



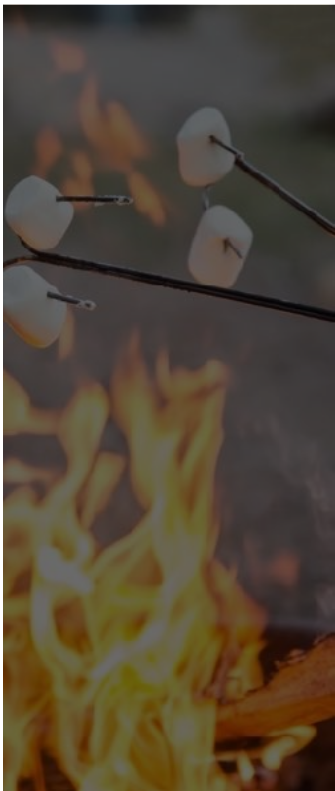
WAYS TO MAKE MORE MONEY AT YOUR CAMPGROUND!

FROM AMENITIES TO MARKETING & MORE

BY LETSBONFIRE.COM



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01

WAYS TO MAKE EXTRA \$ EACH SEASON

01

WAYS TO MAKE EXTRA \$ EACH SEASON

Autumn:

Autumn is the most beautiful season and a wonderful time for camping. A great way to showcase that beauty and make some extra money is by photographing it. Keepsakes like postcards, t-shirts and mugs can be emblazoned with your images and cherished forever by campers. This is a good way to grab camper's addresses too. You will need to get their current home address to send them their mugs. You can charge a little more for your time and picture. Use a service such as Vista Print to order the keepsakes.

This season also happens to be when days start to become shorter. Don't let your campers get stuck in the dark. Having headlamps, flashlights and lanterns available will make everyone's camping experience brighter.

Winter:

Winter isn't everyone's favorite season but it is the most wonderful time of the year. Holiday ornaments and decorations are just one way you can spread cheer and make some extra cash. If your campground is in a part of the country that gets cold, you probably already have firewood available but, for most campers, it's all about what's roasting on top of the bonfire. Having marshmallows, graham crackers and chocolate bars is a perfect way to make a little extra money and make your campground just that much sweeter.



Summer:

Though Summer is definitely the best season of all, some folks just can't take the heat. An often overlooked part of RV'ing during this season is how much heat comes through the windows. Having reflective window coverings available for purchase can make a huge difference for a family trying to stay cool. Many RV's also do not come equipped with an ice maker and even the best coolers will eventually be full of melted ice. Having ice for sale at a campground is a great way to bring in extra money in the summertime. If you're keeping ice frozen, you can also keep popsicles frozen which are a great treat for campers of all ages.

Spring:

In like a lion and out like a lamb. A day of camping can be totally ruined by those roaring spring storms. However, if your campers have the option to buy their family a set of ponchos at their campground so that they can still enjoy their trip, you've just saved the day and made some extra cash in the process. If you enjoy gardening you might also consider selling bouquets of flowers or fresh veggies around this time of year.

02

FREE & PAID ACTIVITIES YOU
COULD ADD TO YOUR PARK

FREE

1. Scavenger Hunt - this is an event to promote in advance to make sure there are enough participants to split into at least two teams. If you have added new features to your park, be sure to include them as destinations within the hunt.

2. Bingo - a large-scale bingo night could be a family-friendly event, or open to pretty much anyone. Find free templates for bingo cards [here](#).

3. Ultimate Frisbee Tournament - Not only will this attract more customers one time, but by installing a mini course, you can attract people who are looking for more than just a campsite year-round.

4. Guided Hiking Tours - add a charge for a pancake breakfast option, or group the two together as a package deal.

5. Outdoor Movie Night - draw people in with a free movie, then set up a concession stand nearby where people can purchase snacks, drinks, and props to go with the movie!

PAID

1. Lunch & Learn for Campfire Cooking - this could be a great class (interactive or not) for customers who frequently camp on your grounds. Encourage everyone to make their next camping trip even more enjoyable with hot, easy-to-make food choices.
2. Craft Day - make it a kid's camp day so with tie-dye t-shirts, god's eyes, etc., so parents can take the day off. Y can also offer an adult painting class or wine tasting while their kids are crafting.
3. Glow Hayride - customers can purchase glow sticks, necklaces, and other items for the hayride onsite before the event begins.
4. Pool Party & Cookout - invite everyone for the free pool party complete with floaties, noodles, and other pool toys, then set up a poolside BBQ station to sell hamburgers, hot dogs, sides, and drinks.
5. Grilling Competition - invite grillmasters from all over to come and show their skills; charge a fee for each competition entry, plus a fee for visitors that includes a certain number of samples of drinks. In the cold months, change it out for a chili cook off.

03

4 EASY AND EFFECTIVE WAYS TO MARKET YOUR RV PARK OR CAMPGROUND ON FACEBOOK

03

LET'S TALK FACEBOOK!

1. Target Potential Customers With Ads Showcasing Your Park.

Facebook allows you to get INSANELY specific with who you are targeting. For example, you can target people who live in your state, who love camping between the ages of 25-40 and show them someone kicking back with a beer at sunset. If you have a lot of family activities, post about those and target those who like camping or RVing and have kids. It is SO easy and SUPER effective.

[Check out this step by step tutorial for more on FB ads](#) or call [Heart of the Sun](#), a marketing company who specializes in marketing RV Parks and Campgrounds.

2. Run a Simple Contest to Get People Talking

Ask people who have been to your park before to share pictures and memories at your park. The best one wins a free weekend. You can always choose a slower part of the season for the giveaway but the point is to get past customers to relive the fun they had at your camp. These photos will also be great for other FB posts and your website. To make sure it gets in front of the right people, you can always run an ad to those who have liked your page to make sure they see what you are asking for.

3. Don't Forget the Pups

These days pets are treated like children so letting people know you are open to pets would be HUGE. Besides that, dogs are cute so you will get a lot of likes.



4. Ask for Likes and Reviews on Facebook

Did you know you can run ads to friends of people who like your page? It will show up as "Name of Friend likes this page", and thusly, people will pay more attention. Also, reviews are everything. So if you can get people to review your business on any social account, you should.

5. Make sure you add a Call to Action Button

You can choose from seven pre-made button options ("Sign Up," "Shop Now," "Contact Us," "Book Now," "Use App," "Watch Video," and "Play Game") and link it to any website that aligns with your business' goals - getting more reservations. It could link to your homepage, a contact form, or phone number.

You can [learn how to add a CTA button to your business' Facebook Page here](#).

We hope these tips help your campground become even more successful than it already is. That is what we at Bonfire are all about, helping your RV Park or Campground be the best it can be.





04

BRINGING MORE CAMPERS THROUGH
GOOGLE SEARCH ADS

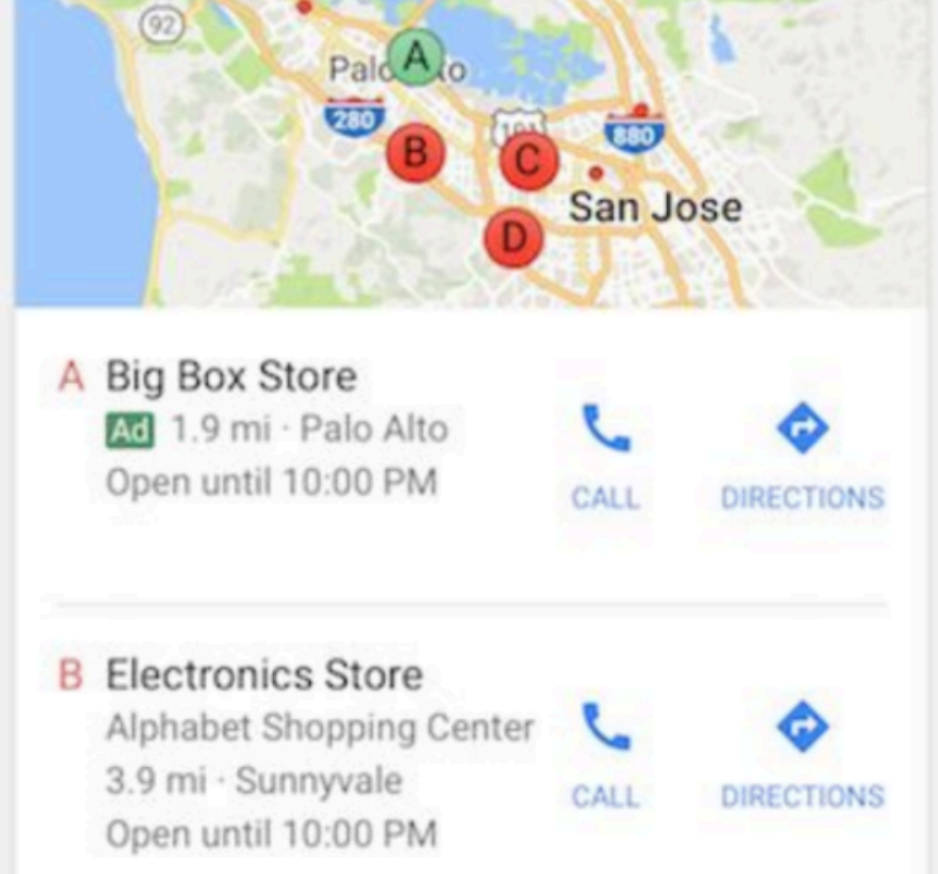
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GOOGLE SEARCH ADS

We talked about paid search ads for Google and how they can increase visitors in your Campground and RV Park in our blog [“10 Marketing Tools Every Campground Should Be Using”](#). In this article, we are going to focus on the local search ads and they can bring more last minute bookings to your park.

First, why local search ads different than regular search ads? Local search ads target people who are close to you and are actively searching for terms like “Rv Parks” or “Campgrounds”. These are people who are probably trying to find and book a stay ASAP. Therefore, if you do not accept day of reservations, these ads are not for you.

If you want to fill open spots you have left during select times or even days of the week, then these ads would work great.



Here is an example of what they would look like.

So how do they work? When people search for nearby businesses on Google.com or Google Maps (for example, “RV Parks near me”), they may see local search ads that feature your business locations. Set up [location extensions](#) to show local search ads.

How do you set them up?

- Create a Ad account on Google.
- Bid for keywords like “RV Parks” and “RV Parks Near me”
- Create an ad
- Click Extensions
- Add your address and phone number
- Set Your Budget (we recommend a modest budget of \$3 per day until you see results)

Similarly, ads that feature your business location may also appear when users make similar searches on the Google Maps mobile app.

We hope these marketing tips help your RV Park or campground have the most successful year yet!

05

5 WAYS TO ATTRACT YOUNGER CAMPERS

There are 83 million Americans between the ages of 25-35. By 2020, 1-in-3 Americans will be a Millennial, which means if you want to attract this portion of the population, your park needs to make itself more appealing to these tech driven individuals. Here are a few things you can do to make your park more attractive:

A modern website with reservation capabilities that can be easily found and accessed from a mobile phone. The times, they are changing and many prefer to do a quick search to make a reservation. Younger generations do not want to have to call someone and give a credit card over the phone. They want to be able to find what they need quickly and easily. Luckily, websites have become easier than ever to create. For non-technical people or even those who don't have a lot of time, web builders like [SquareSpace](#) and [Wix](#) are great options.

Although we spoke about being able to take online reservations above, we wanted to point this out again. Worried about no shows? Make payment upfront a must. Sites like Bonfire can help with this.

The younger generation lives their life through images, so having great pictures of your park is a must. Also, using platforms like Instagram to showcase your park will not only help with exposure, but you can set the images to be automatically uploaded to your website. This will save you time down the road and with Instagrams filters, your photos will always look professional.

Wifi is a MUST. It doesn't have to be great, but with cell service in a lot of remote areas being low, guaranteeing people a way to stay connected is a huge selling point. Showcasing your Instagram and free wifi service clearly on your website, will attract a lot of younger people.

Having park maps show casing activities available at your park will help those looking to stay there excited about their trip. The lower quality your map, the less likely a person will be to take your park seriously. Companies like Bonfire offer park map updates/builds for around \$300. Although it can seem like a pointless spend, in the end, it will have a high return of investment.

06

CUSTOMER RELATIONSHIPS – TENDING THE FLAME

06

TENDING THE FLAME

While most owners think the first interaction with a camper is when they get to their campground, that cannot be farther from the truth.

Even after booking, there are plenty of ways to interact with your campers to make them more excited to start with you and get them a better overall experience. We have written multiple blogs about how to make sure your RV Park or Campground can boost your search results and how an updated website leads to trust, but what we want to focus on is what comes after the booking.

I was recently traveling cross country and booked multiple hotel rooms several months in advance. While I was already excited about my trip, one day I got an email that made me even more enthusiastic about my upcoming travels. I received an email from a random hotel I had booked to let me know they were excited about having me and some of the attractions from the surrounding area. Even though I could not go to most (I had a long drive day the next day), their email made me not only excited to visit but also instilled more trust.



Then, right before my stay, they followed up with another email. This wasn't just your normal, remember you have a reservation email... how boring... but instead included more suggestions of things to do and a personal note from the manager. Again, this not only made me excited but made me trust their company even more.

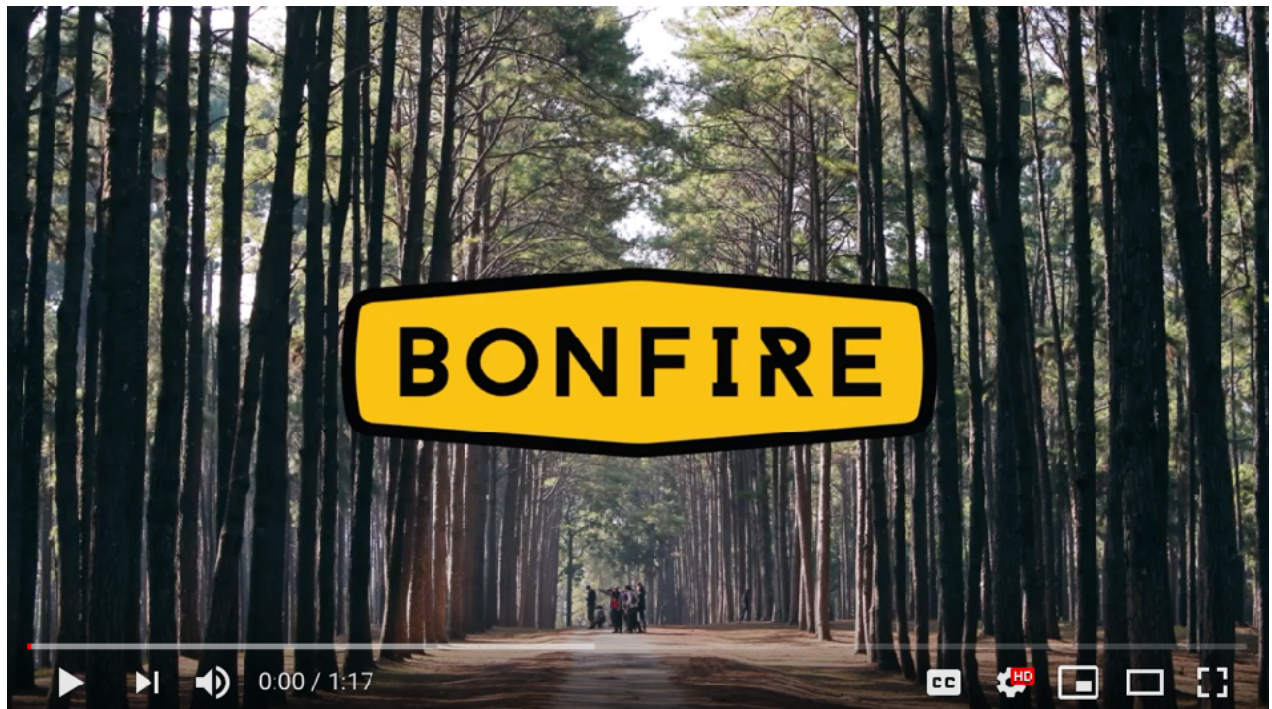


What probably took them all of 5 minutes to send, I am assuming these are templated emails, made me more excited to go and ultimately led to a better overall experience.

So, how can you mimic this for your campground or RV park? There are many simple to use email marketing companies where you can start. [MailChimp](#), for instance, is free to use. Just load an email into a list and set it to auto send to anyone new. You can even use their first name in the body of the email with [this trick](#) to give it that personal touch. Load the email up with local attractions and fun things they can do at your park.

The ultimate goal for every campground and RV park owner is to provide their guests with a great experience. We hope this helps in that process.

ABOUT BONFIRE



Bonfire is a simple solution for campground and RV park management & reservations.

Some of our features include: calendar rack of reservations, dedicated online booking page, integrated payments, amenity add-ons, and much more.

“Our business grew tremendously this year because of Bonfire. People love the fact that they can go online, reserve and pay the first-night deposit too.”
— Crockery Creek RV Park



PLUS, EVERY CUSTOMER has direct contact with Bonfire's Head Honcho. Do you use any other company that you can say that about? Got more questions? [Schedule a Call >](#)

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