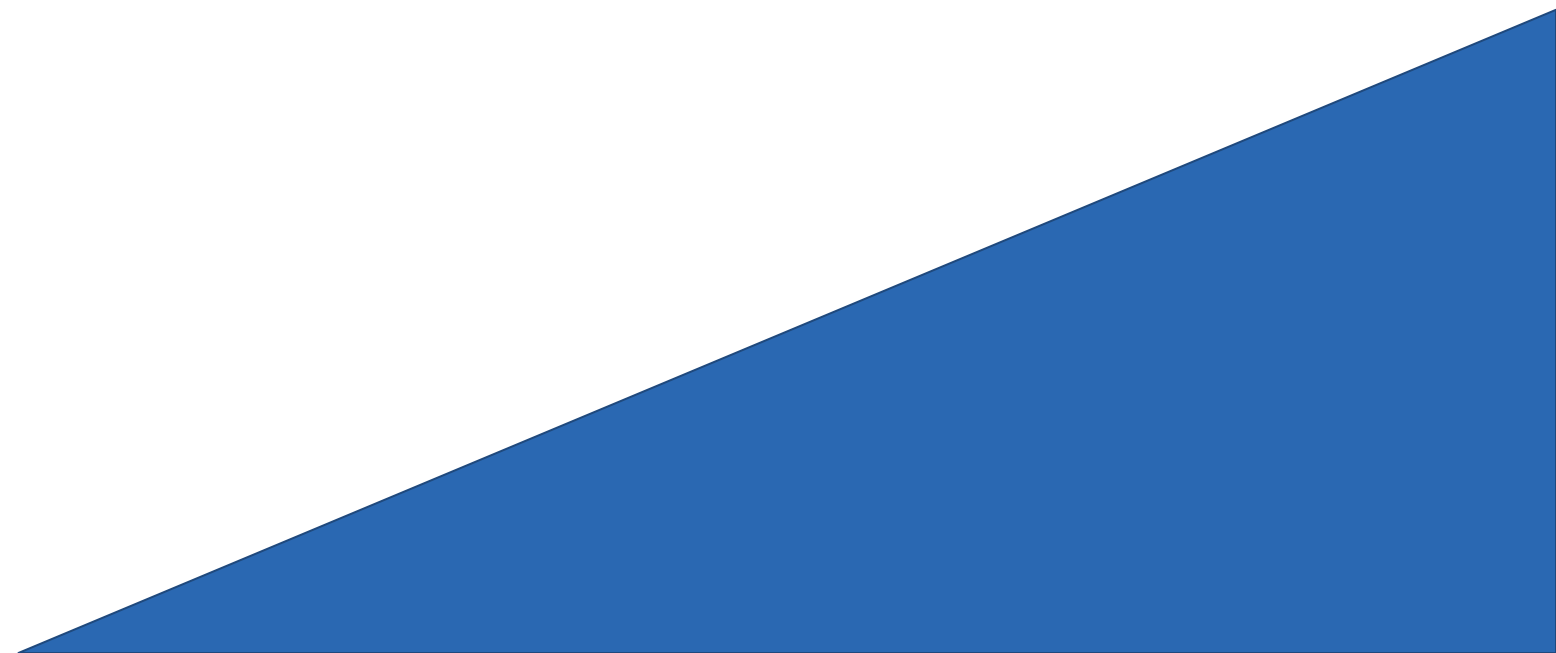




Don't Ignore Marketing

Lean Into It



About Me





Pulse of the Room

A Black Hole?

Common misperceptions of marketing...

- “There’s too many things.”
- “It’s too expensive.”
- “You can’t measure marketing.”
- “It’s too general. My audience is niche.”

All of these things can be true if you don’t strategize and prioritize.

Why Marketing Matters



"People don't know what they want until you show it to them."

- Steve Jobs

The Competitive Landscape



- Saturated market in many regions
- Generational preferences
 - Search behaviors
 - Personalized experiences
 - Divided attention
 - Cancel culture
- Constantly evolving marketing channels

Your Brand Messaging Sets the Stage

- Who are you?
- What makes your camp unique?
- Why should families choose you?
- How do you do things differently than the camp around the corner?

Workshop your value proposition.

Your Value Proposition is Not...

- Your child will make the best of friends
- We offer circus and have the best lake
- We have 10 bus routes
- Lunch is included with camp tuition

“Marketing is about understanding people’s needs and wants, and giving them what they want in a way that makes them feel good about it.”

– Seth Godin



How Do I Do It?



Create a Plan and Stick to It

- What does your research show?
- What key messages are you trying to convey?
- What channels make sense?
 - How much time do you have to maintain them?
 - What content can be scheduled ahead of time?
- What's your budget?
- Who's in your orbit?

Messaging Worksheet

**70% of brand marketers list building
brand awareness as their top goal for
social media.***

*Source [Link](#)

What Does it Mean to “Be on Social Media”

- What are your goals?
 - Awareness, brand building, recruitment, retention, communication, lead generation, information sharing, etc.
- Do you have content pillars to tell a cohesive story and maintain consistency?
 - Summer vs. year-round
- Do you know who is following you?
 - May look different per channel



Can I Cast a Wider Net?

- Social media advertising
 - Retargeting/remarketing
 - Lookalike audiences
 - Lead targeting
- Google Adwords
- Digital publications
 - Chaperoned emails
 - Sponsored content
- Landing pages



**“Nobody reads ads.
People read what interests them.
Sometimes, it’s an ad.”
– Howard Gossage**

Demystifying SEO

- Use the right words on your website – NO keyword stuffing!
 - Website text
 - Blog posts
 - FAQs
- Keep your website fresh – Google likes websites that are active.
- Link building
 - Local parent blogs
 - Camp directories
 - Community organizations

Grassroots Outreach

- Parent ambassadors
 - Referral programs
 - Community events & camp fairs
- Partnerships with schools, community organizations, and houses of worship
- WhatsApp & Facebook groups
- Canned social media + email content

“We do a lot of one night stands in lead generation and not enough in long term relationships.”

– Mike King

Get started somewhere.
(Then measure your efforts.)



Should I Hire Out?

It Depends On...

- Needs
- Budget
- Priorities
- In-house capabilities
- You




Photo Credit: North Shore Day Camp



How Can I Leverage Summer 2025?

Make the Most Out of 7-9 Weeks

- 
- Shot list
 - Video B-roll
 - Video testimonials
 - Camper + staff focus groups
 - User generated content
 - Bottling camp

LET'S TALK RETENTION STRATEGY

Day camp attrition: 30–33%

Overnight camp attrition: 23%

Sources: American Camp Association
Foundation for Jewish Camp

You've Already Sold Your Value

- Re-enrollment incentives
- Survey your families (and older campers)
- Alumni spotlights
- Year-round engagement
- Look at YOY enrollment trends
 - When are you losing campers?

Pulse of the Room



Let's Stay in Touch!

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