
Revenue Increasing Tips

Note from the CMM President.

The CMM Team has combined their experience and skills to provide campground owners with proven tips on how to increase current revenue streams. They also provide tips on adding new revenue streams when they become available. The CMM Team is committed in helping you succeed.

Come back often to review new tips on how you can increase revenues.

Tip 1

We all know that advertising is expensive and if done correctly, it can increase revenues. When you are on a tight budget it can be difficult to commit needed revenues to advertising. Well, you have just been given a huge gift from Facebook. It's called Groups.

Facebook has made it easy, even for the non-technical user to create a Group on Facebook. Groups are free and if used correctly can drive traffic to your website and increase repeat customers to your campground.

Every customer that arrives at your campground is an asset, not just by themselves but as a source of word of mouth advertising. Never let an opportunity to capture a customer's email address slip by.

You can use customer emails to create email campaigns, but the fact that we receive so many unwanted emails and many are automatically removed by spam filters, we often don't see them.

Groups provide 2 direct methods to contact past customers to join the group.

- Facebook makes it easy to invite customers that have liked your website to join the Group.
- Send every customer that has stayed at your campground a thank you email that also asks them to join you group.

Groups can increase repeat customers using the below methods.

- Write a post to your group providing information about an upcoming event.
- Write a post announcing a camping promotion.
- If you are a seasonal campground, write a post announcing when you will be open, including any events that will be taking place.

Tip 2

Consider hiring a sort of RV expert that can put up a sign and help people sort out their little glitches and problems that come up with their RV. If it isn't something that they can fix in 10 or 15 minutes, they go on the clock and charge for the repair. This would be a lucrative business for the right person. You would allow the person to live free on the premises, or at a discounted rate depending on their experience. You could do the same thing with someone that specialized in washing RV's. Clean RV's add to the appearance of your campground.

The goodwill and convenience to customers would generate positive word of mouth advertising, resulting in an increase in repeat customers, new customers and revenue. This is not only a convenience to customers, it is also a cost savings. Outside service companies will charge a service charge, just to come out.

Tip 3

As part of your social media strategy, spend your time creating content on your website that is naturally "liked" and more sharable. Facebook likes alone will not improve your ranking on Google, but if your likes add to your number of shares and ultimately inbound links, it will improve your ranking on Google. Content is King!!!