



## Marsh Harbour Inn

Bald Head Island, NC • partner since 2010

This inn on the water wanted **more bookings** during its off season. Since 2010, it has pulled in **\$638,404 in gross sales**.

“This experience went so smoothly I can’t really think of anything I would do differently.”

—Laurene Zarnoch, Owner Member Manager of the Marsh Harbour Inn

### the business

This sophisticated B&B on an exclusive island off North Carolina’s southeast coast is a place of tranquility, where creeks wind through serene marshland and customers are always just steps from an expanse of blue ocean. The inn wanted to bring lovers of nature, quiet, and beauty to its secluded spot during the off-season, while at the same time not overbooking and putting stress on both staff and customers. So the inn worked hand-in-hand with LivingSocial over the years to fine-tune its offerings to make sure their guests continued to have a great visit.

### the results

**9**  
unique promotions  
since 2010

**\$638,404**  
gross sales

**1,635**  
vouchers sold

The fine-tuning worked. After 9 unique promotions since 2010, LivingSocial helped accelerate repeat business and generate nearly \$639,000 in gross sales. Much of the Marsh Harbour Inn’s marketing is done via email blasts, and its database has “grown nicely” as a result of the LivingSocial promotions, Zarnoch said. Even with the flow of new guests, keeping track of them was easy due to the metrics, demographic information, and customer feedback available in the LivingSocial Merchant Center, plus the availability of the LivingSocial team. As she put it: “(Everyone is) extremely helpful and ‘right there’ when you have a question or need some assistance.”

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