



CLIENT SUCCESS STORY

BreakFree Holidays

The Brief

BreakFree Holidays is an industry-leading online tour operator specialising in family short breaks at UK and European holiday parks. Their customer promise is to provide: 'The best possible and most straight-forward booking service to deliver complete satisfaction.' Crucial to fulfilling this promise is not only having a website that is user-friendly, engaging and reliable, but also having social channels that provide customers with all the latest information on holiday parks and offers.

Our Solutions

We created the original BreakFree site and launched their social media channels in 2006 and have managed their customer journey from end-to-end ever since. Some of the key tasks we undertake on their behalf include; creating advertising campaigns, processing online customer bookings and delivering automated social posts and confirmation emails. Every year our digital campaigns successfully send the client's sales soaring and result in thousands of people going away on holiday.

OVERVIEW

- * Social Advertising Campaigns
- * Booking Processing
- * Promotional Email Campaigns
- * In-Paper Supplements
- * Web Development



1,500,000+
Annual email opens



700,000+
Unique web visitors per year



500,000+
Annual social media reach

“Our website was redeveloped by GFM ClearComms and we are delighted with the results, which has led to a significant increase in our sales.”

Managing Director,
BreakFree Holidays

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