

6 Essential Marketing Strategies

**OUTDOOR
HOSPITALITY
INNOVATORS
MINI SERIES SUMMIT**

All About Marketing

Whether you love it or despise it, Marketing is an essential part of every business. In this eBook we're going to explore 6 cost-effective and easy ways to enhance your marketing efforts and community engagement. No matter your level of marketing skills, these strategies can be implemented by anyone – no expertise required.

Your Guest Expert:



Delana Meyer
Chief Commercial Officer
Blue Water Development

Prefer to watch then read?

You're in luck! Watch the webinar on this content with Newbooks, Chief Growth Officer, Blake Collins, and guest expert, Delana Meyer

[Watch the Webinar →](#)

#6 Local Chambers

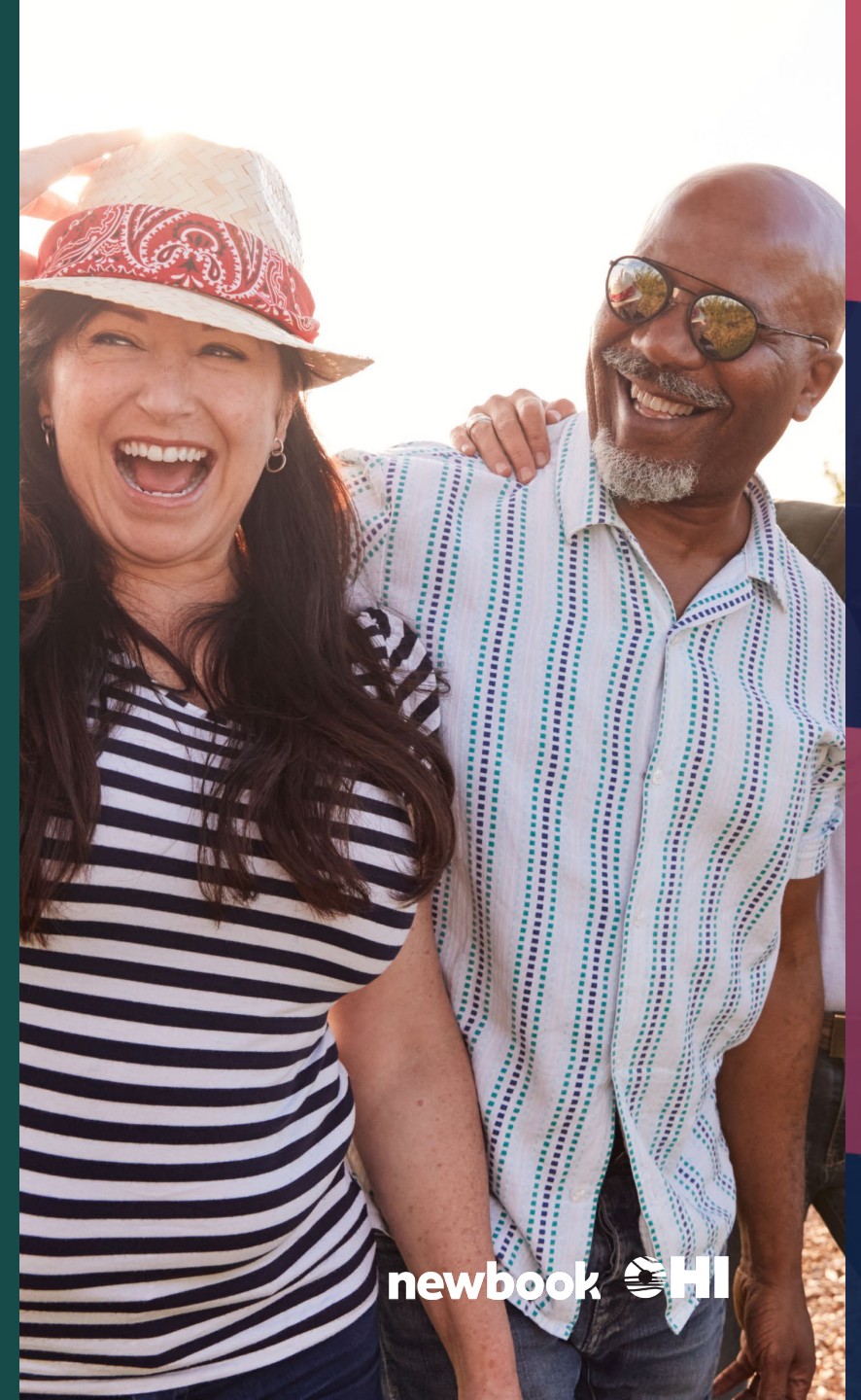
Connecting with your local Chambers are the perfect way to network and connect with your community. If you haven't thought about this strategy, it's such a great way to start engaging with other local businesses, advertising your park, and even offering your park as the perfect place to host events or activities!

THE BENEFITS:

- Advertising opportunities
- Hire new employees from the community
- Host events at your park and increase community engagement
- Know what's happening in your local business community

TAKE ACTION

Becoming a member of your local chamber is usually less than \$500/year. A simple google search will help you find your local chamber to get started!



#5 SMS Communications

SMS is an easy and efficient way to communicate to your guests. Updates, surveys or up-sells – whatever can be done via email can also be completed through SMS and let's face it...

THE BENEFITS:

- Creates a personalized experience
- Easy way for guests to respond
- Drive additional revenue through upsells

HOW DO WE IMPLEMENT SMS?

Every modern-day property management system offers SMS communications, so reach out to your provider to ask for assistance in getting set up.



Hear about the power of SMS



Av SMS open rate

90%

Av email open rate (travel industry)

20%

#4 Facebook Live

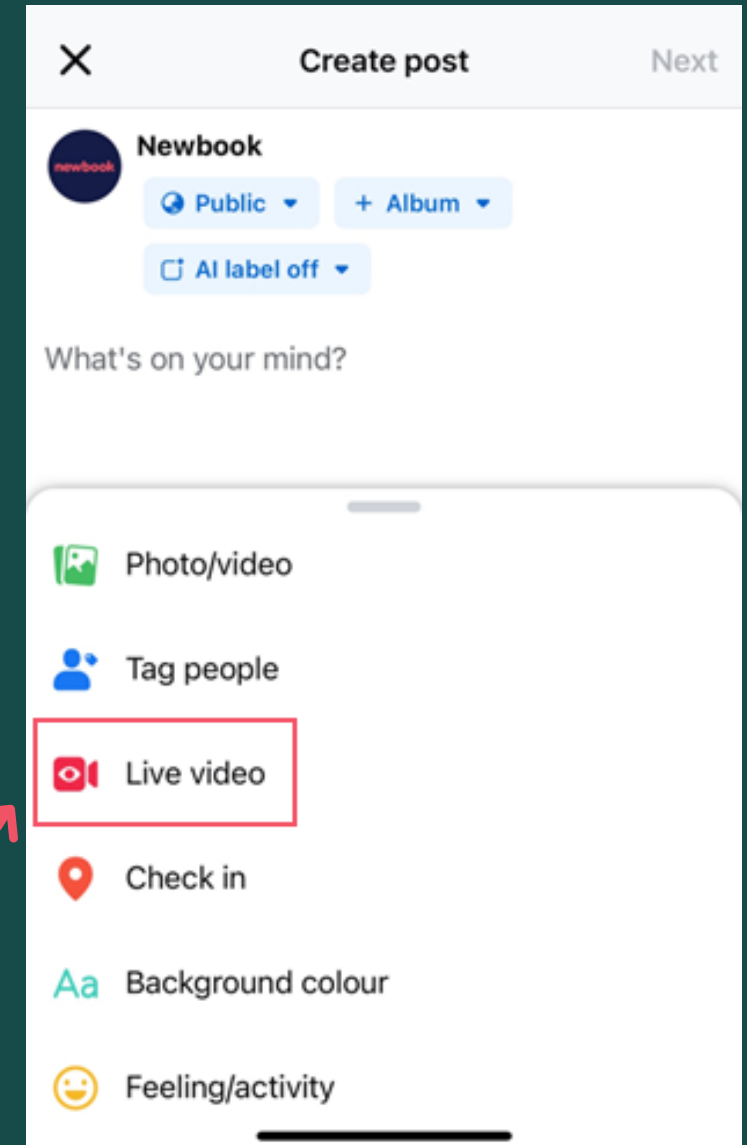
Live streaming on Facebook is an easy way to showcase epic events or activities happening at your park. Remember, these videos don't need to be polished and really professional. Facebook Lives are designed as a fun way to drive engagement and for your followers online to see what they're missing out on at your property.

THE BENEFITS:

- Spark FOMO during special events and get people booking
- Creative way to announce new amenities or facilities
- Increase guest and employee engagement

HOW DO WE START A LIVE VIDEO?

- Click to create a new post on your Facebook profile
- Select 'Live Video' and follow the prompts



#3 User Generated Content

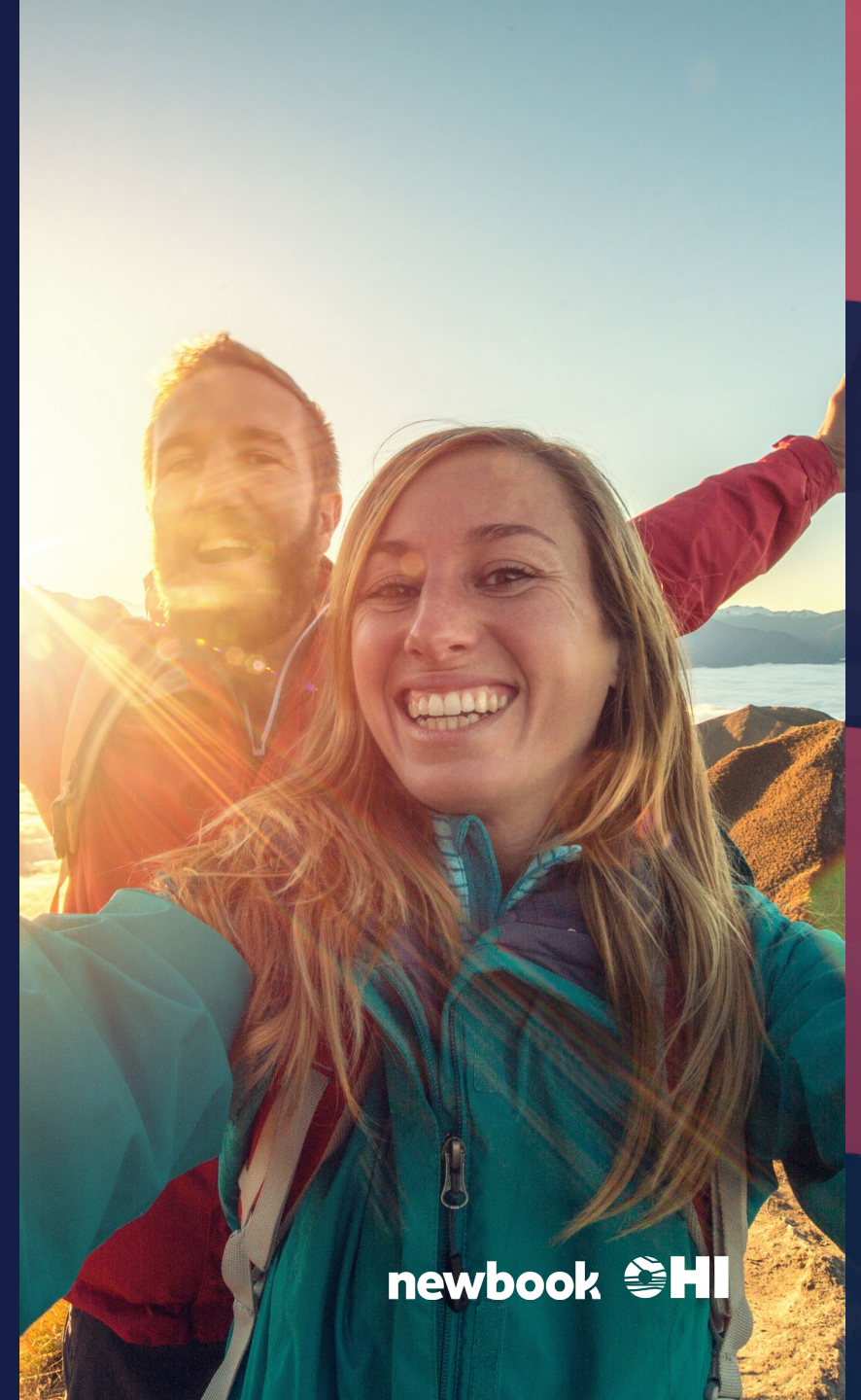
User generated content, or UCG for short, is content like images, videos, testimonials etc. shared by your guests. Let them do the hard work for you and ask for their permission to share their images or videos to your page.

THE BENEFITS:

- Low effort, high reward strategy
- Viewers consider it more credible
- Create a sense of community and tap into influencer marketing

HOW DO WE GET GUESTS SHARING?

Create selfie stations or think about hosting a photo competition using a hashtag to prompt guests to share their best pics! Maybe it's their best pet pics, or the most creative pose at certain locations in your park – make it fun!



#2 Website Optimization

Keeping your website fresh with new content and optimizing it regularly is imperative – it's the first impression of your business and source of truth. Do you have an event listed from a year ago? Or images that look like they are taken on Nokia? It's time to refresh your content. Fresh content,

It's time to part of your monthly routine!

THE BENEFITS:

- Fresh content appears more credible
- Prompt more direct online bookings
- Be rewarded with improved Search Engine Optimization (appearing higher up the list on Google)



Hot Tip:

A website FAQs page and Reciprocal Linking is a great way to start improving your SEO.



#1 Google My Business

It's like your online shopfront! Help users find out more about you, read reviews, see photos, and easily contact you.

THE BENEFITS:

- Significantly improve local area SEO
- Start gathering google reviews and photos
- Increase your enquiries and bookings

HOW DO WE CLAIM OUR PROFILES?


You will need a Google Account to claim your listing and complete a verification process via phone call (most efficient) or via postcard. Simply Google your listing to see if it's been claimed and follow the prompts!

[Click here for instructions to claim your listing →](#)



Unclaimed Listing

Take a look at the below. This is how an unclaimed Business Profile can look. There's missing information and no way for potential guests to contact you.



Endless Caverns RV Resort & Cavern Tours

[Directions](#) [Save](#)

Address: 1800 Endless Caverns Rd, New Market, VA 22844, United States

Phone: +1 540-896-2283

[Suggest an edit](#) · [Own this business?](#)

Add missing information

[Add business hours](#)

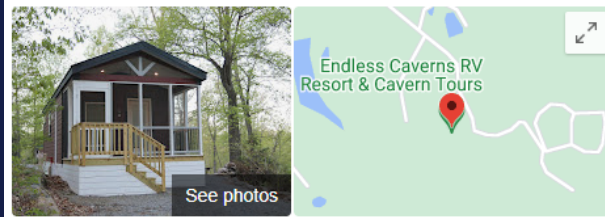
[Add website](#)

Questions & answers

[Be the first to ask a question](#) [Ask a question](#)

Reviews from the web

[Be the first to review](#)



Endless Caverns RV Resort & Cavern Tours

4.6 ★★★★★ 591 Google reviews · [Google reviews](#)

Camping ground in Virginia

[Website](#) [Directions](#) [Save](#) [Call](#)

[Check availability](#)

Endless Caverns is a commercial show cave located three miles south of New Market, Virginia, United States. [Wikipedia](#)

Address: 1800 Endless Caverns Rd, New Market, VA 22844, United States

Hours: Closed · Opens 9 am Mon ▾

Phone: +1 540-896-2283

Compare prices


[Tue, 15 Oct](#) [Fri, 18 Oct](#) [2](#)


Sponsored · Featured options


P Priceline **\$258** >

Free cancellation until Sep 14

All options

 Endless Caverns RV Resort & Cavern Tours **\$241** >

 Official website

 Tripadvisor.com.au **\$258** >

Free cancellation until Sep 14

P Priceline **\$258** >

Free cancellation until Sep 14

Reviews

Google reviews ⓘ

[Write a review](#)

[Add a photo](#)



"They have full **bathroom** which offers **laundry service**, showers and restroom."

★★★★★



"Great **service** from friendly and hardworking **staff** and **hosts**."

★★★★★



"They charge for **stuff** that should be included in the **price**."

★★★★★



Endless Caverns RV Resort & Cavern Tours
on Google



Ho-Ho-Hurry to Endless Caverns! ✨ 🎁 Your last chance to unwrap 25% OFF select stays this summer! Offe...
2 days ago



Join us for a rockin' weekend with a s'mores social, rock painting, a sale on the mining sluice, and live entertainment...
2 days ago

Questions & Answers

Q: Can my dog, who is travelling with us, go?

[Ask a question](#)

A: Dogs arent allowed in the caves but are allowed in the park
(7 more answers)

[See all questions \(25\)](#)

Profiles



Facebook



Instagram

Claimed Listing

With a claimed listing, you can add images, opening hours, reviews, updates, and so much more.

Potential guests are able to click the 'call' button to call your property instantly and effortlessly compare rates and place a booking.

Hungry for more tips or have more questions?

We are here to help. To get advice or answers, please don't hesitate to reach out to our friendly team at Newbook or OHI.

newbook

 **OHI**[®]
Advancing
Outdoor
Hospitality