



# Simple, Effective Marketing Campaigns for Under \$100!



**By Joe Barnes**

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## Be Clear and Focused... Why Are You Advertising?



- Increase image & awareness?
- Increase attendance?
  - New campers?
  - Returning campers?
  - From what locations?



## Advertising Rules

- Do your advertising at the **right time....**
- **When** your customers are looking for information about what you have to offer...
- **Where** your customers are looking for the information...





## Advertising Rules

- To create an ad that works  
**don't try to make an ad  
for everybody....**



**That is an ad for nobody.**



## The Rules of Persuasion

- What's the customer's problem?
- What's the **solution** you have?
- Why is your solution **unique** and **different** than anyone else in your category?
- What are the **unique benefits** you offer that others like you don't?





## Tricks of the Trade



- **FREE**---what can you give away? That gets their attention?
- Submit past camp videos... best one (or ten) on YouTube and Facebook get a free week at camp?
- Let your customers do the marketing for you!



## Tricks of the Trade

- **Use Twitter for single one day offers months out from the start of camp.**
- **Example: Register & pay today only and get 10% off.**
- **Seafair in Seattle did this with discounted \$6 tickets. Expected to sell 500, sold 7,000.**





## Persuade Me to Go To Your Camp!



- Price
- Content/programs offered
- Location
- Ease of getting there
- FUN
- **What are the unique reasons to go to your camp?**



## Print Ads

- **Small ads on a page filled with a million other ads don't get read.**



- Do not be fooled into believing you must be in every publication.
- Be big, Be bold, Be noticed. Otherwise you are wallpaper.

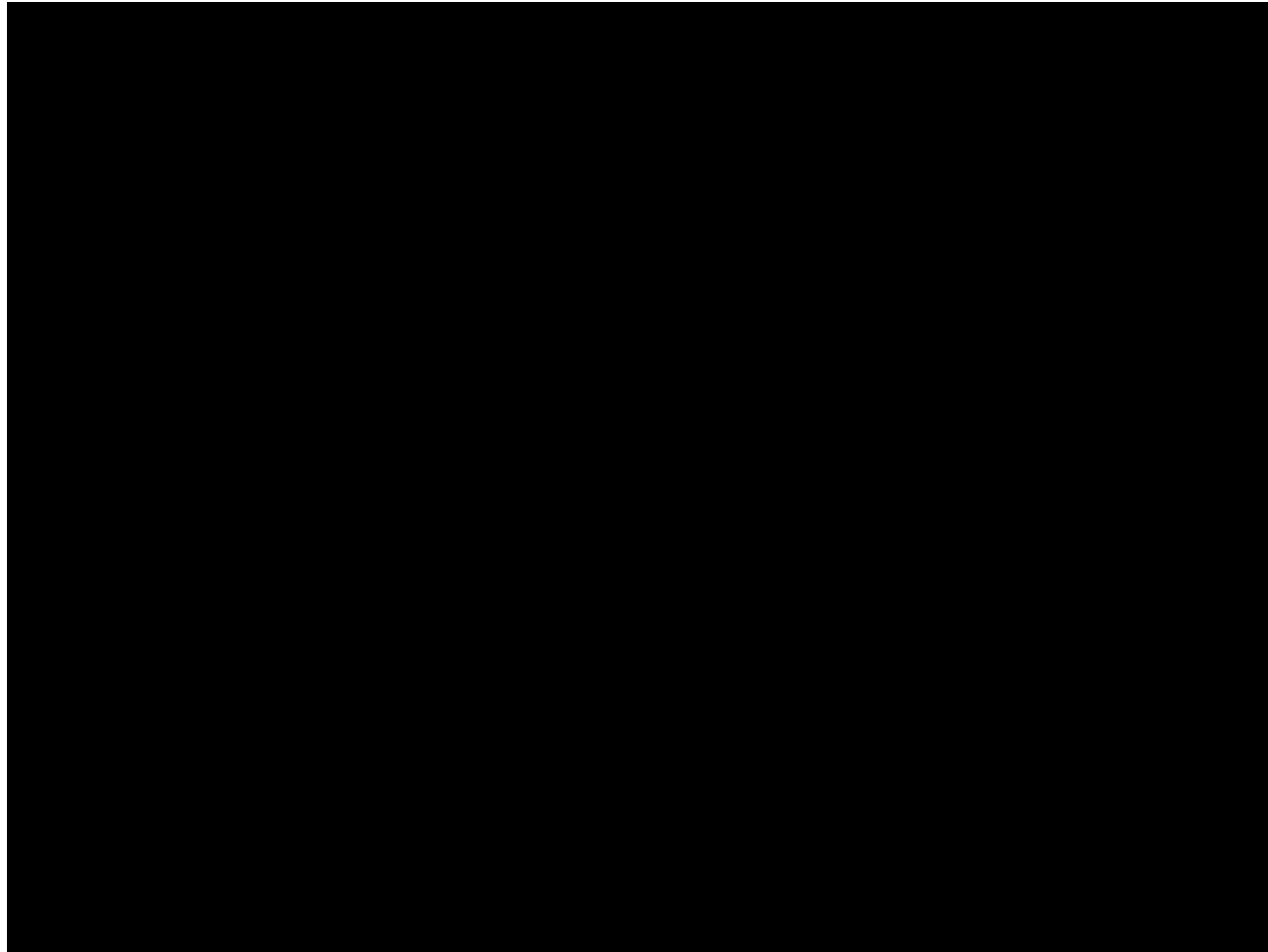


## What's Out There Today





## What's Out There Today



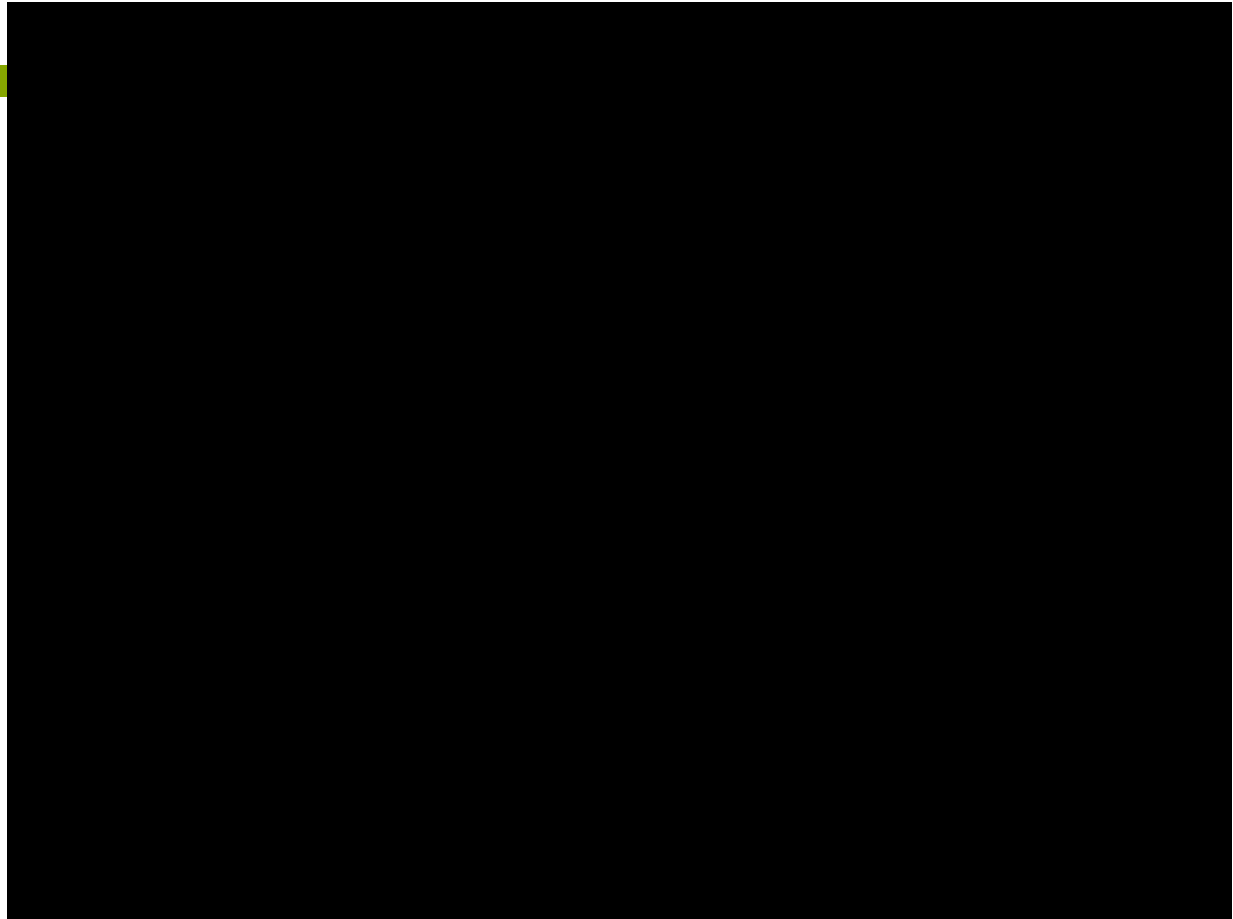


## What's Out There





## What's Out There





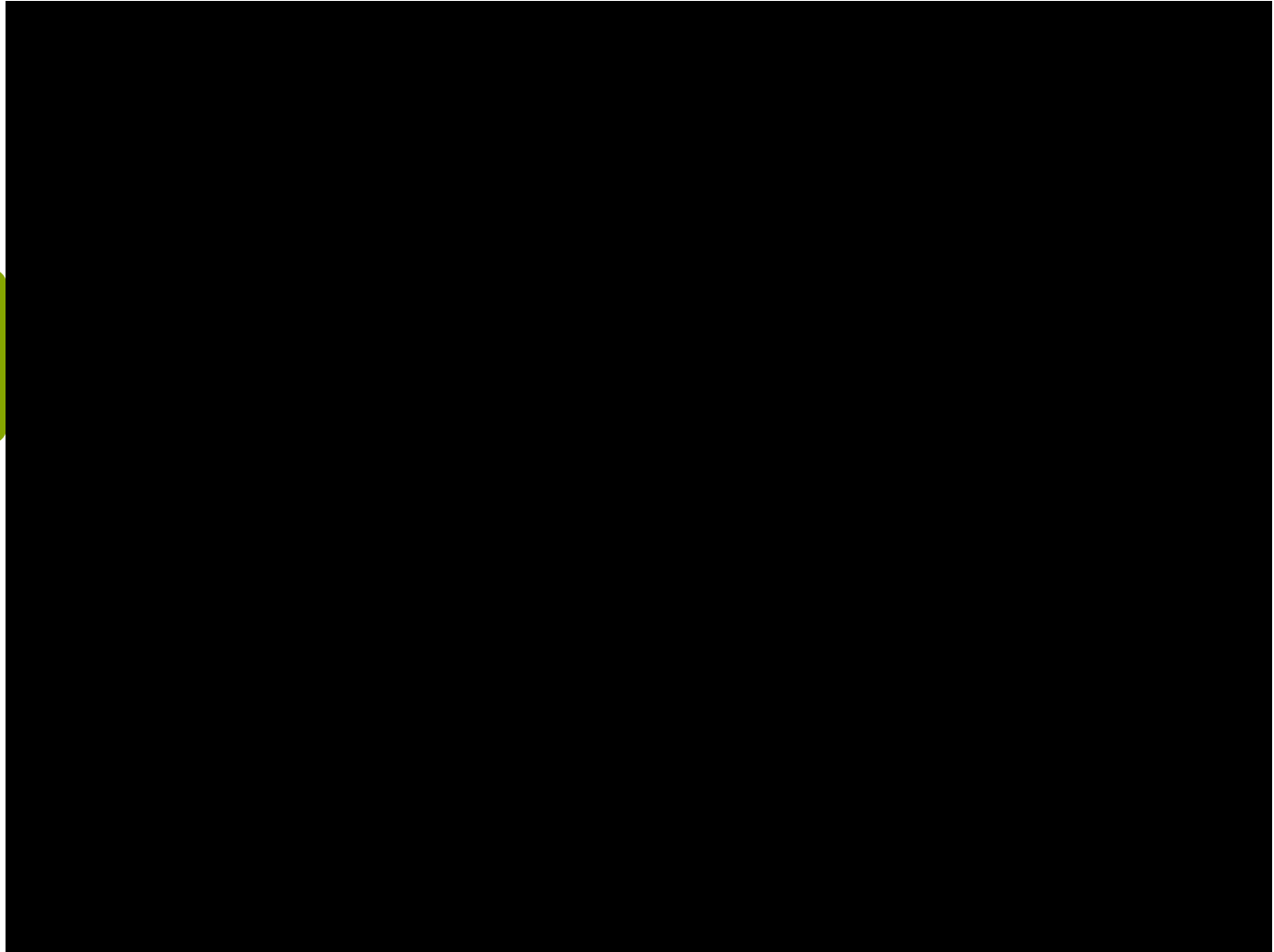
## What You Can do for \$50! What You Need



- Flip Video Camera (\$129-\$200)
- Mac or PC computer
- Still pics
- Creative script
- Stay true to the creative brief
- Put longer videos on YouTube & your website

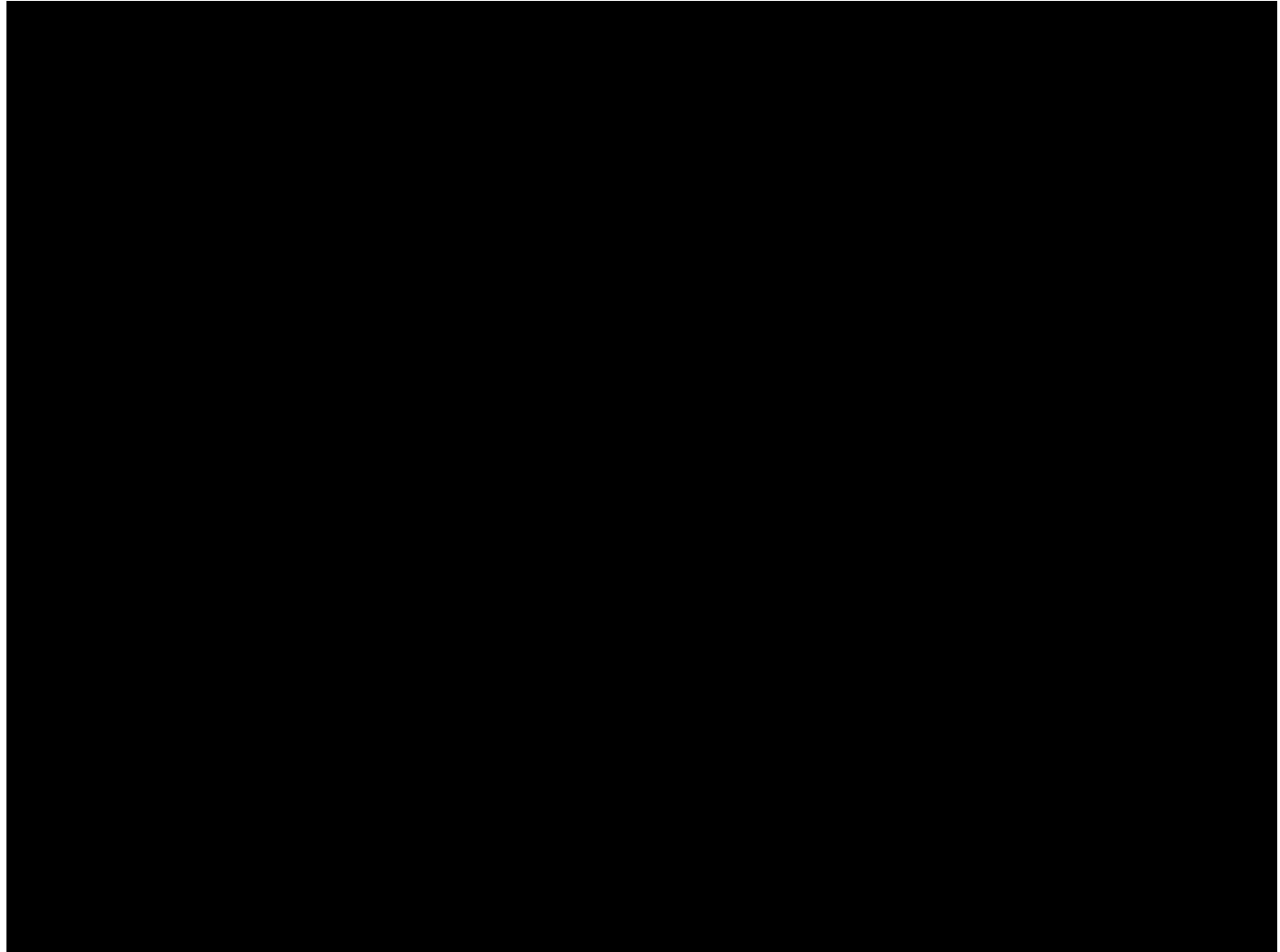


## What Can You Do for \$50??



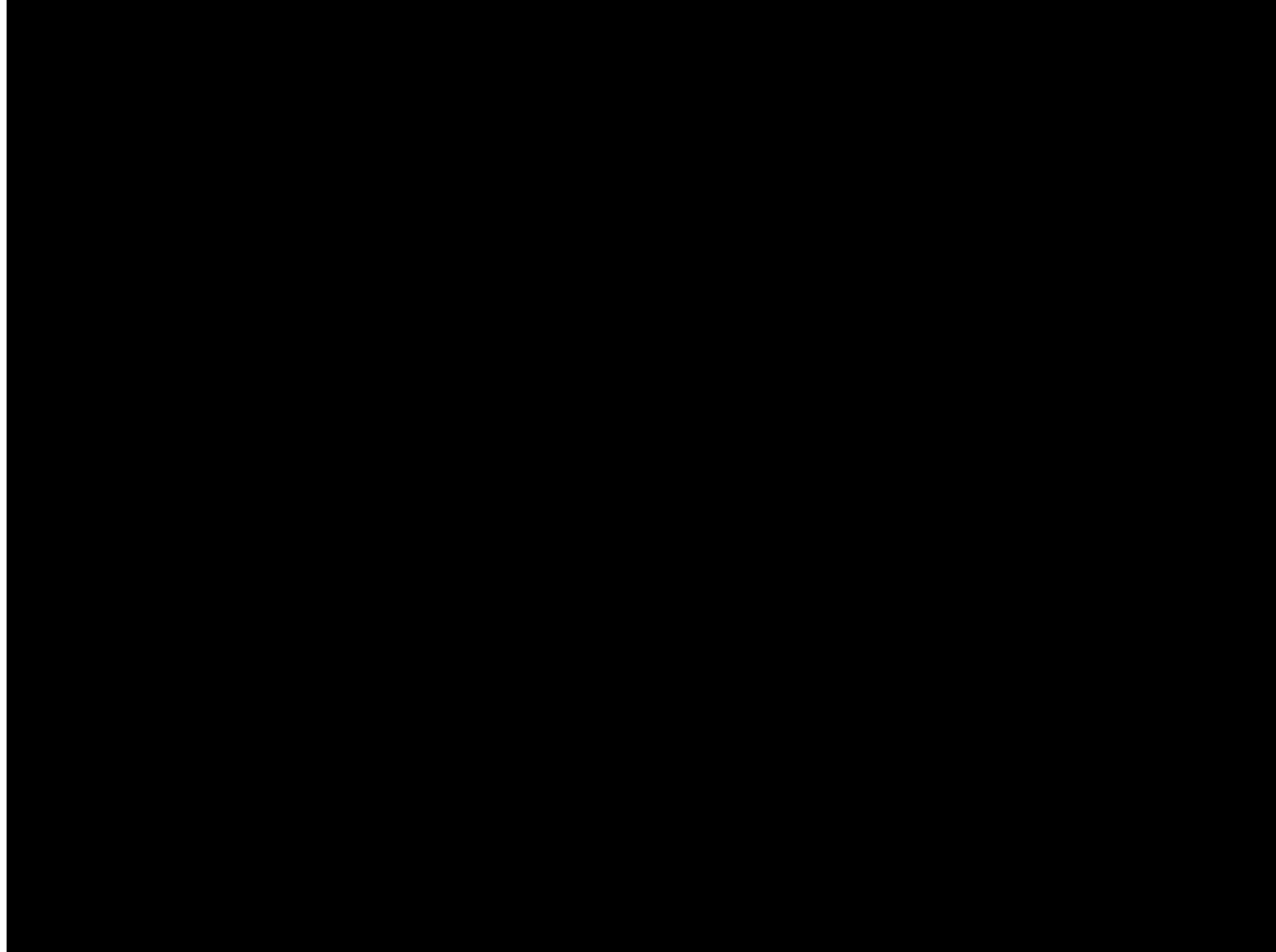


## What Can You Do For \$50?





## What Can You Do For \$50?





## Designing Your Campaign

- Creative Brief
  - Target
  - Strategic messages
  - Strategic visuals
  - What the call to action is
  - Medium you will use
  - Budget
  - Time frame





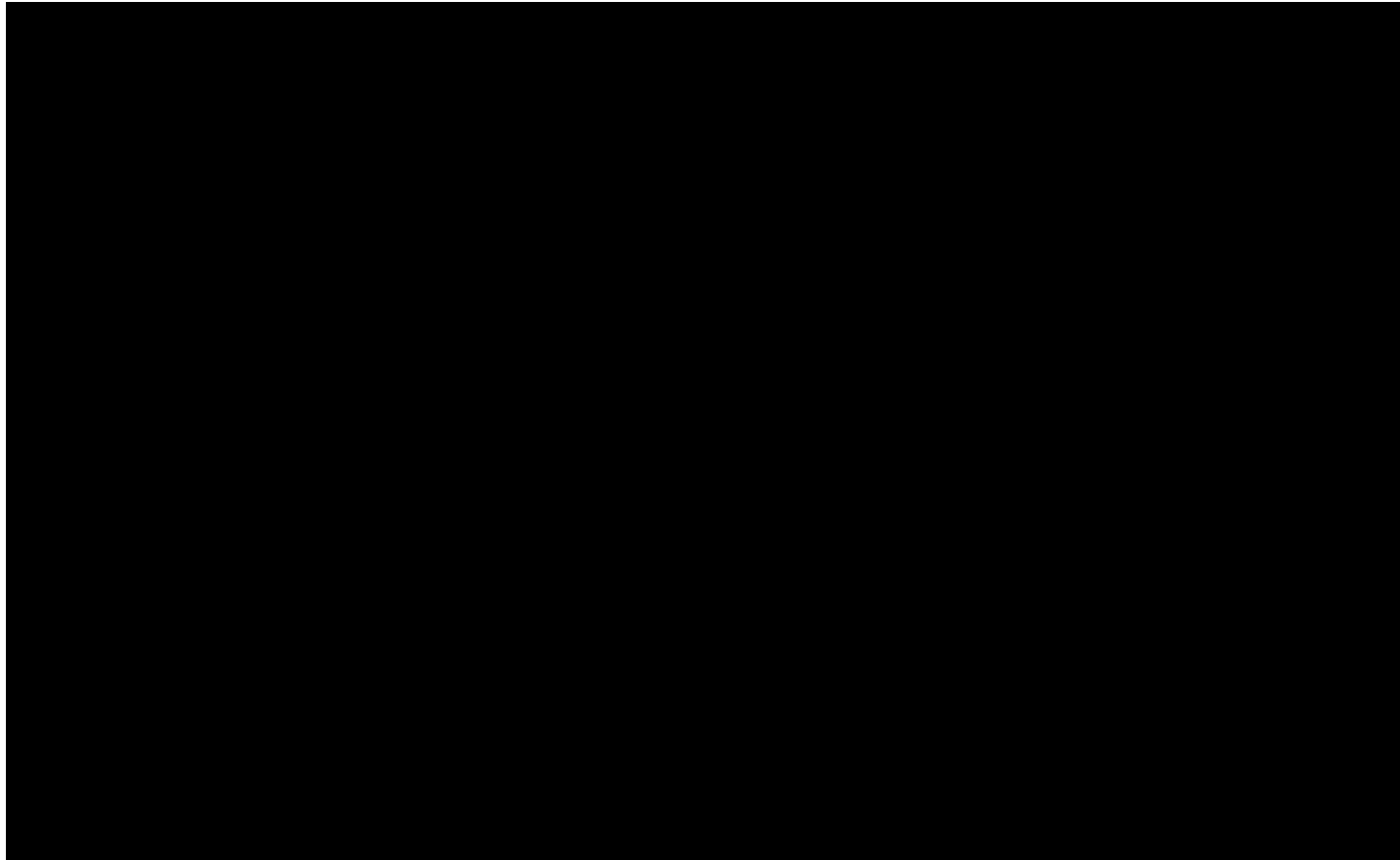
## Creative Brief Exercise

- Creative Brief
  - Review
  - Create one for a camp campaign





# What's Possible?





## What's Possible





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