



# Marketing For Today



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# Brian Searl



## Background

- Worked for Fox Sports Ohio
- Worked for Cleveland Indians
- Worked for CBS News Cleveland
- Founded Insider Perks in April of 2009



## Founder & CEO of Insider Perks, Inc.

- Has worked with more than 200 campgrounds
- Helped parks from 18 sites to over 1,000 sites
- Works with large multi-property investment groups
- Produces video content for ARVC, Woodall's, more
- Active in ARVC Young Professional's Group
- Speaker/Attendee at dozens of shows every year
- Creator of stuffed animals, coloring books, and more



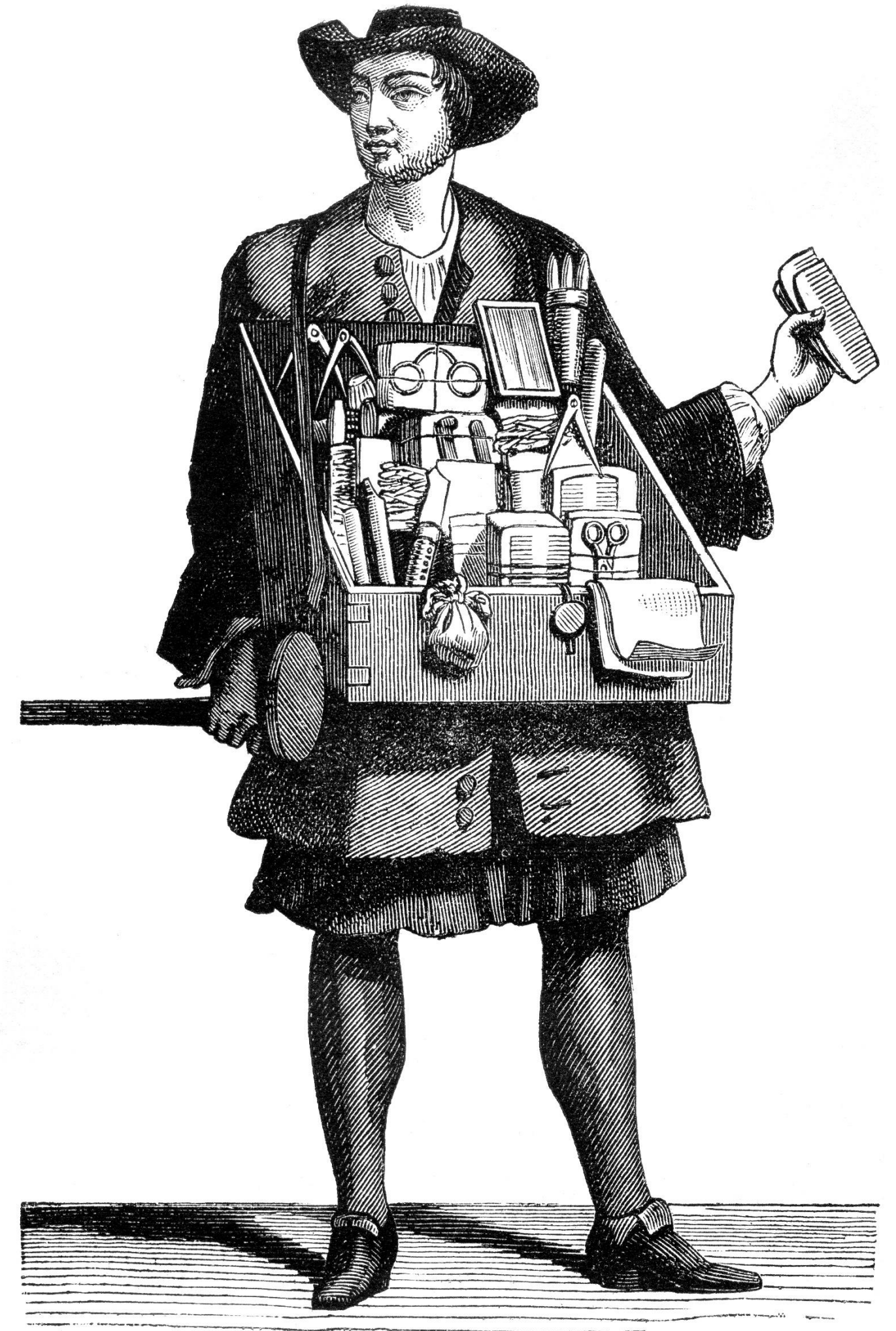


# Marketing For Yesterday

Stop spending money on what worked before.

The way consumers make purchase decisions has changed for good. It's not going back.

Let's pause for a moment and think about how you make your own purchase decisions today.





# You Already Know

You don't need me to tell you where attention is.

Attention doesn't change based on what I say during this class or a random fact in a random article.

It has nothing to do with predicting the future or even understanding social media or technology.





# No More Shouting

The biggest change to marketing in the last hundred years.

In the past all you had to do to get attention was to be loud.

People are tired of loud, simply because loud was never about them.





# Speak When Spoken To

How many of you have ever used a voice assistant in your home or on a speaker?

You should be running all facets of your online marketing exactly like Alexa is.

It's by far the easiest way to stop wasting money and get the best return on investment.





# Choose Dates Wisely

You already know the kind of people you wanted to stay at your campground.

Now, using data, you know the kind of people who want to stay at your campground.

Think of it like dating. Just because you like someone, doesn't mean they like you right?



# Know Your Audience

Never before in the history of marketing has so much data been so readily available.

- Forms
- Phone Calls
- Social Media
- Your Website
- Online Reservations





# Find Your Matches

What kind of people are they? Location, age range, income, interests, behaviors.

What are they searching for? Campgrounds or something else? Cabins? Local attractions?

Spend money to reach those people.





# First Impressions

Have always and will always matter.

It might be an advertisement, but it could be anything, anywhere, anytime.

Which means, every place a potential guest could find you should look great.





# It's Not Easy Anymore

We're long past the point where you can buy a single ad or put up one billboard and be done.

Like it or not, this is how the world is. You must find the time to do it or find someone who can.

The longer you think it's optional, the easier it will be for your competition to take your business.





# Don't Be Sad

At first glance it seems overwhelming. You already have so much else on your plate.

Take it one step at a time. Start with the most important things first and move on.

Slowly but surely things will improve. If you want to move faster, hire someone.





# Marketing For Today

Stop and think about attention. Where are people seeking information, how are they consuming it?

Use the data available to you and uncover ways to target the consumers who want to stay at your campground with ads, social, or other marketing.

Refine your methods for the best return on investment and then do it all again.







# Thank You For Attending



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