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# The **Campground** **Marketing** **Playbook**

Strategies to Boost Bookings  
& Grow Your Business

**A RoverPass Guide**





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# Why Marketing Matters for Campgrounds

Running a campground is more than just maintaining beautiful sites and providing a welcoming environment for campers. It's about ensuring that your business thrives in an increasingly digital world, where potential guests make their decisions based on what they find online.

Marketing can seem overwhelming, especially when you're busy managing daily operations, but it doesn't have to be complicated. With the right strategies, even small campground owners can compete with larger parks and attract more visitors year-round.

easy-to-implement marketing strategies that will help you increase visibility, boost bookings, and retain loyal guests.

We'll explore both organic methods—the free or low-cost ways to attract campers—and paid advertising for those ready to invest in growth. Along the way, we'll share real-life examples, software recommendations, and expert tips to ensure you have a marketing strategy that works.

Let's get started by building a strong foundation with organic marketing strategies that create long-term success.





# Building a **Website** That Converts Visitors into Bookings

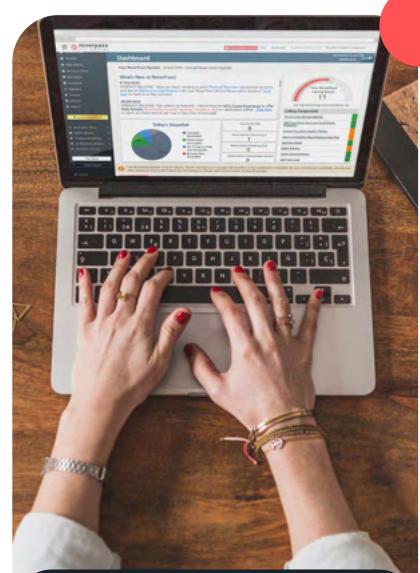
Your website is the digital front door to your campground. If it's slow, outdated, or difficult to navigate, potential guests will move on to the next option. A well-optimized website should accomplish three key things: showcase your campground, answer common questions, and make booking easy.

## Key elements of a successful campground website:

- ✓ Mobile-Friendly Design:** More than 80% of travelers search for accommodations on their phones. Your website must load quickly and be easy to navigate on all devices.
- ✓ High-Quality Photos and Videos:** Guests want to see where they'll be staying.

Include images of campsites, amenities, and happy campers enjoying their stay.

- ✓ Clear Call to Action (CTA):** Ensure your booking button is prominently displayed. It should be easy to find on every page.
- ✓ SEO Optimization:** Use keywords like "best RV park near [Your Location]" to improve search rankings and attract more visitors.
- ✓ Integration with Booking Systems:** If guests can't book online, you risk losing reservations. Platforms like RoverPass make it simple to manage and track bookings



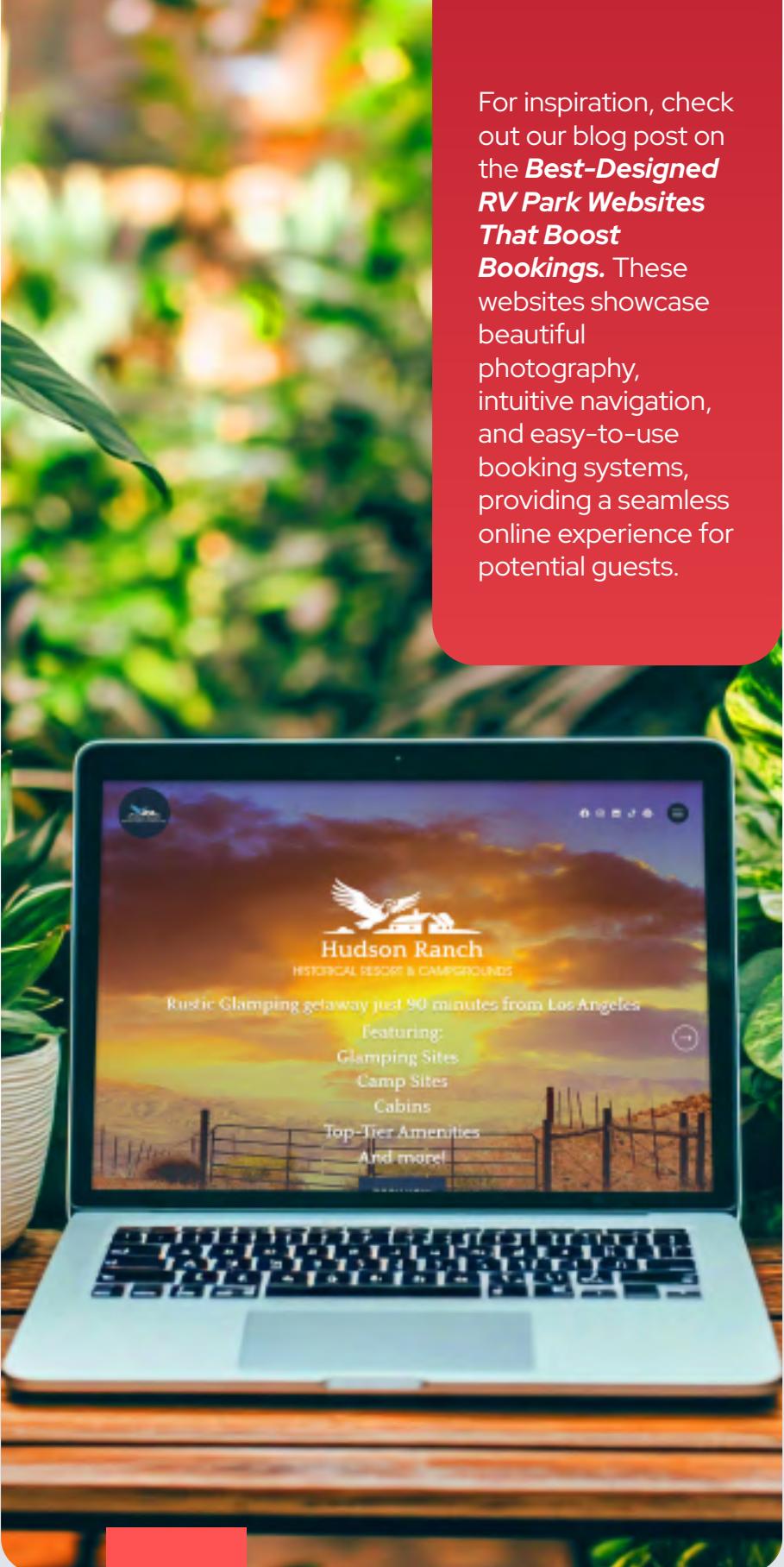
## Did You Know?

A study found that campgrounds with an easy-to-use online booking system receive **27% more reservations** than those relying on phone calls alone.



Not only does RoverPass provide booking software, but we also offer a premium website building service for campgrounds at the best prices on the market. Our team of experts will collaborate with you to create a website that is mobile-friendly, visually appealing, and easy to navigate. We'll take care of search engine optimization and integrate your new site with our booking system, making it effortless for potential guests to book their stay.

For inspiration, check out our blog post on the **Best-Designed RV Park Websites That Boost Bookings**. These websites showcase beautiful photography, intuitive navigation, and easy-to-use booking systems, providing a seamless online experience for potential guests.





# Understanding Social Media for Campgrounds

Social media is an essential marketing tool for campgrounds, allowing you to connect with potential guests, build relationships, and keep your campground top of mind. However, not all platforms are equally effective for reaching campers. Understanding where your audience is and how they interact on each platform is key to success.

## Best Social Media Platforms for Campgrounds

 **Facebook:** Ideal for sharing updates, engaging with RV and camping groups, and collecting reviews. Facebook also allows paid ads to target travelers based on location and interests.

 **Instagram:** A visual platform perfect for showcasing scenic views, campground

amenities, and user-generated content from guests.

 **TikTok:** Great for short, engaging videos that show off unique experiences, behind-the-scenes clips, or fun events at your campground.

 **YouTube:** Best for long-form video content such as virtual tours, testimonials, and tips for campers.

 **Pinterest:** Useful for creating boards with camping tips, travel guides, and destination inspiration to attract people planning trips.



## How to Choose the Right Platform

Not every campground needs to be active on all platforms. Consider:

 **Where your audience spends time** – If most of your guests are active on Facebook, focus your energy there.

 **Your content style** – If you take a lot of high-quality photos, Instagram may be a great fit. If you enjoy making videos, TikTok or YouTube could be effective.

 **Your available time** – It's better to do well on one or two platforms than to spread yourself too thin across many.

Once you understand where to focus, the next step is to develop a content plan (which we cover next). You can also explore our blog post, **[Leveraging Social Media to Promote Your Campground](#)**, for deeper insights into building a successful social strategy—from choosing platforms to increasing bookings.





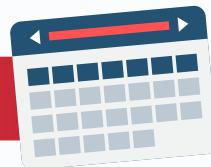
# Creating a **Social Media Content Plan**

Once you've chosen the right social media platforms for your campground, it's time to develop a content plan to keep your accounts active and engaging. Posting regularly with a variety of content types ensures that your followers stay engaged and that new potential guests find your campground.

## **Key elements of a successful campground website:**

Once you've chosen the right social media platforms for your campground, it's time to develop a content plan to keep your accounts active and engaging. Posting regularly with a variety of content types ensures that your followers stay engaged and that new potential guests find your campground.

**Week 1**



**Monday:** Post a high-quality photo of the campground with an engaging caption (e.g., sunrise view, happy campers, scenic landscape).

**Thursday:** Share a guest testimonial or a story from a recent visitor. Encourage followers to tag you in their own posts.

**Saturday:** Feature a local attraction, restaurant, or business that campers might enjoy. Tag the business to increase engagement.





## Week 2



Tuesday: Share a short video showcasing your amenities or fun activities (e.g., pool area, hiking trails, pet-friendly areas).

Friday: Post a special offer or limited-time discount for early bookings or weekday stays.

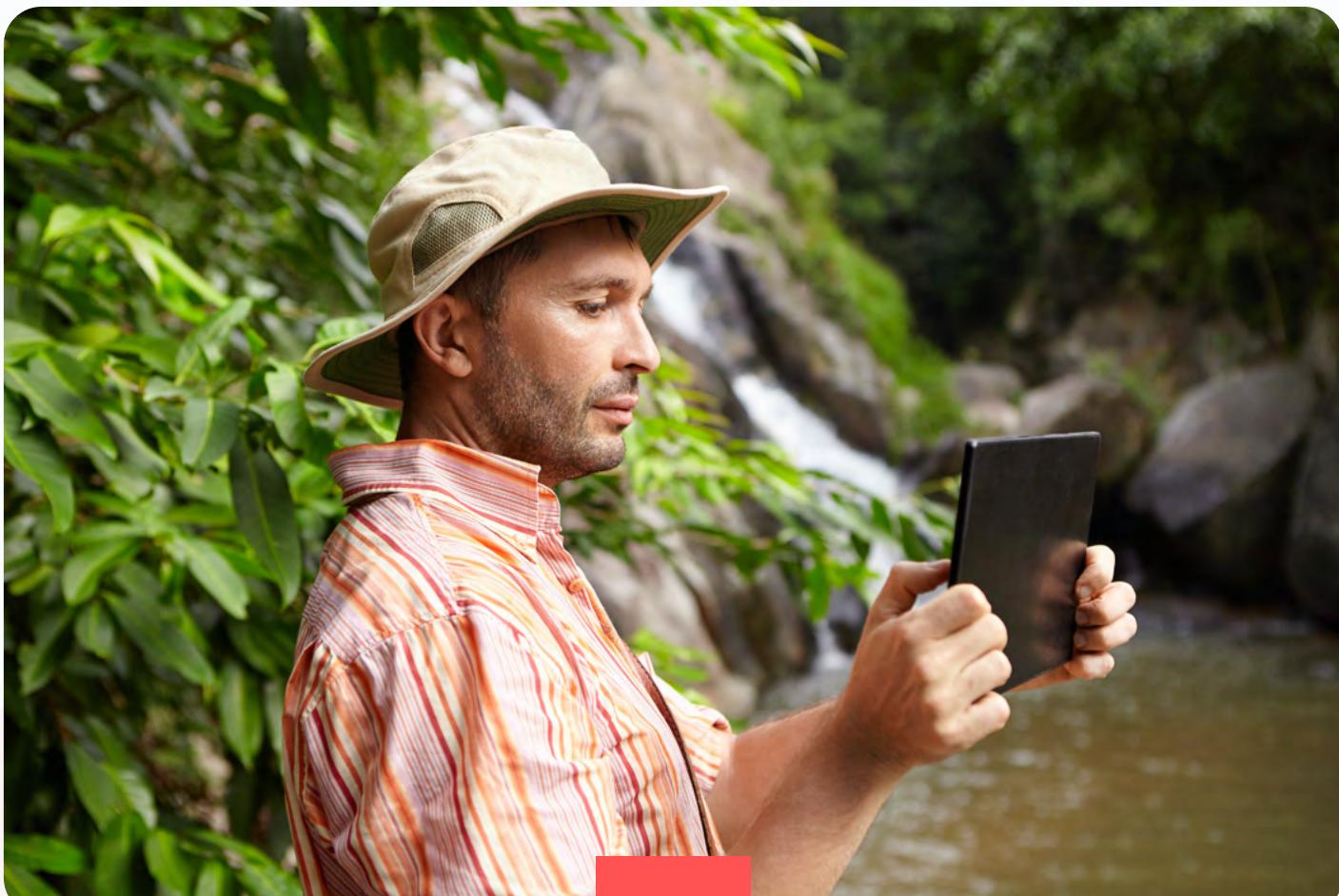
Sunday: Engage with your audience—respond to comments, answer direct messages, and share user-generated content from guests who tagged your campground.

### Tips for Managing Your Social Media Plan

Batch-create content to save time—schedule posts in advance using tools like Meta Business Suite (for Facebook/Instagram) or Buffer.

Encourage user-generated content by asking guests to tag your campground in their posts and offering small incentives like a free drink at your store.

Monitor engagement metrics to see which types of content resonate most with your audience. Adjust your strategy accordingly.





# User-Generated **Content**

## Encouraging Your Guests to Share

User-generated content (UGC) is one of the most authentic and effective ways to market your campground. Potential guests love seeing real people enjoying their stays, as it builds trust and makes your campground feel more welcoming.

### Why User-Generated Content is Important

**Builds Credibility** – Guests trust content from fellow campers more than brand-produced marketing.

**Expands Your Reach** – When guests tag your campground in their posts, their friends and followers see it.

**Saves Time & Money** – Instead of creating all content yourself, let guests do it for you.

**Showcases Real Experiences** – Nothing feels more genuine than guests sharing their own photos and videos.

### How to Encourage Guests to Create Content

**Create Instagrammable Spots** – Set up a photo area with scenic backdrops, a welcome sign, or a cozy campfire setup.

**Run a UGC Contest** – Offer a free night's stay or a small prize for the best tagged photo of the month.



**Feature Their Content** – Repost tagged photos and videos (with permission) on your own social media.

**Use a Branded Hashtag** – Encourage guests to use a specific hashtag like #MyCampgroundStay so their content is easy to find.

**Ask Guests to Leave Video Reviews** – A short clip of them sharing why they loved their stay is powerful marketing material.

#### **Legal Tip: Get Permission to Use Guest Photos & Videos**

Before sharing any guest content, ask for their written consent or include a clause in your check-in form allowing use of their photos/videos. If filming promotional content where guests appear, have them sign a media release form agreeing to be featured in your marketing.

#### **Hooks for Short-Form Video Content (Reels, TikToks, YouTube Shorts)**

Short videos (15-45 seconds) perform best, and vertical format is key for social media. Try these engaging hooks:

 **"POV: Your next camping trip at [Your Campground]"** (Show a first-person view of arriving, setting up, and relaxing)

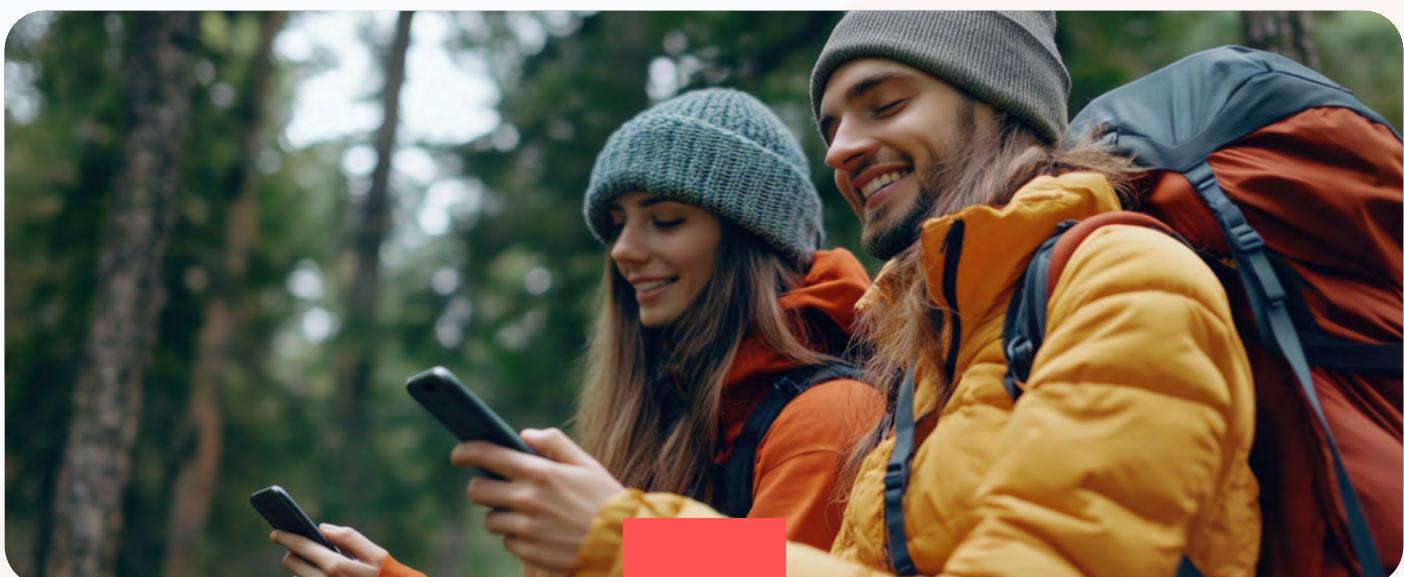
 **"5 things you'll love about [Your Campground]"** (Highlight unique features)  
"What our campers are saying" (Overlay real guest testimonials with scenic clips)

 **"A perfect night at [Your Campground] looks like this..."** (Show a cozy fire, clear starry sky, and happy guests)

 **"Would you stay here?"** (Highlight your best amenities and scenery)

**"Watch a camper set up in under 30 seconds"** (Time-lapse of RV setup)

With the right content strategy, your guests will become your best marketers, spreading the word about your campground naturally!





# Search Engine Optimization (SEO) for Campgrounds

Want your campground to appear at the top of Google when travelers search for “campgrounds near me” or “RV parks in [Your Area]”? That’s where SEO (Search Engine Optimization) comes in. A strong SEO strategy boosts your visibility, drives more direct reservations, and reduces reliance on third-party booking sites.

## Why SEO Matters

- Most travelers search online before booking.
- A well-optimized site means more visibility, trust, and direct bookings.
- SEO helps you keep more revenue instead of paying OTA commissions.



## How to Keep an Updated Blog for SEO

- Write monthly articles on topics like “Best Hiking Trails Near [Your Campground]” or “Camping Tips for First-Timers.”
- Answer frequently asked questions campers might search for.
- Use keywords naturally throughout the post.
- Share blog posts on social media and in your email newsletters.

## Steps to Set Up Google My Business & Collect Reviews

- 1 Visit Google My Business and sign up.
- 2 Enter your campground’s name, address, and contact details.
- 3 Verify your business by following Google’s instructions.



**4** Upload high-quality photos of your campground.

**5** Encourage guests to leave reviews by sending them a follow-up email after their stay.

### Get Listed in Directories

Make sure your campground is listed consistently across:

- RoverPass Marketplace, The Dyrt, Campendium, TripAdvisor, Yelp, and local tourism directories.
- Keeping this info accurate builds trust and improves your SEO performance.

### Improve Technical SEO & User Experience

Google prioritizes websites that are fast, mobile-friendly, and secure.

- Compress images, enable caching, and reduce plugins.
- Use HTTPS encryption and alt text for accessibility.
- Make sure your site loads quickly and works seamlessly on all devices.

### Build Backlinks & Use Social Media for SEO

- Reach out to local travel blogs, tourism boards, or write guest posts to earn backlinks.

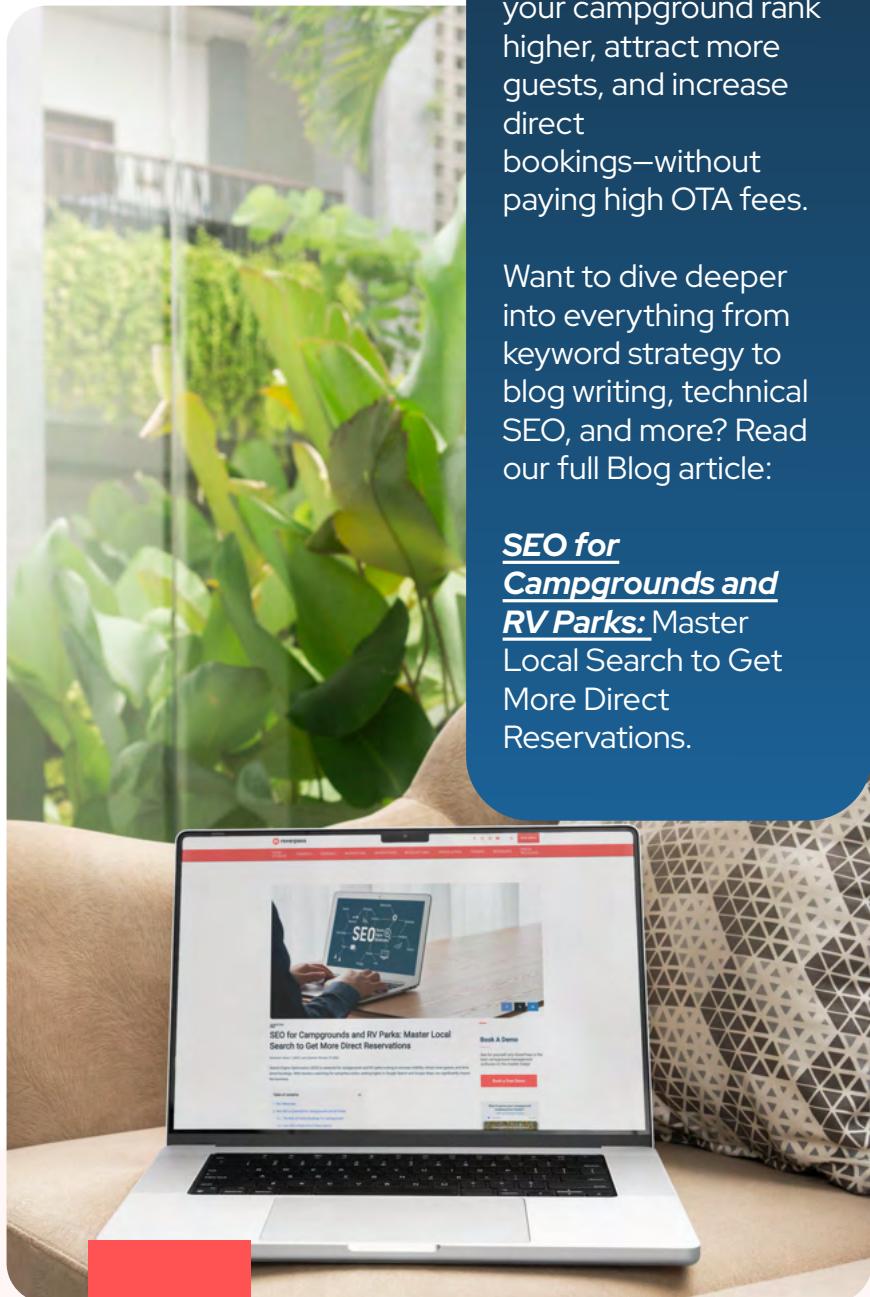
- Share content consistently on social media—Facebook, Instagram, YouTube, Pinterest.
- Encourage guests to share photos and leave reviews—this improves your online presence and trust.

### Want More Direct Bookings? Optimize with RoverPass

SEO can be overwhelming, but you don't have to do it alone. With RoverPass, you get access to professionally designed, SEO-optimized websites that help your campground rank higher, attract more guests, and increase direct bookings—without paying high OTA fees.

Want to dive deeper into everything from keyword strategy to blog writing, technical SEO, and more? Read our full Blog article:

**SEO for Campgrounds and RV Parks:** Master Local Search to Get More Direct Reservations.





## Email **Marketing**

### Keeping Campers Engaged Year-Round

Email marketing remains one of the most cost-effective ways to stay connected with your guests, encourage repeat visits, and generate word-of-mouth referrals. Unlike social media, where posts may go unseen due to algorithms, email marketing allows you to directly reach your past and potential guests.

#### **Why Email Marketing is Important for Campgrounds**

**Increases repeat visits** – A well-timed email reminding past guests of an upcoming season or a special discount can bring them back.

**Keeps your campground top-of-mind** – Even if a guest isn't ready to book,

consistent communication ensures they remember you when they are.

**Easy to personalize** – You can segment guests based on their past stays and send tailored promotions.

**Affordable & high ROI** – Email is one of the most cost-effective marketing tools, especially compared to paid ads.

#### **Building Your Email List**

Start by collecting emails through:

**Online bookings** – Ensure guests provide their email when making a reservation.



Wi-Fi login pages – Offer free Wi-Fi in exchange for an email sign-up.

On-site promotions – Encourage sign-ups at check-in with special offers for return visits.

Your website – Add a “Sign Up for Updates” section with an incentive, such as early access to promotions.

### Types of Emails to Send

Booking Confirmations & Reminders – Send automated emails with check-in details, FAQs, and things to do nearby.

Seasonal Promotions & Discounts – Notify guests of exclusive early booking rates or last-minute availability.

Campground Updates & Events – Share new amenities, upcoming events, or improvements made since their last visit.

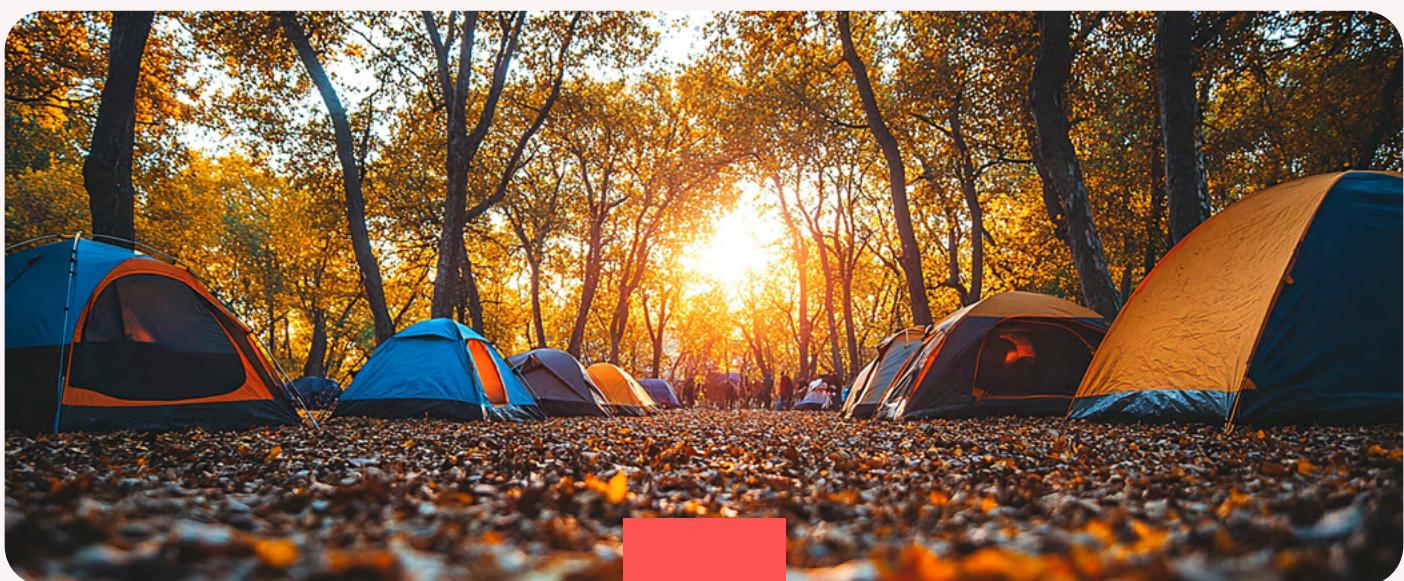
Post-Stay Follow-Ups & Reviews – Encourage guests to leave a review and offer a discount on their next stay.

### Looking to level up your strategy?

Don't miss our full guide: **Email Marketing Strategies for Campgrounds**.

It's packed with tips on segmenting your list, creating compelling content, crafting high-converting subject lines, and turning emails into real bookings.

Software Recommendation: Use platforms like Mailchimp or Constant Contact to automate your emails—both of which integrate seamlessly with RoverPass. Plus, thanks to our Zapier integration, you can easily connect RoverPass with virtually any email marketing platform you prefer, giving you total flexibility in how you manage and automate your communications.





# Managing Online Reviews & Reputation

Your reputation online can make or break a potential booking. Today's campers rely on reviews before making a reservation. A single negative review, if left unaddressed, can discourage future guests, while a collection of positive reviews can make your campground stand out.

## Where Reviews Matter Most

[Google My Business](#) – The first place potential campers check for reviews.

[Facebook & Social Media](#) – Visitors often share their experiences here.

[TripAdvisor, The Dyrt, & Campendium](#) – Many campers use these platforms to research parks.

[Your Website](#) – Feature testimonials to build trust with potential guests.

## How to Get More Reviews

[Ask for them!](#) – Send a follow-up email after their stay, thanking them and requesting feedback.

[Make it easy](#) – Provide direct links to Google, Facebook, and other review sites. Incentivize reviews – Offer a small perk, such as a free coffee or discount, for leaving a review.

[Use signage](#) – Place signs at the front desk or around the campground encouraging guests to leave a review.



## Responding to Reviews (Good & Bad)

[Positive Reviews](#) – Always thank the guest for their feedback and invite them back.

[Negative Reviews](#) – Apologize for their experience, acknowledge their concern, and offer a solution if possible.

[Fake or Unfair Reviews](#) – If a review is inaccurate or fake, report it to the platform and respond professionally to clarify the situation.



### **Bonus Tip**

*Embed a review  
widget on your  
website to  
showcase your  
best reviews!*





# Promoting Events to Keep Guests Engaged & Drive Referrals

Hosting on-site events is a great way to keep your current guests entertained while creating an experience they'll want to tell others about. When done right, events can become a referral-driving machine, leading to more bookings through word-of-mouth.

## Why Events Matter for Your Campground

**Encourages Repeat Stays** – Guests may return if they know there's an exciting event coming up.

**Creates Shareable Moments** – Campers are more likely to post about their experience if there's something fun happening.

**Drives Referrals** – Happy campers will tell friends and family, bringing in new guests.

### **Provides Promotional Content** –

Events create great marketing material for social media, email newsletters, and ads.

Make sure your campground is listed consistently across:

RoverPass Marketplace, The Dyrt, Campendium, TripAdvisor, Yelp, and local tourism directories.

Keeping this info accurate builds trust and improves your SEO performance.

## Event Ideas to Keep Campers Engaged

**Outdoor Movie Nights** – Set up a big screen and invite campers to bring blankets and chairs.

**Campfire Storytelling & S'mores Nights** – A classic way to bring guests together.



### Live Music or Acoustic Nights –

Partner with local musicians or invite campers to participate.

Scavenger Hunts – Great for families and kids, creating a fun competition.

### Guided Nature Walks or Bike

Rides – Showcase your campground's surroundings.

Pet-Friendly Meetups – Let campers bring their furry friends for a fun social event.

Seasonal Festivals & Themed Weekends – Host a Fall Harvest Fest, 4th of July BBQ, or Winter Camping Retreat.

## How to Promote Your Events

### Create a Facebook Event Page

– Make it easy for people to RSVP and share.

Send an Email Invite – Notify past and upcoming guests about special events.

Post Flyers Around the Campground – A physical reminder increases participation.

Promote on Your Website – Include an "Upcoming Events" section.

Use Social Media Stories & Reels – Show behind-the-scenes event prep and encourage followers to attend.





## Turning Events into Marketing Material

Events aren't just for your current guests – they create golden marketing opportunities:

Capture Event Highlights – Take photos and videos to showcase the experience.

Film a Recap Video – A 30-second highlight reel can be used in ads and promotions.

Encourage User-Generated Content – Ask guests to tag you in their posts and stories.

Follow Up with Attendees – Send a thank-you email and invite them back for the next event.

## Introducing RoverPass Ticketing for Campground Events

Managing campground events can be a lot of work, especially when tracking RSVPs, handling ticketing, and promoting it. With RoverPass Ticketing, campground owners can sell event tickets, create venue maps, and manage event reservations all in one place!

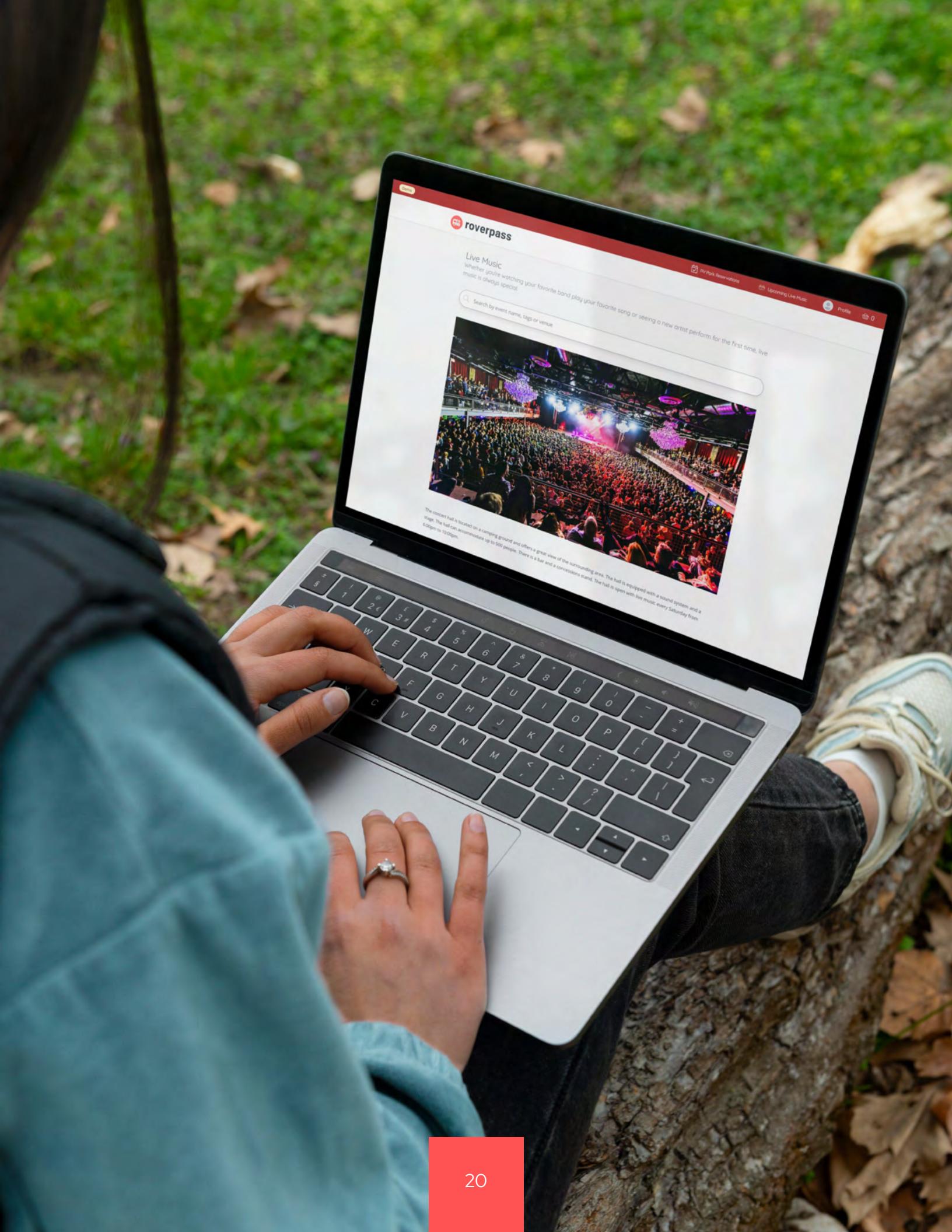
- Sell tickets online with ease (no need for third-party platforms)
- Offer different ticket types (e.g., early bird pricing, VIP packages, family passes)
- Track attendance in real-time
- Use digital check-in to simplify the entry process

**Ready to take your campground events to the next level?**

**Learn more about RoverPass Ticketing!**

By promoting and hosting engaging events, you'll keep guests entertained, drive more referrals, and create valuable marketing content to attract even more campers!







# Paid Marketing Strategies

## Running Effective Ads

Once you have your organic marketing in place, paid ads can help you reach a larger audience and bring in more bookings. Digital advertising allows you to target potential campers with precision, ensuring your marketing budget is spent effectively.

### Where to Run Paid Ads

**Google Ads** – Appear at the top when people search for “campgrounds near me.”

**Facebook & Instagram Ads** – Target outdoor enthusiasts based on location, interests, and demographics.

**YouTube Ads** – Use short video ads to showcase your campground’s unique features.

**Retargeting Ads** – Show ads to people who visited your website but didn’t book.

### Steps to Launch a Successful Ad Campaign

**Set Your Budget** – Start with a small budget (\$5-\$10/day) and adjust based on performance.

**Define Your Target Audience** – Use location targeting and focus on campers, RV travelers, and outdoor adventurers.



## Pro Tip

**If you're new to ads, boosting a Facebook post can be a simple, low-cost way to start before running a full campaign.**



**Create Engaging Visuals** – Use high-quality photos and short videos that highlight your campground's best features.

**Write Clear Ad Copy** – Include a compelling call to action, such as "Book Your Weekend Getaway Today!"

**Track & Adjust** – Use Google Analytics or Facebook Ads Manager to monitor your ad's performance and optimize results.

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# Partnering with Influencers & Local Businesses

Influencers and travel bloggers can introduce your campground to new audiences, and partnerships with local businesses can create added value for guests.

## Working with Influencers

**Find the Right Fit** – Look for influencers in the camping, RV, or travel niche with an engaged following.

**Offer a Free Stay** – Many influencers will promote your campground in exchange for a weekend stay.

**Request Specific Content** – Ask them to create Instagram posts, TikTok videos, or YouTube vlogs featuring your park.

**Track Engagement** – Monitor how much traffic and bookings result from the partnership.

## Creating Local Business Partnerships

**Tour Operators** – Partner with local hiking, fishing, or adventure tour businesses to offer special deals.

**Restaurants & Breweries** – Provide campers with exclusive discounts at local dining spots.

**Outdoor Gear Shops** – Offer coupons for nearby outdoor stores in exchange for cross-promotions.



**By building relationships with influencers and local businesses, you expand your reach while providing extra perks for your guests.**



# How **RoverPass** Helps You Simplify Marketing

Managing all these marketing efforts can be overwhelming, but RoverPass makes it easier. Instead of juggling multiple tools, you can streamline your booking process and marketing from one place.

## How RoverPass Supports Your Marketing

Online Booking System – Increases conversions and reduces admin work.

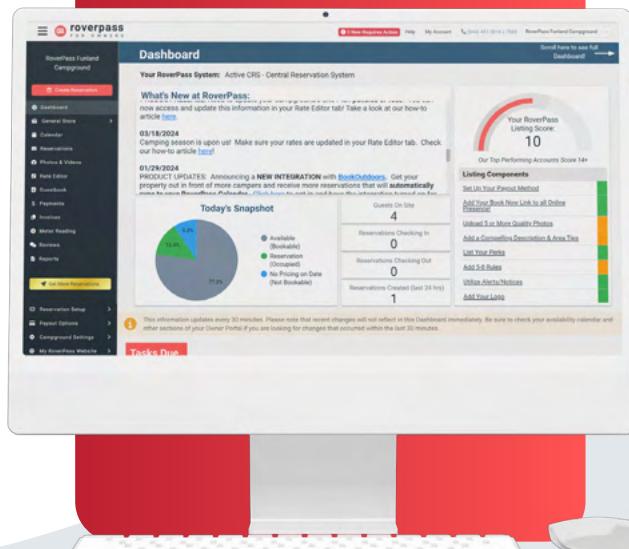
Email & Review Management – Automates follow-ups and review requests.

Marketplace Exposure – Lists your campground on high-traffic camping websites.

Seamless Integrations – Works with Mailchimp, Google My Business, and social media tools.

Want to simplify your marketing?

Book a free demo with RoverPass!





## Final Checklist & Conclusion

By following this guide, you'll be well on your way to attracting more guests, increasing revenue, and growing your campground business.

- Optimized website with mobile-friendly design.
- Active social media presence with a structured content plan.
- Google My Business profile set up and optimized.
- Automated email marketing campaigns in place.
- Review management strategy to build trust.
- Running at least one paid ad campaign.
- Utilizing RoverPass to streamline marketing & bookings.

# Now it's time to take action and start seeing results!

