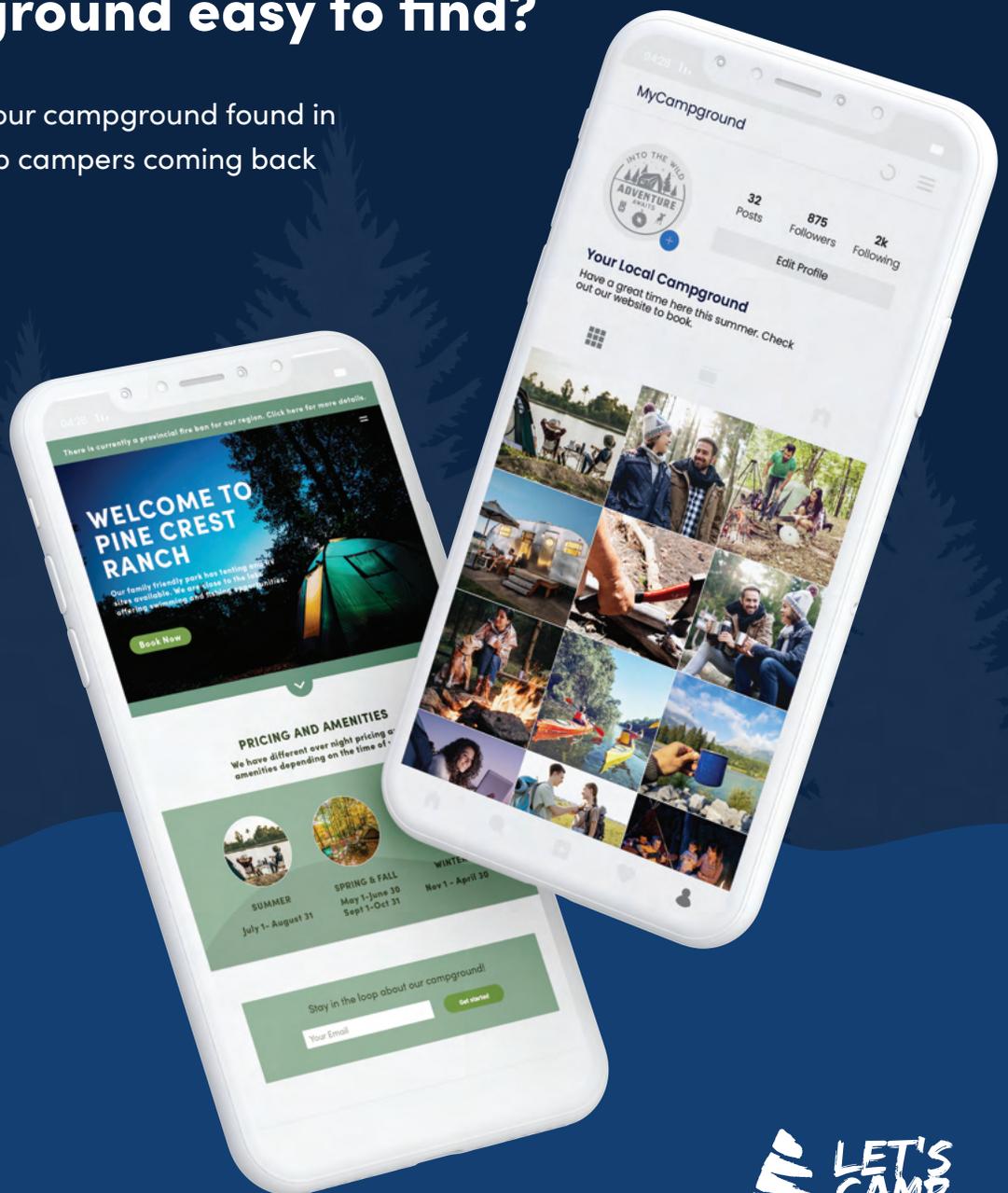


How to **Connect** With Your Campers **Online.**

Campers are looking online for new campgrounds.

Is your campground easy to find?

We'll show you how to get your campground found in more places online and keep campers coming back summer after summer.



Almost all customers are looking for businesses online - campgrounds included.

New campers looking to camp need to know what your campground has to offer. While returning campers can stay connected year round through emails and social media.

There are four key areas to focus on when developing your online presence.



Social Media



Email Marketing



Listing Sites



Your Website

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Checklist

After reading through this guide come back and use this checklist to help get your campground online and keep connecting with campers.

- Set up Facebook and Instagram business profiles
- Publish posts regularly with the help of a scheduling tool
- Like and comment on other campers and campgrounds post
- Develop process for collecting campers emails for future marketing
- Decide on an email marketing tool for sending out emails
- Plan out what emails you would like to send to campers and schedule them in your email platform
- Find and claim your business profile on various listing sites
- Update any incorrect info on each of the listings sites and upload photos if that is an option
- Respond to existing reviews and monitor for new ones
- Take and add photos to your website of all campground areas
- Include lots of information about your campground
- Create an editable announcement bar and details page
- Make sure your pricing is up to date and outlines what is included
- Discuss your check-in and check-out process
- Make it clear when you are taking bookings for next season
- List all of your campground amenities - bonus if you have photos of them!

Social Media

If you haven't already, setting up a business Facebook page and Instagram account is a great place to start. It differs from creating personal accounts for these platforms, so be sure to have your's set up correctly.

Both **Facebook** and **Instagram** have easy to follow tutorials.



Posting beautiful sunset photos and entertaining videos of camping activities will help campers connect with your campground. You could also create a hashtag for your campground to help discover campers' photos.

In any case, try to interact with other accounts by commenting on and liking their posts, as well as responding to comments on yours.

What should I post?

Once you've established your accounts, keep people engaged by posting frequently and responding to comments and messages.

Here are a few great post ideas:

- **Campground events** - build anticipation for upcoming events. Take plenty of photos to post later. As the new season approaches, repost these photos as "throwbacks" to last year.
- **Document the process of making improvements to your campground.** This piques the interest of returning campers while also highlighting new features that your campground will have.
- **Social media is also an excellent tool for making new announcements,** such as when your campsites are available for booking or if a last-minute spot opens up.

If the thought of posting regularly on social media overwhelms you, there are many tools available to help you schedule your posts in advance. This way, if you become particularly busy, your social media will not suffer.

Listing Sites

There's a ton of listing sites that you can use to help your campground be found by more campers. Google Business Profile (formerly Google My Business), Bing Places, Yelp, and Trip Advisor are among them.

Your campground most likely already has a profile on these platforms. You should claim it to provide accurate information about your campground and respond to reviews as they come in.

Visit these sites to get started.

- Google Business Profile
- Bing Places
- Yelp
- Trip Advisor

The process is the same for each of the listing sites. You'll need to find or create your campground, prove that you own it, and add details to your listing such as your phone number, email address, and website.

Reviews

Campers looking for campground's that respond to reviews. This shows that the owner is concerned about the overall experience.

When responding to negative reviews, keep it professional and avoid getting into an argument.



Here is a simple formula for responding to reviews:

- Thank them for taking the time to provide feedback about their experience.
- Ideally, mention something positive in the review - but make sure to keep it authentic.
- Address their concerns or share why your business has chosen to implement the strategy or policy.
- Invite further conversation offline via telephone or email.

Email Marketing

Emails can be a great way to reach out directly to campers and connect with them throughout the year. As you start to take bookings for next year, your campers will be paying attention to your emails and ready to rebook with you.

Check out these ideas for emails:

- Reminder email about their upcoming booking along with important announcements
- Ask for a review after their stay
- Announcements when you start taking bookings next year
- An article or video with different camping tips
- Exclusive deals just for your email list



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Your Website

Your website should be a valuable resource for future and returning campers to learn more about your campground. This will help answer your campers questions and help them when making a booking. This will save you time from having to answer questions and provide a better experience.

When considering the following points try to look at your website with fresh eyes, as if you have never been to your campground.

Photos

Include lots of photos. Would someone who wanted to book a campsite there have an idea of what the campsites and amenities are like? Do you have a map of your park that people can look at while booking?

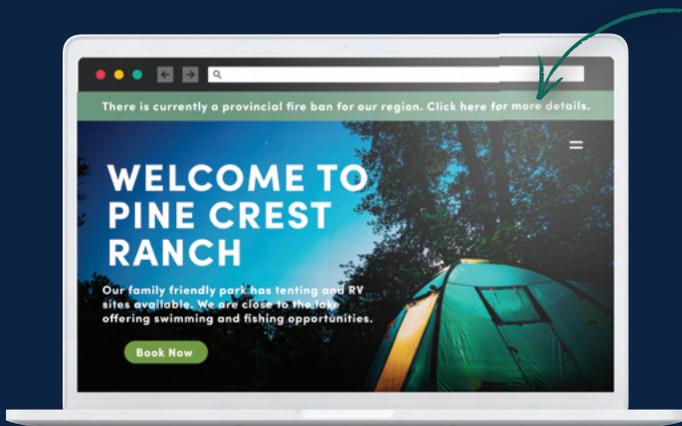
Information

Having information available to help campers understand what to expect when camping can help set expectations ahead of time. Are your campsites private and secluded, or are they open? When is quiet time at your campground? This is also a good time to highlight what makes your campground unique.



Announcements

Include an update section. Whether it's Covid-19 policies or a local fire ban, make sure your campers are aware of them before they arrive. A small banner across the top of your website directing them to the information is a great method. Users can still browse the site without being bothered by annoying pop-ups.



Pricing

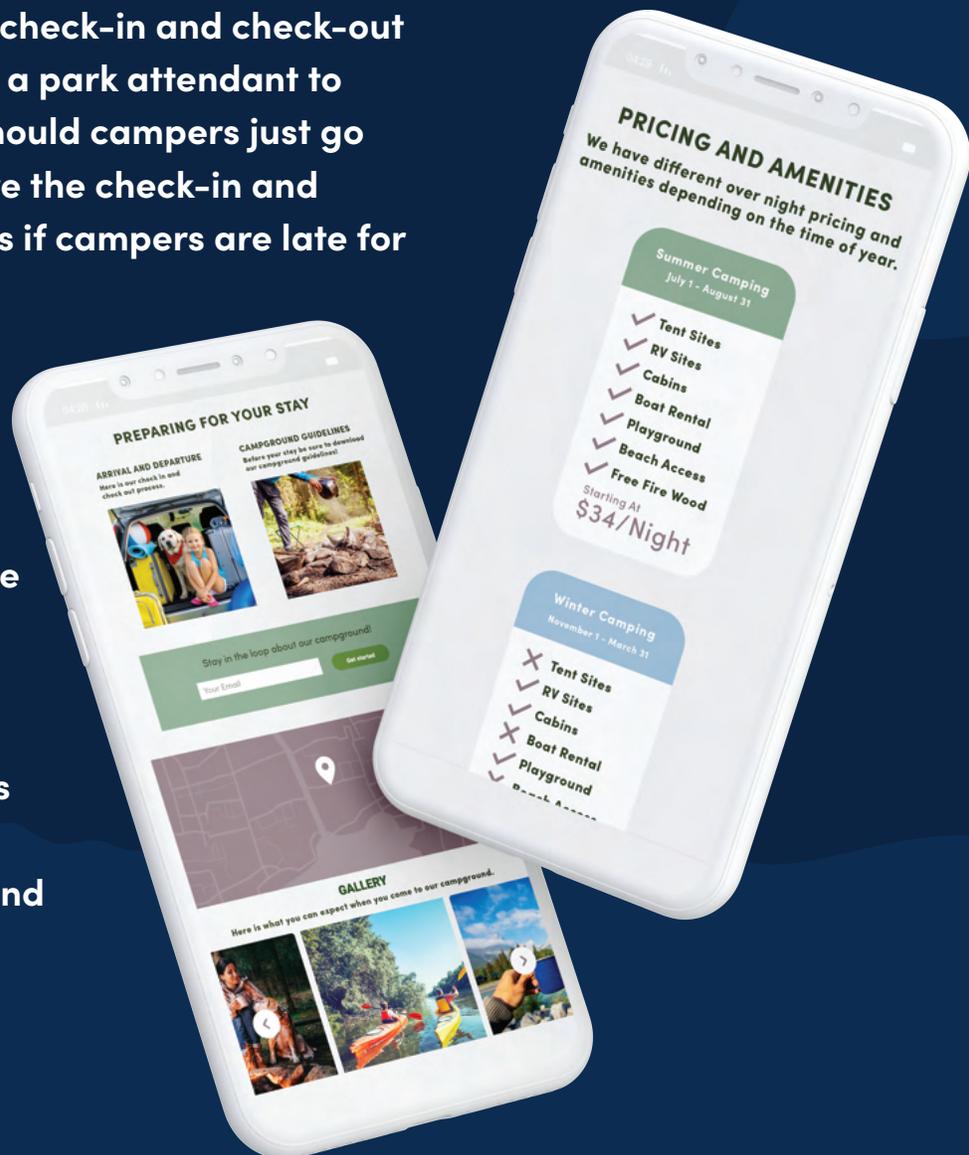
Campsite pricing should be prominently displayed on your website as well. Outlining your nightly, weekly, or monthly costs, as well as whether they vary by season. It is also important to note whether or not there is a charge for firewood or other amenities. It's also worth mentioning the payment methods you accept, as many people don't bring cash and instead prefer to pay with debit or credit. Along with pricing, make a note of your refund policies. Although this will not solve all of the problems associated with refunds, having them clearly posted is a good first step.

Check-in and Check-out

Last but not least, describe the check-in and check-out processes for campers. Is there a park attendant to check in with upon arrival, or should campers just go to their reserved spot? When are the check-in and check-out times? What happens if campers are late for check-in?

When Booking Starts

Your website should clearly state which seasons you accept campground reservations and when you begin accepting reservations for the season. This may seem obvious, but it is surprising how many campground websites are out of date.



Amenities

A key component of your website should be a listing of your campground amenities. You may be used to all of the cool things that your campground has to offer, but consider the viewpoint of someone who hasn't been there. Include photos in this section if possible so that people can get a better idea of what to expect.



Here are a few ideas of what to include:

- Showers and bathroom facilities
- Convenience store hours if applicable
- Beach or swimming area availability
- Boating or marina availability
- Fishing opportunities
- Local golf courses
- Sport or activity rentals
- Ice cream shop if applicable
- Mini golf if applicable
- Any nearby small towns for day trips or groceries
- Availability of towel or laundry service
- Firewood availability and cost if applicable

As you can see, there are many ways to enhance your online presence with potential campers. By taking control of how campers find you online, you will be able to attract new campers while keeping in touch with old campers who book with you. This will lead to increased revenue for your campground.

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