



ONLINE MARKETING: DOES YOUR CAMP Website PASS THE TEST?

Today, with easy access to the Internet, and the popularity of search tools like Google and online communities like Facebook, your camp prospects are likely “tuning in” to the web to checkout your camp, your competitors and what others are saying about you online.

Your camp website is the one of the most powerful online tools for marketing your camp to families. If your camp website is not updated with relevant content, call to actions (CTAs), and engaging information about your camp programs, it may be costing you more than you know—future campers! Below are 5 best practices to ensure your camp’s website is geared to impress first time visitors, prospects and returning camp families:

1. Easy Navigation

Usability and overall organization of your site is paramount to creating a positive first impression, rather than one of frustration. Most importantly, make it easy for camp families to register online. Don’t force them to search your site or even to send an email or make a phone call. Highlight updated session dates, rates and descriptions, and prominently feature a **Register Online** or **Register Now** button to encourage action.

2. Relevant Content

Your site should offer content on your overall camp experience in addition to program costs and dates. Have a newsletter, photos or video? Post them online. If not, post notes submitted by happy campers and parents. To gather prospect details, add a “Request Brochure” button. This allows visitors to easily request additional information and provides your camp the ability to follow up with the prospective family in the future.

3. Kid-Friendly/Family-Focused

Given that youth are growing up with computers in the classroom and at home, they are likely viewing your camp website and ultimately influencing their family’s decision about your camp. Consider posting survey or poll questions, fun facts, and of course, videos of campers in action to entice and excite your most important visitors—your prospective campers!

4. Professional, Fun and Competent

Poor grammar, typos or lack of content and photos may portray your camp as amateurish or second-rate. Your website is your camp’s resume and the first step towards “getting the interview”. Make it count.

5. Welcoming and Engaging

Your website must be informative, and ideally, interactive. Take advantage of web content management tools that allow you and your staff to easily post videos, photo galleries, surveys, message boards, calendars and contests that will engage new prospects, referrals and returning campers alike!

With the proliferation of the Internet, the importance of your camp website cannot be emphasized enough.

More than ever, camps administrators are beginning to recognize the advantages of using technology, along with marketing best practices, to create an engaging online presence to excite soon-to-be campers.

Active Network offers custom Web design and hosting services to ensure your camp website attracts prospects and showcases your camp to drive interest and registrations. Our intuitive “point and click” content editing tools allow your staff to expertly update your website without technical expertise or an experienced webmaster. For more information, visit www.ActiveCamps.com.



Schedule a Needs Analysis today

and see if your website passes the test