



Families



Groups of Friends



Couples



2. SPEAK THEIR LANGUAGE

Family - Precious Quality Time
Beaches, Adventures, Boating lake, Games field
Escape from technology, opportunities to reconnect

Friends - Fun Together
Party Barn, Catering, Hot tub, Group activities,
Everything sorted, making life easy

Couples - Romance & Escapism
Hot Tub, Sunset Deck, Spa, Beaches, Walks,
Peace & quiet, a little indulgence



Family - Precious Quality Time



Friends - Fun Together



Couples: Romance & Escapism



3. A PICTURE IS WORTH
A 1000 WORDS



A good night's sleep?



A good night's sleep



Wash away the cares of the day?



Wash away the cares of the day



Attention to detail?



Attention to detail



Sit back, put your feet up?



Sit back, put your feet up, pour a glass of wine



A beautiful setting?



A beautiful setting



Adventures?



Adventures



3. A PICTURE IS WORTH A 1000 WORDS

- Photography is your single most important asset
- Use a professional photographer
- Have a clear brief
- Style your photos to engage your audience
- Make it a regular investment!



Your Shop Front



4. SHOP FRONT ESSENTIALS

- Responsive & optimised for mobile use
- Easy of Navigation
- Clear call to action: Book Now / Buy Now
- Highly visual
- Headline text with "Read More" options
- Contact information/ Social media buttons

- Brand your website
- Logo, Colours, Fonts
- Photos, Backgrounds, Illustrations





6. BLOG IT!

Latest News / Story-telling

Focus on different aspects of your offer
Vital component of SEO
New landing pages
Link via social media

Keep in a specific area of the website
Add a new story at least once every two weeks




Latest News
'What's new at Longlands for 2018?'

[Read more]



What's new at Longlands for 2018?

Ten Reasons to Love Longlands County Camping

Longlands wins Gold at the South West Tourism Awards!




What's new at Longlands for 2018?

What's new at Longlands for 2018?

At Longlands we are pleased to announce that we have a number of exciting new initiatives for 2018. We have a new website, a new app, a new range of accommodation, and a new range of activities. We are also pleased to announce that we have won the South West Tourism Awards for Gold in 2017. This is a fantastic achievement and a testament to the hard work and dedication of our staff and guests.

Hammock Hire

Longlands County Camping is pleased to announce that we now offer hammock hire. This is a fantastic way to enjoy the outdoors and is perfect for families, couples, and groups. We have a range of different styles and sizes of hammocks available to hire, and we can also provide you with a complimentary hammock stand. Book your hammock hire today!

Hot tub / Saunahut Hire

Longlands County Camping is pleased to announce that we now offer hot tub and saunahut hire. This is a fantastic way to relax and unwind after a day of outdoor activities. We have a range of different styles and sizes of hot tubs and saunahuts available to hire, and we can also provide you with a complimentary cover. Book your hot tub and saunahut hire today!

Couples Hot Tub offer

Longlands County Camping is pleased to announce that we now offer a special couples hot tub offer. This offer includes a complimentary bottle of champagne and a complimentary bottle of wine. Book your couples hot tub offer today!

Adult only tent with more...

6. BLOG INSPIRATION

Focus on different aspects of your offer
Families/ Couples/ Groups / Dogs

Beaches/ Walks/ Places to Visit/ Local Adventure
Local stories
What's on in the Area
Seasonal stories
Reviews & Testimonials

Seek inspiration from others
But never copy!



7. GET SOCIAL!

Facebook
No.1 Source of bookings for Longlands
Boosts: 25 x Return on Investment

Instagram
Good for Background Story & Behind the Scenes
Showcase our Location
Building relationships
No hard selling!

Link both to your Latest News



Facebook



Instagram



8. Feature Fantastic: Editorial is king



Advertorial



Adverts are the least effective



9. Showcase your press coverage



Add to your Blog



Feature on Facebook



Showcase Awards



Stay in Touch via Emails



Word of Mouth - printed brochure still lives!



MARKETING TOP TIPS

1. Know who you are selling to
2. Tailor your offer & messages to your audience
3. A picture is worth a 1000 words
4. Treat your website as your Shop Front
5. Search Engine Optimisation
6. Blog it!
7. The Power of Social Media
8. Editorial vs Advertorial vs Advertising
9. Showcase your Achievements
10. Stay in touch

