



YOUR ASSOCIATION MEMBER PROPOSAL



INFLUENCE
DIGITAL AGENCY



CARVC IS OFFERING ITS MEMBERS A UNIQUE MARKETING OPPORTUNITY!

By tapping into a proven campaign, you can now place your ads in front of people who have visited campgrounds and state parks not affiliated with CARVC, encouraging them to visit your page on the CARVC website—and ultimately, your business!

This campaign is available at a fraction of the usual cost, giving you a great opportunity to reach potential campers with highly targeted ads and see strong results.

What's Included:

Targeting Potential Campers: We use data about where people have visited—like campgrounds, RV sales lots or camping stores—to create a list of potential customers. This helps us target the right people across multiple platforms.

Advertising Channels:

Your ads will appear on:



Addressable Geo-Fencing
(Target campers inside their homes on all their connected devices.)



Facebook and Instagram
(Target campers by name on social platforms)

**Don't miss out on this
cost-effective way to connect
with potential campers!**





01

PINPOINT CAMPER HOTSPOTS

We research and identify the locations of campgrounds and camping supply stores frequented by your prospective campers in North Carolina and South Carolina.



02

DATA-DRIVEN HUNT FOR POTENTIAL CAMPERS

We'll analyze the data to identify potential campers who stayed at or visited these locations during the summer months, June to August of 2024.



03

ENTICE CAMPERS WITH TARGETED DIGITAL ADS

We'll launch strategic online ad campaigns on Facebook and other websites to connect with these campers, showcasing the unique experiences your camp offers and enticing them to book their stay.



04

DRIVE CAMPERS TO YOUR CARVC PAGE

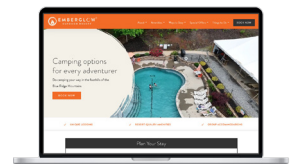
These ads will direct potential campers to your page on the CARVC website, providing them with detailed information about your campground and the unique experiences you offer.



05

DRIVE TRAFFIC & BOOST BOOKINGS ON YOUR SITE

A direct link on the CARVC website drives traffic to your website, offering potential campers a chance to explore your offerings and take the next step in booking.





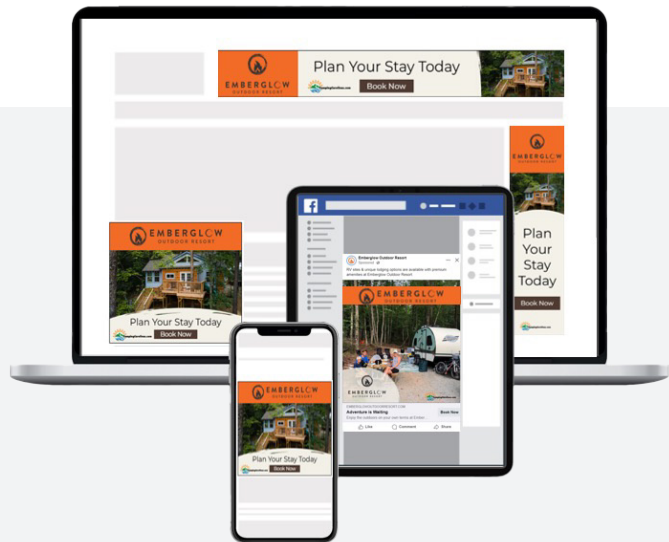
CARVC ASSOCIATION MEDIA PLAN

ADVERTISING TACTICS	ESTIMATED AD IMPRESSIONS	MEDIA INVESTMENT BY PRODUCT
Social Media Targeting Look Back Audience	10,000	\$100
Addressable Geo-Fencing Targeting Look Back Audience	10,000	\$100
Total	20,000 impressions	\$200 / month

Ad Development (one time charge) \$50

The billing for this campaign will be processed through invoices issued by CARVC. To set up the campaign, the following will be needed:

- Approval by CARVC
- Signed Plan Order
- 3 Pictures for Ads
- 150 Characters of Text for Ad Copy
- Campground Logo if Available



Annual Campaign Total: \$2,450.00

Campaign Start Date: 4/1/2025 | Campaign End Date: 3/31/2026

Minimum 5 participants to begin the campaign

30-Day written notice to cancel for any reason at any time in the campaign

