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Marketing Management



Client Case Study : Cradel Haus

Luxury Holiday Apartments



CRADEL HAUS

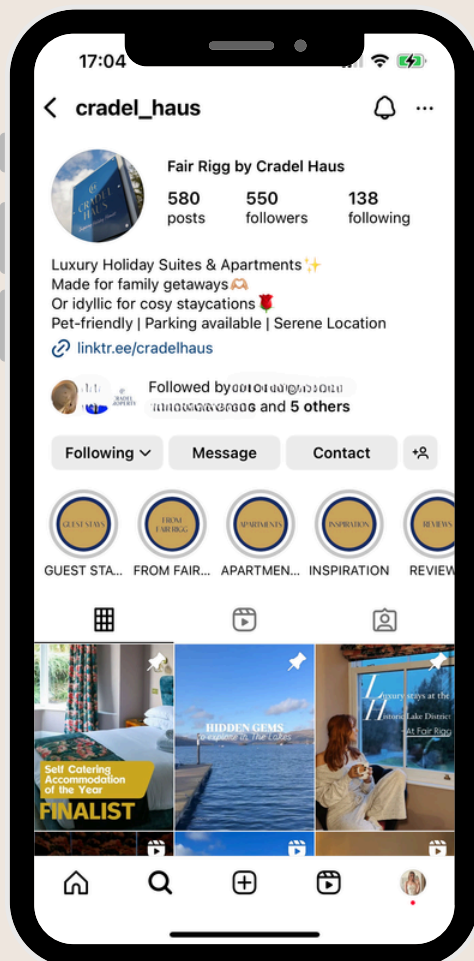
Inspiring Holiday Homes

Client Case Study : Cradel Haus

Client Overview

Cradel Haus is a family-run luxury accommodation business based in the Lake District. Their offering combines the comfort and convenience of self-catering apartments with the elegance and opulence of a five-star hotel.

With a tone that is warm, casual and friendly – yet polished – the brand appeals to couples and families looking for a homely stay in the Lakes, without compromising on luxury.



Cumbria
Tourism
Awards
2025

Self Catering
Accommodation
of the Year

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The Challenge

Cradel Haus and I have worked together since the very beginning of their journey – before their apartments were even built. With no existing marketing in place, the challenge was to create an audience and build excitement while the business was still under development.

The brief was to establish a clear presence and generate interest ahead of launch, so that bookings would come in as soon as doors opened. Other than a set of brand guidelines, everything from tone of voice to digital channels needed to be developed from scratch.

Since then my role is to keep our audience growing and engaged, encourage new and repeat bookings, and promote both Cradel Haus and the wider Lake District as the ultimate place to visit.

My Approach

As the business's dedicated marketing manager, I've been responsible for developing and delivering the full marketing strategy from day one. This includes but is not limited to:

- Creating and maintaining **social** media platforms
- Website content creation and **SEO** optimisation
- Strategy and delivery of all **email** marketing
- Managing press coverage and **PR** opportunities
- Running giveaways and promotional **campaigns**
- Establishing **influencer** partnerships
- Submitting **award** entries and managing applications
- Writing regular **blog** content to support SEO and guest experience
- Monthly performance **analysis** and reporting

All activity has been designed to reflect the Cradel Haus brand while delivering measurable growth in audience engagement, direct bookings, and customer loyalty.

The Results

Over the last three years, our work has delivered consistent, tangible outcomes for Cradel Haus:

- **Finalists** in the 2025 Cumbria Tourism Awards for Self-Catering Accommodation of the Year
- **98% occupancy** during peak seasons, driven largely through organic marketing activity
- Direct bookings now account for **20% of all reservations**, up from 0% the previous year
- **Mailing list growth** from 51 subscribers in November 2023 to over 2,200 by February 2025, with open and click rates consistently above industry benchmarks
- Social content **reached over 50,500** people across Meta platforms in the last 12 months
- 12% of direct bookings now originate from **social media**
- Website **engagement increased** from 43% in February 2024 to 67% by January 2025

These results show the long-term impact of consistent, strategic marketing activity and early investment in brand-building

Client Testimonial

“Olanta does a brilliant job of managing our marketing. She is very easy to communicate with and is great at conveying our brand’s messaging across multiple channels, all while continuously growing our platforms organically.”

– Craig, Owner, Cradel Haus

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Ready to grow your business?

So, if you're building something brilliant and need someone to bring it to life through strategic, results-driven marketing – let's talk. Whether you're starting from scratch or ready to take things up a notch, I'll help you find your audience, tell your story, and grow with purpose.

Email:

oh@olantaharding.co.uk

Tel:

07557 858085

Website:

olantaharding.co.uk



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