



[campconnection.net](http://campconnection.net)

# Overview



Foundation

# Delivery Tools

## Website



## Video



## SMM

Social Media Marketing



## SEO

Search Engine Optimization



A pink hexagon with the word "Uniqueness" written inside in white text.

Uniqueness

**What is your Uniqueness?**

Missional  
Language

# Mission Statement

Connecting great camps with Group Leaders, by connecting Group Leaders with great camps!

## Tagline

IT'S SIMPLE, IT'S EASY, IT'S WHAT WE DO.

## Keywords

Choose, Contact, Connect



Retention

**Overselling**

**Overdelivering**

**Re-booking**



Attraction


**Organic SEO**

**Pay-Per-Click**

**Facebook Ads**

**Direct Mail**

**Personal Visits**

A blue hexagon with white text inside.

Become the  
Answer

**Timing**

**Simplicity**

**Virtual Tours**

**Follow Up**



# Finding and Attracting Rental Groups





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