

# Guest Group Marketing

2010 CCCA National Conference

1. Where are we now?
2. Where would we like to be?
3. How do we get there?
4. How do we make sure we get there?
5. How do we know if we got there?

1.

Where are we now?

## **We need to:**

- Develop a plan to afford some percentage.
- Write out even a simple marketing plan.

## **In our marketing plan:**

- We should incorporate positioning—why someone should choose our camp or conference center instead of the competition.
- We should develop and maintain a brand.

- Direct marketing works well for promoting rentals.
- Test ads, publications and guides that reach group leaders.
- Do attend conferences where Christian leaders are and network.

**As sales increase and the budget increases, consider:**

- A promotional DVD
- Website improvements
- Google<sup>®</sup> ads
- Search engine optimization
- And online videos.

## **We need:**

- Professional level marketing communications
- Quality printing and mailing services that truly offers a good value

## **Handling responses is important**

- All staff trained in basic phone techniques.

## **A good sales person**

- Greatly multiply the return of marketing efforts

4.

How do we  
make sure  
we get there?

## **In 10 years of guest group campaigns:**

- Almost all campaigns yielded a 2-5x return on investment.
- With a campaign done right, the risks are very low.

5.

How do we know  
if we got there?

**On all responses, I ask people to track the following information:**

- Which month they received the mailing
- What month they called
- Sales history there after
- And...

Last Name, First Name (\*)

Gender (\*)

Name of Church or Organization (\*)

Address (\*)

City / State / Zip (\*)

Phone (\*)

E-mail Address (\*)

Code (appears on mailing)

## **Conclusion:**

1. Where are we now?
2. Where would we like to be?
3. How do we get there?
4. How do we make sure we get there?
5. How do we know if we got there?

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