

CAMPING

THE OBJECTIVE

PirateLand Campground, Myrtle Beach's top oceanfront camping destination, sought a strategic marketing partner to boost shoulder season bookings and attract new customers who had previously visited the Myrtle Beach area during this time.



THE SOLUTION

We developed a comprehensive campaign that seamlessly integrated various channels, creating an omni-channel marketing strategy focused on targeting prospective campers.

Our multifaceted campaign included:



Google Pay Per Click: Targeting people looking for camping destinations.



Look Back Audience Targeting: Using records of previous campers to target them by name, address, and email by using addressable geofencing and social media.



Intent Targeting: Reaching people searching the web for camping.



Retargeting: Encouraging visitors of the PirateLand website to return and book.

THE RESULTS

PirateLand's targeted marketing campaign yielded impressive results, demonstrating significant impact on both revenue and customer acquisition. Here's a breakdown of the key achievements:

RESERVATION METRICS

- Total reservations with matched addresses: 89
- Off-season bookings (outside Memorial Day to Labor Day): 52
- New customer acquisitions: 11

REVENUE GENERATION

- Total revenue from matched address reservations: \$35,135.15
- Revenue from new customers: \$4,228.32
- Additional revenue from fees (visitor/parking, admin, etc.): Approximately \$1,500

KEY INSIGHTS

- 58.4% of reservations were made during the off-season, indicating successful efforts to extend bookings beyond peak periods.
- New customers accounted for 12.4% of total reservations, contributing 12% of the overall revenue.
- Ancillary fees provided a notable boost to total earnings, increasing overall revenue by about 4.3%.

This campaign not only drove substantial revenue but also successfully attracted new customers and encouraged off-season bookings, contributing to a more balanced year-round business model.



It was a pleasure working with the team at Influence Digital. They understood our goals and created a campaign that delivered results. One of the best things about working with this company was the follow-up and attention their team gave to the campaign. They kept the content updated, relevant, and tracked results consistently to ensure its effectiveness.

Their expertise in digital marketing provides tracked, proven results and gave me great comfort and peace of mind. Paige kept me informed, is very responsive to questions, and showed genuine attentiveness to the success of our campaign. We look forward to continuing to work with Influence Digital in the future!



Vickie Fuller
Administrative Manager
PirateLand Family Camping Resort