

# Road Map to Camp Marketing Success

What is the best way to tap into the \$3.6 billion ACA camp industry?

The road map below will help you navigate through the camp seasons and guide you to the best marketing ideas to reach your audience.

## FALL

September – November

- Review ACA's media kit for all opportunities
- Review all of your ACA Business Affiliate benefits
- Explore potential national/local/regional sponsorship opportunities
- Reserve ad space in the January/February issue of *Camping Magazine* (October)
- Reserve booth space for the ACA National Conference in February
- Explore ACA regional event booth and session opportunities
- Write an educational download piece
- Write a native advertising blog post
- Prepare your product spotlight page
- Schedule a meeting with a member of the business development team to develop a custom strategy
- Renew your business affiliate membership (if applicable/due)

## WINTER

December – February

- Reserve ad space in the March/April issue of *Camping Magazine* (December)
- Reserve ad space in the May/June issue of *Camping Magazine* (February)
- Reserve booth space for the ACA National Conference (January)
- Prepare your direct mail piece to ACA camps
- Sponsor a newsletter or podcast
- Write an educational download piece
- Write a native advertising blog post
- Prepare your product spotlight page
- Renew your business affiliate membership (if applicable/due)

Camp Buying Season

## SPRING

March – May

- Reserve ad space in the July/August issue of *Camping Magazine* (April)
- Sponsor a newsletter or podcast
- Write an educational download piece
- Write a native advertising blog post
- Prepare your product spotlight page
- Renew your business affiliate membership (if applicable/due)

## SUMMER

June – August

- Reserve ad space in the September/October issue of *Camping Magazine* (June)
- Reserve ad space in the November/December issue of *Camping Magazine* (August)
- Submit a commerce session proposal for the ACA National Conference
- Write an educational download piece
- Write a native advertising blog post
- Prepare your product spotlight page
- Schedule a meeting with a member of the business development team to develop a custom strategy
- Renew your business affiliate membership (if applicable/due)

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