

Integrated Digital Marketing Plan

CAMP GENCHEFF
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Table of Contents

Objectives	3
Paid Media	3
Owned Media	3
Marketing Mix – Product, Price Place & Promotion.....	4
Figure 1.1 – 4 Ps Camp Gencheff	4
Segmentation, Targeting and Positioning	6
Figure 1.2 - Segmentations and Targeting of Camp Gencheff	6
Customer Funnel and Customer Journey	8
Figure 1.3 The Customer Funnel and Customer Journey for Camp Gencheff.....	8
Content and Message	10
Marketing Campaigns for Paid Digital Media	11
Figure 1.4 Marketing Campaigns for Paid Media for Camp Gencheff.....	11
Marketing Campaigns for Owned Digital Media	12
Figure 1.5 Marketing Campaigns for Owned Media for Camp Gencheff	12
Performance Management.....	13
Figure 1.6 – Key Performance Indicators Planning Template	13
Implementation Tasks & Tools	14
Tasks.....	14
Tools.....	14

Objectives

Paid Media

1. Increase awareness of the services Camp Gencheff can offer to the population on Prince Edward Island with intellectual and physical disabilities.
2. Increase number of clients who use Camp Gencheff services by 10%.
3. Increase revenue/donations by 15% through new donors or clients.

Owned Media

1. Increase awareness of the services Camp Gencheff can offer to the population on Prince Edward Island with intellectual and physical disabilities.
2. Increase number of clients who use Camp Gencheff services by 10%.

Marketing Mix – Product, Price Place & Promotion

Figure 1.1 – 4 Ps Camp Gencheff

Product <i>What is your product or service?</i>	Respite -weekend care for a client with intellectual and physical disabilities -give relief to the caregivers of that client - families are able to spend quality time with other children who's needs become secondary to a child with a disability Summer Camps -provide recreational camps and remove barriers so clients can experience camp like someone who does not have a disability
Price <i>How much will you charge for this product or service? What is the business model (e.g. subscription or pay per item)</i>	\$225 for summer camp (5 nights, 6 days) -cost per client is \$1200 and our BOD fundraise to make up the difference. \$200 for weekend respite -pay per item
Place <i>Where will customers buy this product or service? How will it be distributed or delivered?</i>	-Clients, schools, and other community groups/partners who serve our clients are sent our summer schedule and asked to sign up for camp of interest by filling in application. Once application is complete, they send it back to Camp Gencheff. -Info (applications) on respites and summer camps on our Facebook and Instagram pages and on our website. <i>-this is where there is a break down in getting the product to the client, we need to get face to face to build trust and cater individualized plans for the client's needs.</i>

Promotion

How do product, price, and place influence your promotion decisions?

Use our community partners (i.e. QCRS, Autism Society) to have them promote to our potential clients.

Zero budget for promotion so we use our connections to do the following:

- content creation
- social media advertising
- ads in newspapers & radio on PEI

Segmentation, Targeting and Positioning

Figure 1.2 - Segmentations and Targeting of Camp Gencheff

Segmentation and Targeting	
Current Segments	Targeting
Clients with Cerebral palsy, Spina bifida, down syndrome, global development delay Niche market as market is narrow and low number of competitors	Clients parents and caregivers geographically located on PEI. Demographics show highly attended in age groups 30-50. Equal male and female. Tend to be low income or have a lot of expenses that come with a disability's family member. Psychographics the parents and caregivers what to provide an equal opportunity for their family member to have same leisure activities and camping experiences as a person who does not have a disability. Behavioristics; main use is to provide leisure, recreation, socializing with friends. Also, to provide respite for the caregivers. Most campers attend 1 camp in summer and attend 1-5 respite weekends from September – May.
Potential Segments	Targeting
12-18 years old that are on Autism Spectrum	Caregivers and parents of those who have Autism between the ages of 12-18, stats show that is mostly male
1/57 people have Autism on PEI, majority are male	Community groups, parents and caregivers
Youth with disabilities ages 6-30	Community groups, parents and caregivers
Need to focus on individualized marketing to customize our services to each client's needs	
Positioning	

Our product is to provide an opportunity for ages 6-73 to participate in a camping experience and to provide respite to the parents and caregivers of the campers. We ensure a safe, challenging, fun, and memorable holiday. 'Focus on Ability'

Enter the single most important claim about your product

among all we believe that we all have special skills, talents and creativity.

Enter the scope of competitive products being compared

Because we need is a place to grow, and that is our goal: To provide a safe and exciting place to assist our campers in developing their own unique skills and personalities. We strive to promote independence and growth in all areas: social, personal, and physical.

Enter the single most important reason supporting your claim

Customer Funnel and Customer Journey

Figure 1.3 The Customer Funnel and Customer Journey for Camp Gencheff

The Customer Funnel	Mind of the Customer	Touchpoints	Current Problems
	<i>What are the interests and concerns of the customer?</i>	<i>Where do customers come into contact with your brand?</i>	<i>What are current or potential problems in this stage?</i>
 The Awareness stage is represented by a dark grey trapezoidal shape pointing upwards. Inside the shape, at the top, are five circular icons, each containing a stylized person. Below the icons, the word "AWARENESS" is written in white, bold, uppercase letters.	-Finding respite care for their family member with Autism/disability -finding recreational activities for their family member	-through community partners for example Autism Society, schools' counsellors, etc.	Sending their family for respite care/recreational activities
 The Consideration stage is represented by a dark grey trapezoidal shape pointing downwards. Inside the shape, the word "CONSIDERATION" is written in white, bold, uppercase letters.	-is Camp Gencheff willing to do individualized plans to meet the needs and wants of my family member	-Autism Society has had open houses, teen dances at Camp Gencheff's facilities.	-do not meet with our staff one on one to individualize needs and wants of each client -need to get to the parent/caregiver instead of relying on our community partners.

	-can I afford this respite/camp -can I afford and find a one to one worker if my family members need this.	-first touchpoint is with community partners and then usually via email or telephone with staff of Camp Gencheff	-need to find a way to direct bill the provincial government as they have \$6600 per client per year to provide respite care so parents/caregivers are not out of pocket -develop a pool of potential 1 to 1 workers for parents/caregivers to draw on
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Content and Message

The board of directors have asked some stakeholders about our services at Camp Gencheff; why they don't use them, what are the barriers from clients attending camp, etc. using focus groups. Once this information was collected, we analyzed the data and found out the following:

- Parents with children in the younger demographic (6-30 years old) do not know about Camp Gencheff
- Parents with younger children are nervous to send their disabilities child
- Parents do not have the financial resources to send them to camp
- Parents need a break from the 24/7 care
- The child may need a one to one worker (we provide 3 to 1 ratio) and we do not provide this.

To address the above items, we needed to get parents to see our 100-acre beachfront/waterfront facility and if they can't come to camp, we need to bring the camp to them. A video showcasing our beautiful facility and property would help convert potential clients into clients. When everyone sees our facility they are blown away, it is a major selling feature of Camp Gencheff. For those nervous to send their younger children to camp we can promote our staff training program with social media posts; highlight each staff member; showing how long they have been with the camp, and questions and answers asked of each of them and shared in campaign. We want to be open and transparent with our parents and caregivers. We could also create a private Facebook page and post daily activities, pictures, meals, etc. and have parents join private page so they can see what their child is doing. United Way created a video that highlight Camp Gencheff and in the video a parent is interviewed about how camp is important to her son and her family. She has nothing but positive things to say about camp so we should use this to promote to those parents who are nervous about sending their child. Raising a child with disabilities is financially taxing and they do not have the resources to send them to respite/camp. When some parents found out about our services, they had no idea of the Government program, Disability Support Services where they can tap into money for respite care. We need to create a resources tab on our website with all funding avenues for these parents. A video tutorial on how to fill out these applications out be helpfully.

Marketing Campaigns for Paid Digital Media

Figure 1.4 Marketing Campaigns for Paid Media for Camp Gencheff

Sequence	Channel/Platform	Campaign Length	KPIs	Budget
1	Email /Mail Chimp	1 week	Track – clicks rate, opens, click through rate, forwarded, social performance	Number of potential clients with disabilities is under 2000, which allows us to have a 'free trail'
2	Facebook	2 weeks	Reach, impressions, page engagement, page likes, post comments, leads, video watches, unique clickthrough	\$200
3	Instagram	2 weeks	Reach, impressions, engagement rate, follower's growth, mentions, email clicks, website clicks	\$150

Marketing Campaigns for Owned Digital Media

Figure 1.5 Marketing Campaigns for Owned Media for Camp Gencheff

Sequence	Channel/Platform	Campaign Length	KPIs	Budget
1	Wix.com	Launch new website – 2 weeks Meet Staff Campaign – 2 weeks	Pages viewed per session, average time on page, unique visitors, traffic sources, conversion rate	\$300
2	SEO	Ongoing	Visits, sites rank of SERP, traffic improvement	\$100
3	Facebook	Launch new website – 2 weeks Meet Staff Campaign – 2 weeks Ongoing	Reach, impressions, page engagement, page likes, post comments, leads, video watches, unique clickthrough	\$100
4	Instagram	Launch new website – 2 weeks Meet Staff Campaign – 2 weeks Ongoing	Reach, impressions, engagement rate, follower's growth, mentions, email clicks, website clicks	\$50

Performance Management

Figure 1.6 – Key Performance Indicators Planning Template

KPIs	Description of Data	Data Source/Provider
Current		
Vanity metrics	followers	FaceBook
	Page views	Instagram
	likes	Twitter
Proposed		
SEM	CTR	Google
Email Marketing	Open rate, Click through rate	Wix or Mail Chimp
Video ads	Minutes watched, number of impressions/views, CTR	Youtube
Social media ads	Number of views/impressions, CTR, forward shares, likes	Facebook, Instagram
SEO	Number of unique site visits, time spent on website, pages oer visit, popular visits	Wix
Content on marketing websites	Number of unique site visits, time spent on website, pages oer visit, popular visits	Wix
Social media content and interaction	Number of shares, likes and comments. Time spent on social media site, growth in followers, website traffic from social media, number of mentions on social media	Facebook/Instagram/Wix
Video Channels	Minutes watched, number of views/impressions, number of shares	

Implementation Tasks & Tools

Tasks

Below are the tasks used to implement this marketing plan for Camp Gencheff:

- Submit digital marketing plan to marketing committee at Camp Gencheff for review.
- Complete video and picture guidelines (brand identity) document.
- Train site supervisors' video and pictures guidelines.
- Research more free digital marketing tools and train some of marketing committee on using these tools so we can save on marketing budget.
- Present digital marketing plan to Board of Directors after getting marketing committees support.
- Have board approve marketing budget.
- Get quotes from videographer/photographer for those that staff cannot capture.
- Hire videographer/photographer to complete catalogue of images/videos to use for advertisements.

Tools

Below are the tools that will be used to implement the marketing plan for Camp Gencheff:

- Canva
- Ripl
- Adobe Spark
- Adobe Photoshop
- Google Analytics
- Facebook Blueprint
- Hootsuite
- Mail Chimp
- Wix applications we can tap into with our premium website