

**FRIENDS
 FUN**

ADVENTURE!



SUMMER CAMP MARKETING PLAN

Campaign Elements:

In-Branch Signage

Yard Signs

Sandwich Boards

Mass Email

Digital Marketing

Social Media

Google Search

Google Display

YouTube

Radio

Direct Mail

Grassroots*

General Marketing Timeline:

January 2022

- 1/11 Order posters and sandwich boards for branches
- 1/13 Start digital marketing campaign (social media, Google search, Google display, and YouTube)
- 1/14 Start WTOP radio promotion (ends 1/30)
- 1/14 Send a mass email to past participants
- 1/16 Send a reminder mass email to past participants

February 2022

- Continue digital marketing campaign
 - Increase digital spend on President's Day Weekend
- 2/4 Direct mail hits homes
- 2/4 Send a mass email to past participants
- 2/18 Radio promotion on WTOP (ends 2/22)
- 2/18 Send a mass email to past participants
- 2/21 Send a mass email to past participants

March 2022

- Possible cross-promotion (membership/summer camp)
 - Could promote summer camp on membership direct mail piece and on radio

- Continue digital marketing campaign

- 3/18 Send a mass email to past participants

April 2022

- Continue digital marketing campaign
- 4/12 Order yard signs for branches
- 4/15 Send a mass email to past participants

May 2022

- Continue digital marketing campaign
- 5/5 Radio promotion on WTOP (ends 3/31)
- 5/6 Direct mail hits homes
- 5/13 Send a mass email to past participants
- 5/27 Send a mass email to past participants

June 2022

- Continue but reduce digital marketing campaign to only Google Search
- Continue organic social media posts