

# CAMP MARKETING

## ARE YOU INVESTING YOUR MARKETING BUDGET WISELY?

As a camp administrator, you probably wear a multitude of hats from fearless leader and guidance counselor to savvy marketer. As your camp's Chief Marketing Officer (CMO), ask yourself these 3 questions to determine if your camp is spending the budget wisely:

### 1. WHAT DO YOU THINK?

Not what do "you" think per se, but have you posed the question to your camp families? If your camp does not conduct a post-camp survey with your camp families and staff—the simple answer is YOU don't know! A well-worded survey is a powerful tool to better understand what your camp families think—and more importantly—are likely to say to others about your programs, staff and facilities.

Additionally, a post-camp survey can help uncover areas of potential weakness, as well as identify areas for potential growth. Whether building on strengths or overcoming weakness, awareness is the first crucial step a camp can take before investing wisely to position their camp for long-term success.

Your camp management system should allow you to easily create and automatically send a professional HTML to every camp family with a link to your survey shortly after each camp program ends.

*Questions your post-camp survey can help you discover:*

- ▶ *Why do your repeat campers return each season? Or, why are you losing repeat campers?*
- ▶ *How many friends do they tell or invite to camp? Who would they invite to camp next year?*
- ▶ *What were the favorite/least favorite activities and experiences?*
- ▶ *What do parents think about their child's experience? Would they recommend your camp to their friends and colleagues?*
- ▶ *What changes could your camp make to improve the camp experience next year?*

### 2. HOW DID YOU LEARN ABOUT OUR CAMP?

OK, so you ask your new camp families this question, but are you tracking the answers? Perhaps they are discovering your camp through your website, a camp directory, flyer, newspaper or through a referral from another camp family or staff member.

Successful camps are committed to asking and tracking the source of how families and participants are learning about their programs. In order to have the greatest impact, your camp must know the answer to decide where to invest next year.

**Your camp management system should help you not only track prospects and send automated reminders, but it should help you identify and track referral sources to analyze your return on investment (ROI) for each marketing dollar spent.**

### 3. ARE WE INVESTING OUR MARKETING DOLLARS IN THE RIGHT PLACE?

Now we arrive at the all-important question at the heart of the matter. Remember, all marketing tactics employed by your camp should be assigned a cost value. This is the easiest, most straightforward way for you to quickly calculate your camp's ROI for each marketing dollar spent. What many camp administrators ultimately discover, despite their years of experience, is that their camp is not allocating their marketing budget or staff resources in the areas that will yield the greatest results to grow and competitively position their camp programs for long-term growth.

**Active Network is the only service provider with over 10 years of experience, plus a full range of web-based technology, online marketing and custom web design services to streamline your camp operations, build awareness, and drive participation to successfully grow your camp programs year-after-year. For more information on Active's online marketing opportunities for Camps, visit [www.CampRegister.com](http://www.CampRegister.com).**



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Learn how to build awareness and grow camp registrations.