

MARKETING & POSITIONING TO NON-CAMP FAMILIES



ABOUT US



Andy Pritkin

- Liberty Lake
- Everwood Day Camp
- Day Camp Podcast
- New Jersey Renaissance Faire

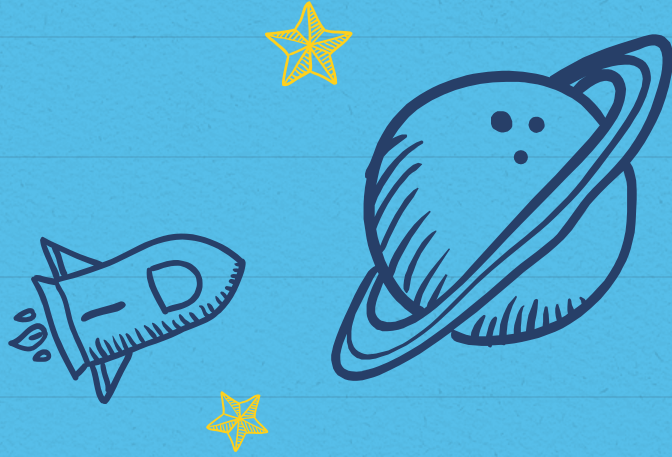
Eric Wittenberg

- Elmwood Day Camp
- Woodmont Day Camp
- Berkshire Soccer Academy for Girls
- Camper Machine Operations (CMO)



Slides: www.campermachine.com/ACA2020





WE KNOW & LOVE CAMP

But Most Kids Don't,
4 out of 5 Children Don't Currently Attend.

POSITIONING & MARKETING TO NON-CAMP FAMILIES

THE LANDSCAPE

- Camp in the World
- Family Histories
- What REALLY matters

THE PROCESS & PRINCIPLES

- Framework for Personas
- Insights & Feedback
- Updates

TEST, LEARN & REPEAT

- Creating Content
- Language
- Events & Programs



The image is a vertical collage of three photographs. The left panel shows a group of people in yellow canoes on a river, surrounded by lush green trees. The middle panel shows a large, crowded outdoor swimming pool with many people in the water and a large, ornate building in the background. The right panel shows a family loading items into the back of a white SUV; a man in a green shirt is handling a cooler, a woman in a blue dress is holding a striped bag, and a young girl in a pink shirt is holding a net. The text 'MORE THAN ONE WAY TO ENJOY YOUR SUMMER' is overlaid in white, handwritten-style font across the center of the collage.

MORE THAN ONE WAY TO
ENJOY YOUR SUMMER



A MOVIE (FRAME) OF REFERENCE

- Mass Media
- Camp in the Public
- Camp is Seen as Dangerous & Unnecessary



PARENT BACKGROUNDS

- The Lead Shopper
- Their Childhood Summers
- Spouse & Extended Family Summer History



Rally Saturday Commemorates Young Pasadena Drowning Victim But Also Educates Parents on Summer Camps Safety

Six-year-old Roxie Forbes drowned last June at an Altadena summer camp

By DONNA BALANCIA

Published : Friday, October 11, 2019 | 4:45 AM

Like 12 Tweet In Share Plus 51K+ Share 14



Brooklyn boy, 9, drowns at private event at Sahara Sam's water park

Sheri Berkery, Cherry Hill Courier-Post Published 9:41 a.m. ET July 31, 2019 | Updated 1:14 p.m. ET Aug. 2, 2019

Toms River summer camp burning incident investigated by NJ

Jean Mikie, Asbury Park Press Published 2:26 p.m. ET July 3, 2019 | Updated 2:29 p.m. ET July 3, 2019

THE NEWS CYCLE OF CAMP

- Huff Posty Headlines
- Drownings
- Annually Renewed
- Most Importantly, Be a Safe Camp



"THE MOST IMPORTANT THING YOU CAN DO
FOR YOUR CAMP'S SUCCESS IS TO HAVE A
GREAT SUMMER."

- ANDY P.

PEOPLE ARE TALKIN'

The options that the kiddies have in their elective opportunities is also the most impressive of any camp I've ever seen. LLDC is just so far ahead of other traditional day camps in its programming. Finally, the philosophy surrounding the CIT program is so spot on for what my middle daughter, a rising freshman in high school, needs for the summer. "Such a wide variety of activities that are offered "all factors created a better overall package, facility options were best" Reputation and bussing Personal referral Reputation and willingness to help us financially so we can provide our daughter with the experience of a lifetime "Elective options, inclusive philosophy, outdoors " Reputation and chance for kids to try all sorts of new things Reputation and location Reputation

Great reviews Recommendation "The recreation camp was all field trips, no character building." "This seemed like the most fun and active camp, which we prioritized over cost and proximity." Your camp seems to value friendship and inclusion above all. Nice!!! Reputation Programs available "Amazing inclusion program, Son loved his visit! " reputation "Partial tuition covered from perform care, and the great reputation of the inclusion program" Friends recommended -we won a gift certificate because of the TV commercial Employment and referrals Full day program and outdoor camp electives "Facility looks great, variety of experiences, value based " "Online/Facebook comments and reviews, program info online" Time to upgrade to a program that offered variety to get E to try new thing "Reputation of the program"

2.

GET TO KNOW YOUR FAMILIES

Creating User Personas & Positioning
Your Camp to be a Solution



MCDONALDS MILKSHAKES & SUMMER CAMP

Both Hired for Unlikely “Jobs”

Priority
Initiatives

What makes this ***problem*** an **urgent** priority this family?

Success
Factors

What are this family's **expectations** for success?

Perceived
Barriers

What barriers prevent this family from choosing you?

Buying
Process

What process makes it easy for this family to choose you?

Decision
Criteria

What criteria does this family use to compare options?





Worried Wendy

Priority Factor	Safety & Communication
Perceived Barriers	Social & physical safety
Buyers Journey	Convinced to inquire by a friend
Decision Criteria	Confidence from meeting staff member
Success Factor / Benefit	Trusted & Perfect Match (sports)
Points to illustrate success	prior kids success reality fear & skinned knee

CREATE PERSONAS

- The names are fake, the way they think and feel are real.
- Use real data from your DB
- Make use of your seasonal checkpoints to gain insights

FEATURES VS. BENEFITS

- **Features:**

- 5 Pools & 25 Lifeguards
- Ropes Course with 12 Elements

- **Benefits:**

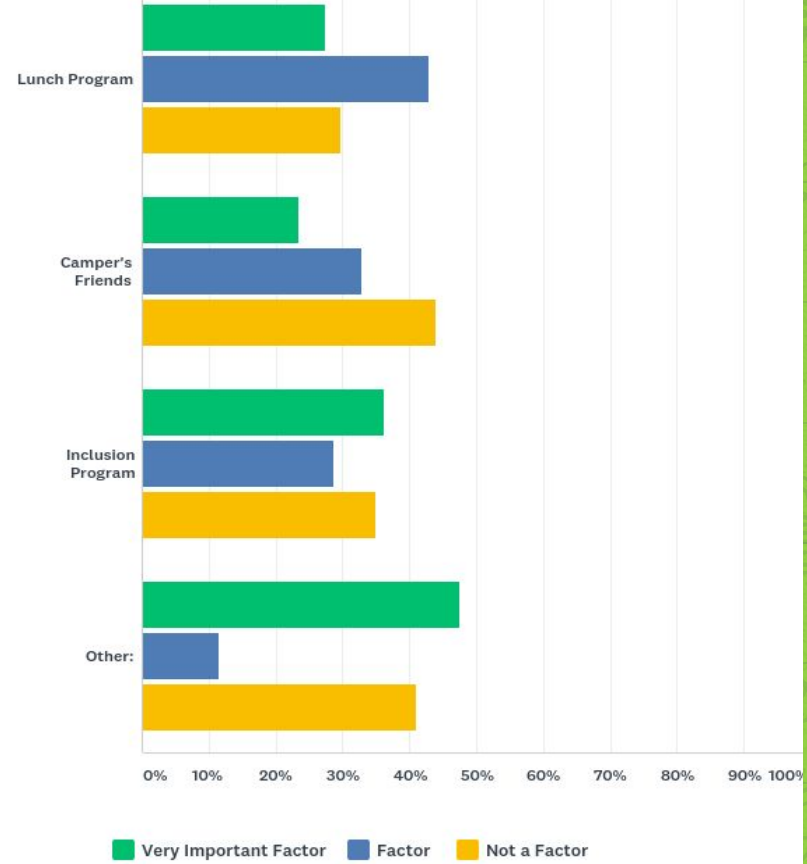
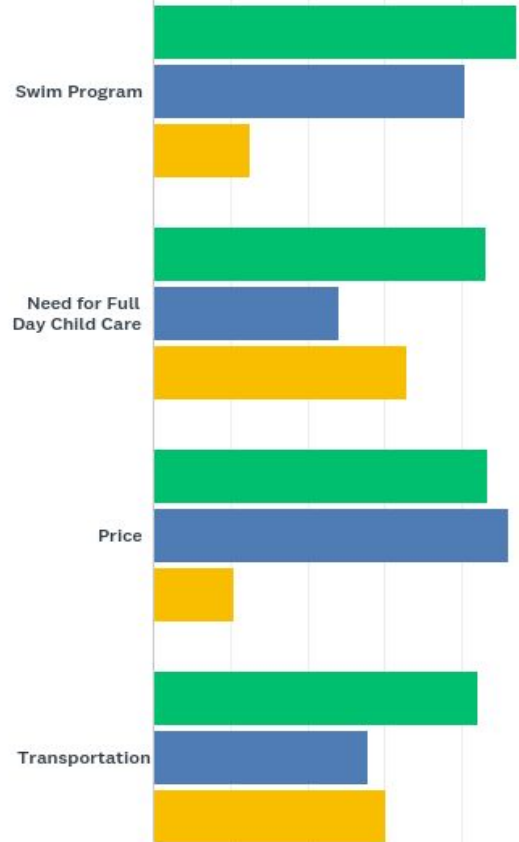
- Hotel Pool Proofed Kids
- Risk-Taking & Confidence = (won't live at home @ 40y/o)=
- Good Parent Social Status



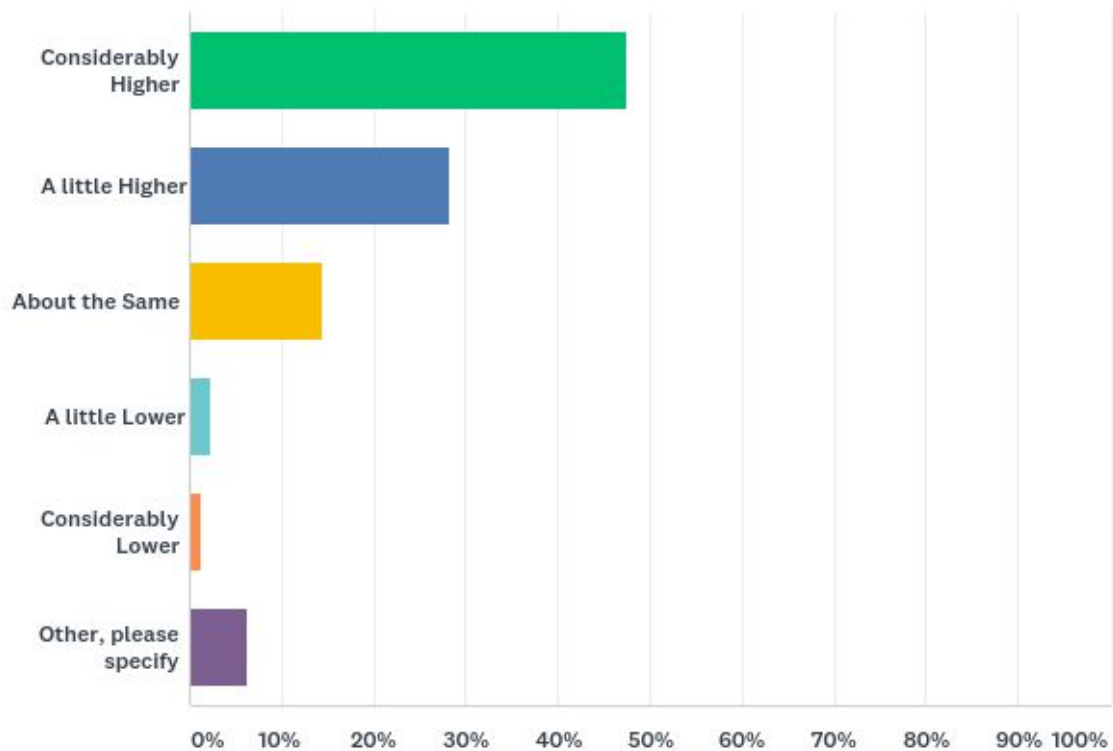
LOVE THE DATA

Get the qualitative & quantitative story

Q7 How important were the following factors in your decision to purchase camp?



Q13 If you were considering other programs, how did our rates compare?



CREATE CAMPAIGNS

Message

Tailored to a
specific
age/geo/type

Media

Web, PDF, Video
that is clear &
compelling

Measure

Year over Year
Data and indiv.
Campaigns

SEGMENTATION

**Referrals From
Camp Families**

**Lead Magnet
Download**



**Website
Leads (x 4)**

**Geo /
School**

Don't let your kids' summer look like



Liberty Lake



The BEST Summer



EVERY Summer!

★ **Philly Special** ★

\$200 OFF 1st Time Campers!

- Pre-K through 10th grade
- 2 to 9 Week Sessions
- 60+ Weekly Electives
- Daily Spirit Events
- Teen Leadership Program
- Lunch & Snacks Included



**OUTDOOR
SUMMER
CAMP!**

**SCREEN
-FREE-
SUMMER!**

★ **Philly Express** ★

Bus Pick-up/Drop-off!

- Society Hill, Queen Village
- Graduate Hospital, Fitter Square
- Fairmount, Fishtown
- Only 30 minutes from the Liberty Bell to Liberty Lake!



LIBERTY LAKE
DAY CAMP



like THIS!

libertylakecamp.com

FINANCIAL BASED OBJECTIONS	COME FROM	GO TO	RESPONSE	ACTION/SENTIMENT CREATED
"I can send her to 3 camps for the same price!"	Unawareness of the power to be gained.	Expose the Don't Know, Don't Know.	"Okay, please do. And have her fill out our end of session camper survey after each program"	Culling the herd.
"Why is your camp worth it?"	Value test	Investment Test	"I understand the lens of camp as an investment. But, is your daughter worth it? We think so."	Have parent know our BHAG
"It's not in the budget this year"	Not realizing the value created from last year	Create inquiry to the gains not realized in daughter's experience	"Is she connected with anyone from her experience last year?"	Lifelong connection is MORE valuable than skills, it will expand over time, she can have more of that if she returns.
FRIEND BASED OBJECTIONS	COME FROM	GO TO	RESPONSE	ACTION/SENTIMENT CREATED
"She needs to have a buddy there"	Wanting connection for daughter	We've got more than a buddy to belong to, we've got a community to belong to	"The real magic of camp is when a girl meets her soccer soul mate from another part of the world, she'll have that best buddy forever"	Soccer girls connection for life realized
"She's not coming unless her 3 BFFs can be in the same cabin as her"	Seeking Security, but kid rules roost.	Nothing new, gets nothing new.	"If you want her to have the same old friends and be the same old person, she should stay at the same old camp."	Worry about lack of progress created. If there isn't a desire for new growth, we're not the right place. Share all of the supporting pieces of the experience for a pair or triple and drawbacks of quads.
FIRST-TIME BASED OBJECTIONS	COME FROM	GO TO	RESPONSE	ACTION/SENTIMENT CREATED
"I need to be able to communicate with her."	Desire to be good parent	Know how and why they're safe	"Power of discovery is far greater than the transfer of knowledge. Will you let her discover go	Feeling of generosity to give daughter the experience of discovery.
"It's her first time away she's worried about meeting new friends"	Wanting connection for daughter	We've got more than a buddy to belong to, we've got a community to belong to	"Let me tell you, every year girls come independently and meet their life long friends here. The most powerful example that would be available to ___ is 3 girls Latifah, Liz & Raquel	Killer Share experienced.



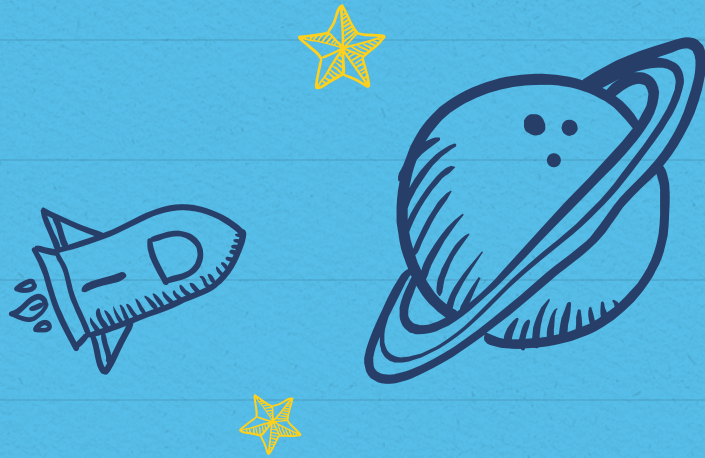
IT'S YOUR JOB, NOT THE CAMP FAMILY'S JOB!



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Slides: campermachine.com/ACA2020



BONUS #CAMPJOKE

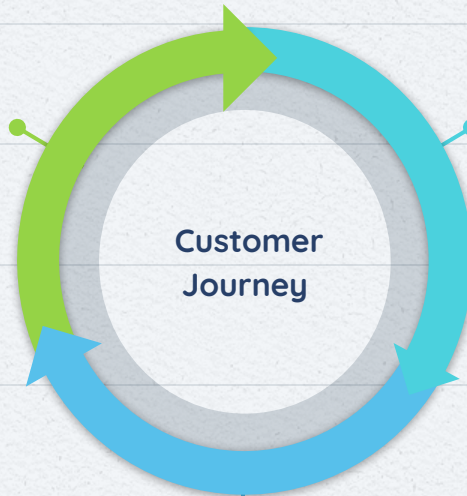
Why Is It So Hard To Explain Metaphors to
Cleptomaniacs?

MAP OUT THE STEPS TO REGISTRATION, THEN EDIT TO REDUCE FRICTION



Lead Experience

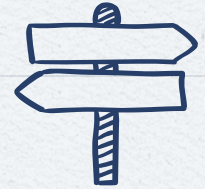
Referrals, 3rd Party Networks,
Advertising. Understand how
prospective families find you.
Influencers (IG and not IG).



Customer
Journey

Make A Decision About Registration

When, where and how
does a first time family
register.



Being In the Community

From Re-enrollment to referring other new families after

