

# THE BELLS GLAMPING

## COMPLETE MARKETING

### Overview

HWdmOur creative marketing agency partnered with The Bells Glamping—a newly launched startup offering luxury outdoor experiences—to establish and scale its brand presence from the ground up. We delivered a **comprehensive marketing solution** that included brand design, website development, social media competitions, influencer marketing, and custom illustrations, resulting in rapid business growth and strong market entry.

### Testimonial

“The HWdm team created us **unforgettable branding** and provided the means for a successful first year in business. **The team used creative solutions to increase our new businesses reach on a limited budget**, including a social media series campfire cuisine as well as many partnerships with social influencers.”

Michael W.  
The Bells Glamping Investor



### CREATIVE IDEAS

### CONCLUSION

By launching a comprehensive marketing campaign tailored for a startup environment, we positioned The Bells Glamping as a standout brand in the luxury glamping market. Our integrated approach not only established a strong brand identity from day one but also delivered impressive figures in bookings, engagement, and overall online performance. This case study demonstrates how a startup can rapidly scale and achieve measurable success with the right marketing strategy.

### CHALLENGES

As a startup, The Bells Glamping needed to quickly carve out a niche in the competitive glamping market. Key objectives included:

- Creating a **memorable, upscale brand identity** that reflected their unique outdoor luxury concept.
- Developing a dynamic, **user-friendly website** that not only showcased the experience but also converted visitors into bookings.
- Driving brand awareness and engagement through **innovative social media competitions and influencer collaborations**.
- Using **custom illustrations** to reinforce the brand's creative narrative and set it apart from competitors.

### RESULTS

- **Rapid Market Entry:** Within six months of launch, The Bells Glamping experienced a 150% increase in online bookings, marking a successful market entry.
- **High Engagement:** Social media campaigns boosted engagement by 80% and expanded the brand's follower base by 60%, establishing a strong online community.
- **Increased Website Performance:** The newly developed website saw a 125% increase in conversion rates, contributing significantly to early business growth.
- **Brand Recognition:** Strategic influencer collaborations generated over 100,000 impressions, enhancing brand credibility and recognition in a competitive market.

View Live Website>>  
[www.thebellsglamping.co.uk](http://www.thebellsglamping.co.uk)

