

Camp Marketing Benchmarks & Best Practices

- Focus on developing/delivering a quality and consistent program that gets people talking about you in a positive way AND be sure to effectively communicate the mission and benefits of camp experience to customers and consumers
- Calculate the exact number of campers that you will need for the coming year based on your budget, goals and mission which will be the basis for your overall strategy
- Do a thorough marketing analysis that includes the following:
 - Information collection and database creation for customers and prospects
 - Examine enrollment trends for the past 5 years (return rate, prospect closure rates, registration comparisons year to year) internally
 - Identify competitors in all markets you serve and examine offering, pricing, dates and enrollment trends
 - Gather demographic information for all markets with the goal of deep segmentation
- Create a marketing plan that includes:
 - A geographic segmented approach focused on ROI (money and time), the competitive landscape, demographic trends, history/future
 - Creation of an ROI based micro-strategy for each geographic area including a diverse blend of marketing channels
 - Parent Ambassador meetings
 - Print
 - Online
 - Fairs
 - Tours
 - Other
- Focus on the face to face selling with the highest close-rates – Ambassador Meetings and Tours
- Create a integrated, trackable and simple marketing and communication plan for the entire year
- Have a well thought out, meaningful scholarship program that includes all internal and external sources including operational budget lines, Jwest, Federations and other Foundations.
- Sweat the details when it comes to the sales process including – pre-meeting preparation for host family and attendees, presentation, meeting flow, food, information collection, follow-up and host family/attendee evaluations