

**15**  
talking about this

Create a Page

La página oficial de Facebook CasinoLife

Conoce nuestras instalaciones  
CASINO LIFE CASAL  
CASINO LIFE BOLA  
CASINO LIFE BINGO  
CASINO LIFE RESTAURANTE

Conoce Practicos y Tipo de Juego  
MARIPOSA DE BOLA DE BINGO  
MARIPOSA DE BOLA DE BINGO  
MARIPOSA DE BOLA DE BINGO

Conoce nuestros Concert Hall by Casino Life  
RESTAURANTE

Recibe Boletines y Consulta Información  
BOLETIN CASINO LIFE  
NUESTRO BLOG  
PROMOCIONES  
DESCARGAR  
CONTACTARLOS

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## Results:


Casino life not only successfully retained its existing customers but also managed to attract tourists visiting cities for short duration making them popular among locales and tourist. Casino Life has now become a brute force in gambling industry, with casinos being operated in 10 different cities. Since inception of marketing efforts, (VISSP) has helped Casino life constantly acquire new local customers every single day.





### Site Usage


 **21,903 Visits**

 **38.45% Bounce Rate**

 **86,270 Pageviews**

 **00:02:49 Avg. Time on Site**

 **3.94 Pages/Visit**

 **74.41% % New Visits**