

# Pitched.

Convert browsing to **BOOKING**



## A journey to booking

Connecting the dots with a  
joined-up marketing approach

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### SHOW NOTES

HOLIDAY PARK INNOVATION SHOW  
NOVEMBER 2018

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# Introduction

Now, more than ever, understanding and creating a joined-up marketing approach is vital to your holiday park or campsites ongoing success. The sheer scale of holidays and experiences available to those seeking a UK getaway is quite staggering and if holiday parks are to compete and continually attract new audiences then generating and executing a flexible marketing plan should be in the forefront of your efforts.

As an introduction to a basic connected marketing plan we will examine a “journey to booking” looking at the challenges, tactics and some helpful tips to what will ultimately be the primary conversion that holiday businesses will chase. We will look and gain an understanding of some fundamental steps throughout the journey in which businesses can make improvements and monitor impact toward that aim.

Marketing is a continual and evolving cycle, it takes effort, trial and error and perseverance. Mix into that the challenges of constantly changing technology and it is easy to see why some businesses fail. Whilst I will try and offer relatively simple instruction there can be no doubt certain elements do require expert help.

Pitched supports holiday parks and campsites of all sizes with these day to day challenges. We employ a team of professional and dedicated individuals with a blend of skills to compliment your own marketing. So if you feel your business could benefit from this expertise and guidance, please don't hesitate to reach out for some help and advice.



Andrew Hampton  
Director / Designer  
Pitched

Andrew



## Search

Generally speaking all marketing journey's start with some form of search. For families and friends seeking UK holidays that search can be quite a lengthy and invested process, typically involving many different forms, some of which we will explore here...

### Conversations

Many people under-estimate or indeed don't recognise a simple conversation as a form of search. Ask yourself though, embarking on a Google search along the lines of "Where should we go on holiday this year?" Would yield such a broad set of results it would be near impossible to find a clarifying answer that would satisfy your criteria. You would however, ask a friend or relative that very same thing. If that person you asked was a lucky visitor to your holiday park last year (and in-turn had an amazing time) that simple conversation could have such power to embark the search towards a your parks direction ahead of anyone else. So, put simply - Would your current guests say amazing things about you? If they would, try to find ways to encourage them to do so.

### Referrals

In a similar way to conversations, listening to others that have had a qualified and genuine positive experience at your holiday park massively compels a visitors search toward your business. Websites and forums is where these referrals can be so strong. Ensure you are rating well amongst the leaders, i.e. Trip Advisor and research how positive the conversations about you are told across other sites or forums.

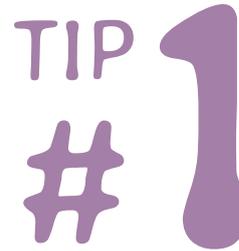


## Search Engines

To chase that all important top page position is now determined by so many factors ranging from the content on your website and your key-phrases, to the actual technologies your website is built-upon. This is one of the areas without ongoing technical expert help you can get massively left behind. Something you can investigate and impact though is actually what your search results say...

### Top Tip

#### Read your Google listings



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Your website visitors are reading these results and making an informed choice whether to click and visit or pass you by. We as business owners or operators rarely read actually what these results say. Read these results and ask yourself if what you see would entice you to click? If it doesn't, change it to something that would.

In order to easily find all of your search results, head to Google and type 'site:' followed by your website address - for example: **site:www.myholidaypark.co.uk**. This will return every single page indexed into Google and allow you to read what they say with greater ease.



### Social Media

Nowadays Social Media channels are a huge driver for search, no longer do people simply login to check what their friends are up to, they utilise the platforms powerful tools to explore, search and gain inspiration.

My advice is to concentrate one or two channels and exploit them well, rather than try to go for every single channel and execute them badly. Facebook, still leads the way for holiday park audiences but look out for Instagram as a rising star and also don't underestimate YouTube as a powerful search tool.

### Investigation

Be mindful about trends and topics that you can capitalise on, by this I mean such examples as TV Shows, Films, Books, Magazines and Topical News. Whilst these media forms do not directly instigate a direct to business result, they do inspire and can embark a visitor on a search in your general direction.

A great example of this is the TV Series 'Poldark' which has captured the hearts of people both in the UK and abroad. The regular and dramatic landscapes of Cornwall shown throughout the episodes have inspired so many viewers to physically visit the county and experience the landscapes for themselves. When marketing our businesses we should constantly seek advantages and jump on the band wagon of these trends where and when we can.



## Website



Somewhere along the journey to booking the visitor is likely to engage with your website, either directly via their search or via other marketing means. First and foremost congratulations, you have your first conversion and a crucial one at that, because now, we have our single best opportunity to convert that visitor to an actual booking. At the same time however now is also the biggest challenge...



The fundamentals and mechanics of websites can create a whole series of e-books in themselves, so for the purpose of this journey I want to focus your attention toward mobile. Mobile has never been so vital to your websites and indeed your booking success. It is crucial that your website is not only both mobile-friendly but also designed specifically with mobile in mind. Here's why...

In 2017

**83%** of UK holidays were booked online

Over

**52%** of all visits to websites were conducted on a mobile phone

And crucially

**20%** of bookings now happen on a mobile phone

With these numbers will only increase year on year it is going to be key to try out some new tactics to get your visitors to click on the areas of the site you want them to, e.g. your booking pages.

We'll look at a few of these tactics shortly but before we do we must ensure that we can track specifically how many people are acting as we want or expect. Ask your website developer to place some Google Analytics tracking code on your primary call to action buttons and links to fire an "Event". Essentially we want to track exactly how many people use these buttons so we can monitor and impact their effectiveness in the future. Google Analytics has awesome free tools to help us, so utilise them to your advantage.



## Top Tip

### Mobile Call to Actions

TIP  
#2

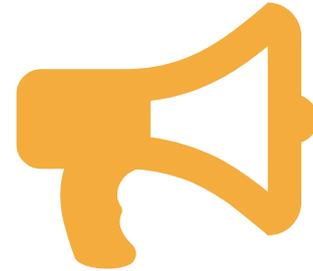
CHECK PRICES

CALL OUR TEAM

GET OFFERS

View and use your website on a mobile phone, it is so easy to not do this when we work at our desks using our large desktop screens. So get in the habit of it. To help increase mobile conversion we are looking for 3 prominent and simple call to action buttons to be placed on your mobile views, ideally on every single page, in your websites "header".

- ^ **Check Prices:** I like check prices as it is a good instructive call to action, and also one that most visitors will likely want to do. Ultimately we are wanting guests to embark on the booking process and enter our "booking funnel". The first of these steps is normally to check availability and get a price. Asking customers to BOOK NOW is quite a commitment to those merely investigating, so CHECK PRICES can be a softer, less committed call to action to get them entering that funnel in bigger numbers.
- ^ **Call us:** These visitors are using their mobile phones, so it should only be natural to position a prominent button to engage that action. The fact is your odds of selling a holiday over the phone is likely higher than the average 5% online as you can answer the customers queries and even up-sell them better than your website will do.
- ^ **Get Offers:** We need a final call to action that is softer and less pressured. It will be likely that the majority of your website visitors won't book first time around, so if we can get them to part with a small piece of data that could allow you to re-connect with them later in their journey all the better. If you don't maintain email lists then "Request a brochure" or "Quick Question" forms could be a good alternative.



## Re-Engage

95% of all your website visitors will not book in a single visit.

It's quite staggering really to consider that nearly all of our hard efforts to convert as much booking as possible on our website will be in vain, well the first time around anyway.

It is said that it takes up to 5 interactions with a brand before we have confidence of purchasing, and the same can definitely be said for holidays. So for many of the 95% that choose not to commit first time, re-engagement is an essential and powerful tool. We need to build brand impressions, build trust and ultimately build confidence with our audience and thankfully we have some powerful marketing tools to help us.

Now before we explore some options it is important to mention GDPR here. In May 2018 the law changed quite radically and therefore when marketing to individuals, especially using some of the methods here you should consider carefully your 'lawful' right to send that marketing to the individuals in question. Savvy businesses used the opportunity to cleanse and segment their collected data and re-engage their audience to gain a definitive "YES, I do wish to receive marketing". If you don't feel you are quite in that place yet, tread carefully and seek advice before any marketing actions.

Well, enough of the warnings, let's get down to explore some awesome re-engagement tactics...



## Brochures

Personally, I remain a big fan of brochures - this once forgotten and somewhat traditional staple of a holiday parks marketing calendar has dwindled to somewhat non-existence, particularly amongst smaller operators who consider it too time consuming and expensive to produce and mail.

Brochures though do provide a unique opportunity however to present something different. It is fair to say that browsing websites is not without its frustrations. Endless waiting for loading, struggling through complicated menus to find the information you want can be both arduous and quite frankly annoying. Ask yourself when was the last time you got frustrated browsing and book or magazine? You will instantly realise we have a much more natural relationship with print. I assume it comes from centuries of reading, it just feels normal in comparison to technology, especially for those guests who weren't born into it (aka the millennial). Brochures will be consumed at far slower and more considered pace to your website and therefore your brand has a real chance to gain traction with the viewer.

We should consider also that print doesn't require a single drop of Search Engine Optimisation (SEO) - so without having to shoe-horn in a good ranking keyword, we can be more expressive and perhaps tell a more intimate and emotional story. And finally consider texture and touch - brochures are 3 dimensional products and the quite staggering range of finishes and textures available can offer your audience a unique opportunity to 'get a feel' for your product.

## Email

For many this will already be a marketing device that you are already familiar with. Email remains (despite GDPR) one of the top re-engagement tools available. As mentioned previously, if you can segment your visitors to useful neat pots for example "touring and campers" or "holidays with pets" you can send smaller, more cost effective and neatly tailored campaigns - and post May's GDPR era, for parks that have done just that, we are seeing better engagement and better conversion rates than ever before. So take a fresh look at your email marketing and explore new smarter tactics.



## Social Media 👍

I have already touched on Social Media's powers when it comes to the search, but with re-engagement this is where social media comes into its own. If you are purely using Facebook as a tool to post a few pictures you are wildly missing out on some amazing opportunities.

First and foremost think of Social Media as a customer relationship tool, a place to ask and answer questions, a place to educate and inform your guests and above all else encourage interaction. Secondly, get creative - Social has some amazing tools to utilise audio, video and photos and don't forget your smartphone that has some pretty awesome tools to capture it on too! It doesn't always have to be polished and edited to the max, on the contrary, reality works and people engage with real-life so don't hide away, just get out there and experiment, you'll be surprised.

Finally, Social Media has some fantastic automated marketing tools, such as Facebook Re-marketing, or Lead Generation ads to name a couple. These do require some technical know-how to get set-up and working effectively so talk to the experts as most of these automated methods will also require you to pay for exposure on your social platform.

## Remarketing 👁️

Automated marketing doesn't get much better than re-marketing campaigns. These can be placed across Google, Social and a whole manner of websites your audience regularly visits. Whilst it can seem annoying when a particular website follows you around - these tactics do work, they offer good brand reinforcement, direct click to action tactics and throw in animated or video ads and you have some extremely rich and engaging marketing devices to exploit.

A word of caution here though, re-marketing should only really be done by those who know what they are doing, it can be expensive especially for Google's version and without everything correctly setup and working to an optimum you could be throwing away your hard earned cash quicker than you make it back!



## The Booking



Well we've made it to the end of our journey, the booking. First of foremost, congratulations your marketing efforts have worked, you have made a lasting enough impression on your guest so that they have committed to book! When you consider the sheer amount of travel choices that a person or family could chosen you must ultimately feel proud that they have selected you above everyone else.

The booking itself, I would describe as a WOW moment. The moment that the family member turns in excitement to their partner or family and declares, "BOOKED IT - We're going!" It's a commitment to fun, excitement, escapism and parting with their hard earned money has been no easy decision. During this time now however we have a critical opportunity to capitalise on this excitement.

Your guest now looks at you with somewhat rose-tinted spectacles. Reviews and perhaps any negative comments are likely already to have been weighed up in part of the decision process and now your brand has received somewhat a golden kudos for a period of time until the holiday itself. So how can we take advantage of this?



## First, Say Thanks...

It's easy to think in today's automated world that you would have already done that the moment they booked, probably via an emailed receipt or booking confirmation. But I'm pretty sure any receipt in the world says 'thanks' on it somewhere.

What I actually mean is actually tell the person thanks! Call them up and reiterate how delighted you are that they have chosen you above everything else. And more importantly let them know you will pull out all the stops to ensure they have an amazing time. This personal touch will go so far with your guests, it gives them also an opportunity to clarify the booking or indeed ensure nothing was missed during the process.

We want our customers to feel good about us and whilst technology is a fantastic thing, sometimes a human touch can say so much more.

## Secondly, Use the fact they are talking about you...

Your guests love to share, and no more so than when they travel or holiday, people generally want to show other people what fun lives they have and there is no better time than a holiday to do just this.

A good proportion of your guests will be likely taking to social media in the build-up and most certainly during their holiday. The modern way that users look to gain traction and indeed followers themselves is by using #hashtags. These tags, if your unfamiliar, trigger search terms on social networks so others can see who is talking about the exact same thing. #holidayfun, #beachlife, #amazing are just some basic examples so you can understand what I am talking about.

This leads me on to my final top-tip of this journey...



## Top Tip

### Instruct use of #hashtags

# TIP #3

My top-tip is from booking onwards to instruct the use of a #hashtag in your marketing. We cannot guarantee that your guests will #yourholidaypark so think of something, either specific to you or indeed something more generic and catchy if you have a long name for example.

What this enables is the power for you to monitor that hashtag and jump in on their conversations with their friends and followers. You can utilise some their amazing photography or video (with their permission of course) and build real interactive rapport between your business and your audience.



## Conclusion...

A joined-up marketing approach similar to what I have talked about here, highlights just some of the many methods that can feed the ongoing marketing cycle. Someone's booking can prompt someone else's search and so the wheel spins again.

What is clear is that holiday parks, campsites and travel companies in general cannot rely on single sources of traction. Our brands and businesses have to adopt a broad spectrum of methods and channels to merely keep pace with the leaders of the pack.

## Expert help is available

Pitched are travel experts, helping a multitude of holiday parks and campsites both large and small to reach their booking goals, season after season. Many of the things discussed in this e-book can be done and I would actively encourage you to do yourself. However on the flip-side of this much of the tactics are complicated and technical or indeed will require some amazing design or even some animation.

That's where our agency can really come into its own, we work closely with, and understand our clients. Our hand-in-hand approach can help propel your holiday park or campsite towards a journey to success.

Talk to us, get in touch via our website  
[www.pitched.co.uk](http://www.pitched.co.uk)

Call us **01726 418118**

or email [contact@pitched.co.uk](mailto:contact@pitched.co.uk)

# THE **SMART** CHOICE FOR HOLIDAY PARKS

# Pitched.

Convert browsing to **BOOKING**

Increase bookings,  
sell more holiday homes...  
and do it in style!

REQUEST  
A FREE  
BOOKING  
DEMO!



## Web Design

Engaging, eye catching, mobile friendly websites, proven to convert bookings and caravan sales. We'll also help you keep it that way too.



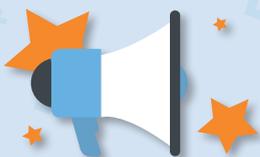
## Booking System

Pitched Booking is the new name in booking software. Modern, easy, stylish and affordable for parks of all sizes.



## Social Media

Are you maximising social media? Let Pitched support with strategy, management and cost effective advertising your guests will love.



## Digital Marketing

Our expert team will deliver great looking emails and Google Adword campaigns as well as carrying out SEO updates and content marketing.



## Data Analysis

We can help analyse, segment and report on your data to gain a better understanding of your customers and help influence your marketing decisions.



## Graphic Design

Our team of talented designers can create fantastic printed and digital media like park brochures, maps and flyers or banners, postcards and menus.



pitchedforparks

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See more of what we do at [www.pitched.co.uk](http://www.pitched.co.uk)