

## Enrollment Boosting Strategies – ASP and Summer Camp

- Community Coupon Book
  - **Concept:**
    - Seek out community businesses willing to offer coupon discounts for OTA ASP and/or Camp Customers. Each participating family receives the coupon book with their registration
  - **Impact:**
    - Good marketing for the participating business, good perk for OTA Customer
    - Theoretically, no cost (other than leg work) for OTA
  - **Considerations:**
    - How the Coupon Book gets produced is something to consider
    - How the Coupon Book gets distributed is something to consider
    - (hardcopy? digital?)
  
- Video Tour of Camp
  - **Concept:**
    - Rather than a “highlight video”, these “camp video tours” are geared more towards giving customers (parents) a sense of the camp mission, environment, facility, and procedure.
    - Real Estate Brokers have made this idea a cornerstone for their strategy to attract customers. It is very conducive to social media.
    - You can look at some demos on YouTube that are way more polished than what is probably necessary, but putting together 1-2min clips with video of the camp space, some sample activities, and maybe even someone on camera talking about the camp experience, would be a positive marketing tool.
    - The “camp video tour” samples on YouTube are mostly for sleep-away camps, but there are some for OTA Style Camps.
  - **Impact:**
    - This marketing strategy fits in well with what parents have shown they are receptive too.
    - A “video tour” differentiates from much of the competition or more traditional advertising methods like yard signs, flyers, and postcards
    - Particularly effective to attract new customers that may have reservations about participating in something new. The video tour can be an inviting tactic.
    - These videos are a preview and introduction to the camp, not really a highlight video
  - **Considerations:**
    - Real Estate Video Tour Sample (just music and graphics in this sample):
    - <https://www.youtube.com/watch?v=ATSgwZXOuUo>
    - Camp Video Tour Sample: <https://www.youtube.com/watch?v=68RH28cOxbY>
    - Camp Video Tour Sample: <https://www.youtube.com/watch?v=aSbgkCRv2SM>
    - **Video Production Process – scripts, footage, graphics, music, editing**

- YouTube Platform - Digital Storytelling
  - **Concept:**
    - If you want to get consumers attention, try telling a story
    - Reference Article:
      - <https://www.brafton.com/blog/creation/mastering-digital-storytelling-in-2018/>
  - **Impact:**
    - Tactic for getting page views, site visits, consumer traffic
  - **Considerations:**
    - **Video Production Process – scripts, footage, graphics, music, editing**
    - Is the story “specific” or “generic”
    - As it applies to OTA (sample stories to tell):
      - Making Friends
      - Learning Sports Skill
      - Sportsmanship
      - Competition
      - Losing weight by participating in camps
      - Bonding with coach, gaining mentor
      - *Participant Testimonial Videos* - Parent and Participant
  
- Instagram Photography Contest
  - **Concept:**
    - Social Media is now a way of life – parents put considerable effort into capturing pictures (and video) of their children.
    - Doing so for a contest or for the potential of a “reward” for something they are doing anyways is seamless
    - Free ASP or Camp
    - Submittals also get discounts
  - **Impact:**
    - Submit youth sports photos can generate enthusiasm and can also be geared towards certain communities or demographics (like a certain elementary school)
    - Maybe even provide themes (Theme Samples)
      - Action Shots
      - Girls Playing Sports
      - Agony of Defeat
      - Thrill of Victory
      - Teammates!
  - **Considerations:**
    - Must be very organized and committed to timelines
    - Must make sure participants understand pictures will be posted
    - Must be clear on how winners are picked/judged
    - Must have mechanism to control “comments” on any submitted pictures/vids

- Free Trial Day of Camp
  - **Concept:**
    - Select a date for Spring or even early summer to host a free day of programming at the camp site for potential customers to “sample the service”.
  - **Impact:**
    - Can be high stakes – better make sure you are organized and have your “A Team” working event (Blow Out Program)
    - Parents and kids can get comfortable using services of OTA
  - **Considerations:**
    - Need to “work the list” to make sure that you get kids to come to the event. Nothing can be more deflating than a potential customer showing up and seeing no one else did.
    - Preparation and Organization for one free day is the same you would have to put into an entire summer
    - Budget – offering a free program, means all expenses are done for the potential of future earnings.
  
- Camp Scholarship Program
  - **Concept:**
    - Develop fundraising campaign to support camp scholarships
    - Host fundraiser for camp scholarships
  - **Impact:**
    - Demonstrating you are a solid community partner
  - **Considerations:**
    - In person event vs digital campaign
    - Must create Menu of what donations can cover
    - Must create application process for receiving camp scholarship
    - Communicating to donors that there is no tax application for their donations
  
- Collaborative Marketing Campaign
  - **Concept:**
    - The days of the lone wolf marketer are over. It's all about collaboration now. Team up with people who run organizations similar to OTA — but who don't directly compete with OTA — to help each other meet your respective marketing reach.
  - **Impact:**
    - Reaching potential customers in a demographic that probably relates to those that use OTA Services.
    - Expanding OTA Network of supporters.
  - **Considerations:**
    - Why not approach a toy store owner to propose an alliance? You'll send an e-mail to your customers endorsing her toy store, if she'll do the same for you.
    - Or why not invite the manager of a family restaurant to do a guest post on your Facebook page, while you do the same for him? Nothing beats the synergy (and higher enrollment!) you'll get from successful collaborative marketing relationships.
    - Must make sure that everyone holds up their end of the bargain.

- Influencer Social Media Marketing Campaign
  - **Concept:**
    - Identify “local influencers” and also “youth programming, parenting influencers”
    - Contact for rates for posts, mentions, etc. of camp program
    - Use influencer platforms to promote OTA
  - **Impact:**
    - Gain “credibility” amongst targeted demographic
  - **Considerations:**
    - Costs
    - Control over message
    - Having an understanding of what you are buying (frequency, timing, etc.)
    - Is there a way to measure success of campaign?
  
- Camp Director Referrals Program
  - **Concept:**
    - Create “business card” size promotional handouts for employees/camp directors
    - Referral opportunity for them to get paid per camp registration they generate
    - Business Card could have instructions for identifying referral and even include a registration discount
  - **Impact:**
    - Develop “brand ambassadors”
    - Increase your marketing reach
  - **Considerations:**
    - Must have a “tracking method” for referrals program
    - Must communicate reminders or even goals for employees
    - Must make sure that employee can speak accurately and appropriately about the program
  - **EXTENSION: “Professionals” Referrals Program**
    - Teachers, Dentists, Pediatricians, Veterinarians
    - Create “business card” size promotional handouts
    - Inquire with “Professional” about a referral opportunity for them to get paid per camp registration they generate
    - Also, an opportunity for “cross-promotion”