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plug and play marketing

■ by Chelsea Kring

# Two Areas Every Camp Marketer Should Prioritize

As camp marketers, the primary focus of our teams should be building relationships. We don't want to sell an experience; we want to partner with our families and groups and grow as they do. In 2021, our team focused on two specific areas to better serve our guests:

## Customer Experience > Marketing Strategy

You've probably noticed, no one's attention span is what it used to be. We want what we want, and we want it quickly! If we can't find exactly what we're looking for, we are quick to abandon, return to Google, and search something else. We all do it, and it's time to accept our guests do it as well. Realizing this trend, we did a full audit of our website and registration process. If that isn't something you've done lately — I would suggest making it a priority.

If possible, recruit people who aren't familiar with your organization to evaluate your website and identify the roadblocks. Run the analytics, review the content and find out where people are falling off and why. Is your messaging confusing, is the next step unclear, are there too many words? Don't make website visitors work to understand what you do. Choose your words well and use fewer of them. Make navigation as seamless as possible and make your call to action clear.

Prioritize improving the customer experience to ensure you don't lose potential guests before you can tell them who you are and why you are amazing. Develop a consistent evaluation plan in all of your initiatives.

## Double Down on Digital

This year we allocated a greater portion of our marketing budget to digital content and saw exceptional results. If you haven't increased what you are spending on digital ads, there is a good chance you are falling behind. We have ads running on a variety of platforms to continue growing our reach. For us this also means prioritizing our social media presence, both relational and promotional.

There is potential for a disconnect if you are running digital ads, but not actively engaged on the platform with your customers. Organic, relational content gets the most engagement for us — and engagement is the goal. We post on Facebook and Instagram daily — utilizing both stories and hard posts. We engage on LinkedIn weekly. There are great scheduling tools available if you don't have staff designated to manage social media daily.

Digital presence and advertising must work together. This is where we have seen the greatest growth and garnered a good percentage of new registrations this year. Do the research, make a plan and allocate the necessary funds to have a consistent, active presence on social media and digital platforms. ■



*Chelsea Kring is the director of marketing and communications at Sky Ranch. With four locations across three states, she is responsible for executing the marketing strategy, as well as ensuring an exceptional customer experience through communication and excellent service. She is celebrating 10 years with Sky Ranch and is passionate about leading youth and families to know and follow Christ. She has two grown children and lives in east Texas with her husband, Darren, and their husky, Scout.*