

# Cooperatize

## Luxury Camping for Travelers

The Ranch at Rock Creek reaches luxury travelers at scale through consistent storytelling.

### WHO THEY ARE

- The Ranch at Rock Creek
- [www.theranchatrockcreek.com](http://www.theranchatrockcreek.com)
- All-inclusive luxury ranch resort



### WHAT THEY NEEDED

- Supplement their current PR and marketing strategies
- To increase SEO visibility
- To build brand awareness
- Reach a high net worth audience

### WHAT THEY DID

- Placed over 20 unique stories/month on various blogs
- Used Cooperatize to find niche luxury bloggers
- Engaged travel bloggers as a secondary audience
- Utilized custom dashboard to track metrics for all posts

### WHAT THEY ACCOMPLISHED

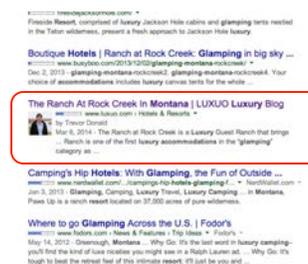
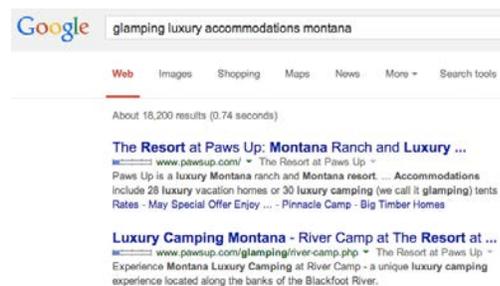
- Increased visibility in SEO search results around “glamping”
- Other media outlets picked up stories resulting in earned media
- Sponsored posts shared to over 500K people through social media channels from bloggers

When one thinks of camping, 5-star dinners and deep-tissue massages are not generally associated with the experience. The Ranch at Rock Creek offers an unforgettable “glamping” experience in Montana offering a western adventure and relaxing amenities found in 5-star resorts. The Ranch is frequented by celebrities as well; Kate Bosworth had her dream wedding there filled with outdoor activities.

Reaching high net worth individuals is a difficult task through traditional marketing channels. The Ranch at Rock Creek utilized luxury travel and product bloggers to write about the once-in-a-lifetime experience at the Ranch while ensuring their story would get read by the luxury traveler audience.

### Searching for Luxury Glamping Resorts on Google

The Ranch at Rock Creek has already been featured in various magazines and even *The Travel Channel*. However, 30% of their bookings occur when people search for luxury resorts on Google. To complement their PR and other earned media strategies, the Ranch has been featured on over 20 different luxury and travel stories per month that show up in Google search results when people enter “glamping Montana” or “luxury resorts Montana” search terms.



Cooperatize sponsored posts show up in Google search results for The Ranch at Rock Creek

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## ABOUT COOPERATIZE

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Cooperatize is the easiest way to publish branded content on thousands of blogs. Using the Cooperatize platform, brand managers can reach their target audience by finding relevant blogs, get sponsored posts written by the bloggers themselves, and track the performance of their posts. All sponsored posts integrate the brands seamlessly and abide by all FTC guidelines.

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For more information, visit  
<http://www.cooperatize.com>

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The Ranch at Rock Creek is not a typical resort with average rates starting at \$5,000/night. To target wealthy families and individuals, The Ranch used Cooperatize to reach luxury travel blogs such as *Luxuo* and *The Luxe List* who engage a luxury travel audience. To ensure their brand would show up in search results around “glamping,” the Ranch also targeted general travel blogs such as *OMOTG* and *Off To See The World*.



The Ranch at Rock Creek showcased its luxury accommodations and amenities through high-resolution images on sponsored posts

### Building Credibility to a Niche Audience at Scale

The Ranch was able to get 3<sup>rd</sup> party endorsers for its brand across various blogs at scale. Luxury travelers can learn about the Ranch from various sources and Cooperatize helps the Ranch accomplish this at scale.



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