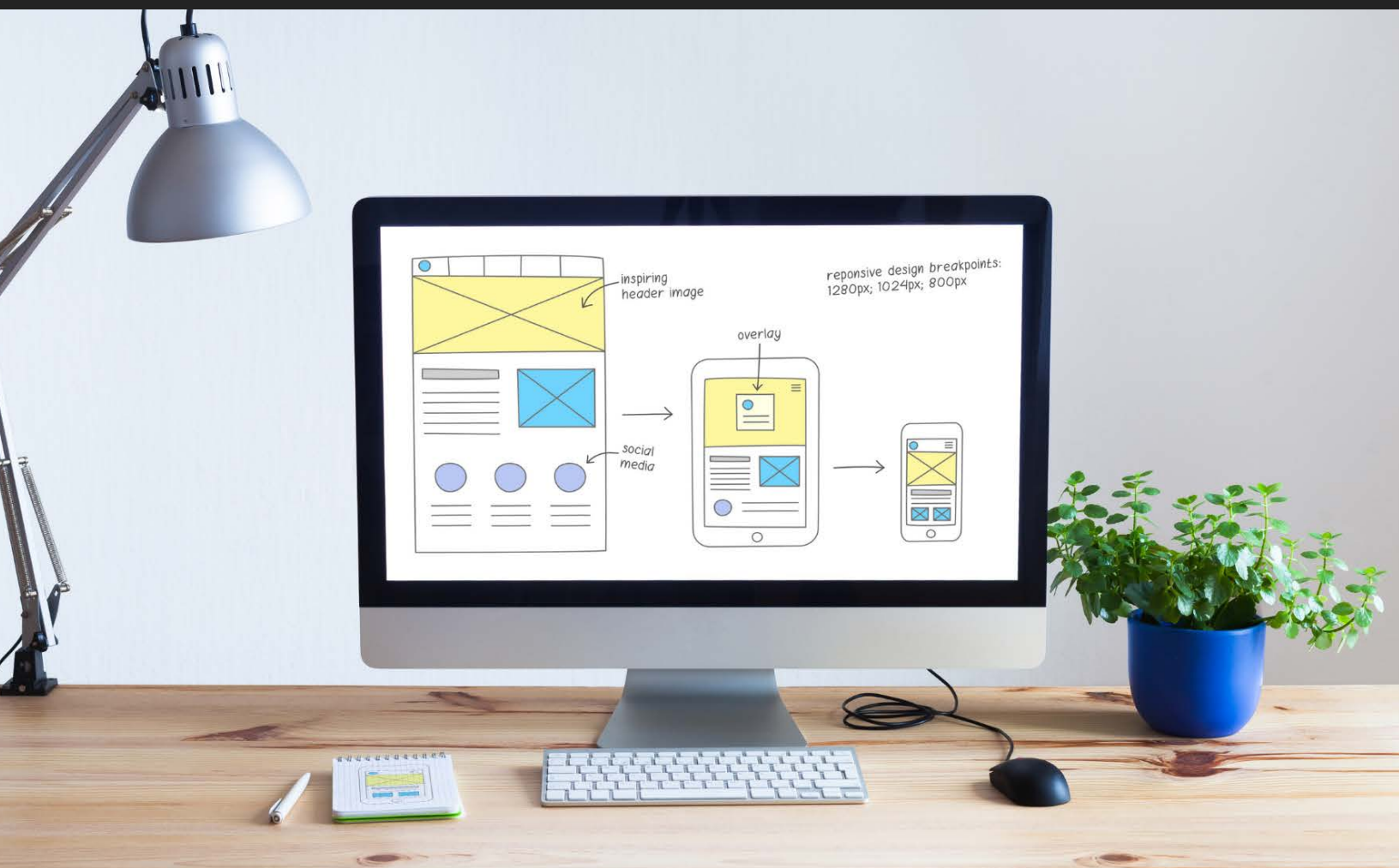


# THE KEY TO CONNECTING WITH YOUR AUDIENCE ONLINE





## SIMPLIFY TO AMPLIFY

Thinking about creating a new website or wondering how to promote yourself online? All the advice you see about SEO, social media, and which website platform to use can feel daunting!

At UltraCamp, we help camps and organizations focus more on their passion and less on busywork. To help you thrive in a digital world, we've created a guide that highlights three guiding principles to help you maximize your marketing efforts. Add these to your existing strategy, and you'll soon see the benefits!

# PRINCIPLE #1 ACHIEVE TOTAL CLARITY

## IF YOU WANT CUSTOMERS, YOU MUST ENTICE PEOPLE WITH YOUR PRODUCT

### FIND YOUR WHO

To create effective marketing, first identify your desired clients and those who will benefit most from your product. **Who is your ideal attendee? What are their characteristics?**

Once you have discovered who your ideal attendee is, you will realize every part of your marketing strategy will revolve around these identifying characteristics. This knowledge allows you to:

- Think more personally about the ways you can serve your community
- Maximize the potential of your strategy and corresponding methods to attract clients

Identifying your ideal client helps you focus your marketing strategy so that your website can reach its full potential.



**Failure to identify your target audience is a common but critical key to failure vs success**

**HERE'S A SOLUTION:** Stop using your website as a bulletin board for your products and instead make it an intentionally designed promotional product.

### CREATE A VALUE/SALES PROPOSITION STATEMENT

Once you identify who benefits from your services, you are ready for the next step; creating a value/sales proposition statement.

- This statement lists the benefits a customer receives from your services.
- It's unique to your organization and will be the first thing someone views when they come to your website.
- It should showcase what you want people to see and feel when they visit your site. Your website's design and images should reflect your values in every element.

Take time to identify your ideal audience, their values, and you'll discover your attendees' happiness (and that of their parents) will improve. Our nature is to give praise, recognition, and positive reviews to an organization that values a service or product that we love. Conversely, we pass on complaints and negative reviews when organizations do not offer value where we expect it. Failure to meet expectations prevents your organization from flourishing.

# ADVICE IN ACTION: OPTIMIZING FOR CONVERSION

## CONVERT BROWSERS INTO ACTION TAKERS (REGISTRATIONS)

### IDENTIFY YOUR IDEAL FAMILY AND/OR ATTENDEE

If you have difficulty defining who is an ideal attendee, look at the people your organization has attracted to date. Who are the people that register year after year? Are there any connections between attendees that register regularly or those that register once and never return?

Most organizations focus on attracting everyone rather than focusing on those that result in the greatest impact. Instead, take the time to look for connections between the people you resonate with and focus your marketing strategy on those people.

The way to identify who your ideal attendee is to ask yourself this question: **who stands to benefit the most from what we offer and why?**

Use the following formula to bring your “who” to life:  
**Demographics + What they want + Their biggest problem + How they buy + The best way to communicate with them**

### WRITE OUT YOUR VALUE PROPOSITION

1) Make a list of the concrete results someone will get from your product or service.

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2) Make a list of the things that separate you from all the other organizations.

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3) Look at your two lists and ask yourself: “Why should my ideal prospect (the group you intend to serve) register with me instead of a someone else”?

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4) Write your thoughts down and refine your value proposition until you can articulate it in a single, instantly credible, sentence.

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5) Use your refined single statement as the headline for your website.

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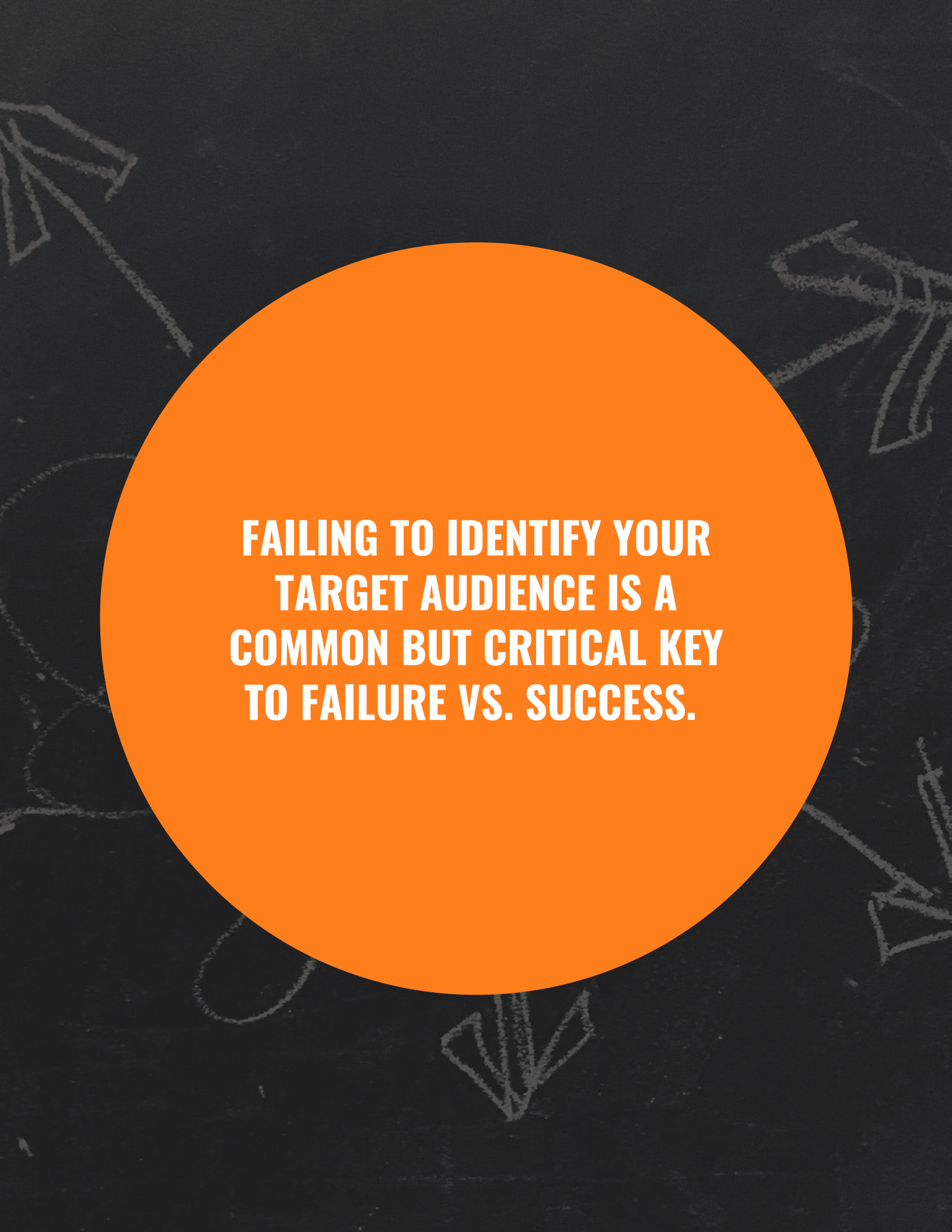
6) If you wish you can use the best answers from the lists you made and put them into bullet points or as a short paragraph and place this right below your one-sentence statement.

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**FAILING TO IDENTIFY YOUR  
TARGET AUDIENCE IS A  
COMMON BUT CRITICAL KEY  
TO FAILURE VS. SUCCESS.**

# PRINCIPLE #2

# MATCH PERCEPTION WITH REALITY

## FIRST IMPRESSIONS ARE VITAL, AND MOST FIRST IMPRESSIONS ARE TAKEN IN THROUGH THE EYES.

### CUSTOMER EXPERIENCE

**What a parent first perceives about your organization is the filter by which they observe all other elements of your organization, whether good or bad.**

Everyone can think of their worst customer service experience. Do those same frustrations apply when people visit your site?

- Waiting on hold = slow loading pages
- Poor, nondescript, unclear signage = searching website for simple answers
- Incompetent/uneducated customer service = incorrect/outdated content
- Dirty restrooms = design or imagery that does not represent quality
- Faulty/non-operational equipment = broken links, bugs, bad mobile interfacing

Individually, these may not seem like deal-breakers, but for good or bad, it's the minor details that make up the first impression about your organization.

**HERE'S A SOLUTION: With your target audience in mind, make an outline of everything they need to know and what they must believe to feel confident in doing business with you. Use this as your content outline for**

Once you know who your ideal attendees are, it becomes easier to decide which areas of your organization you want to highlight to them. Avoid cluttering your website with information that isn't important to the families you are marketing to. Instead, make a list (either mental or physical) of the different services, questions, concerns, and attributes that your ideal attendee may have.

Use the list to go through your website and judge it according to how accurately it represents your camp. This will help you to know the changes that need to be made throughout your website.

The fact is, if your website is working against you, you will have to:

- Work harder to get families to commit
- Spend more time getting new families to trust you
- And work harder to generate registrations

Take time to identify your ideal audience, their values, and you'll discover your attendees' happiness (and that of their parents) will improve. Our nature is to give praise, recognition, and positive reviews to an organization that values a service or product that we love. Conversely, we pass on complaints and negative reviews when organizations do not offer value where we expect it. Failure to meet expectations prevents your organization from flourishing.

# ADVICE IN ACTION: YOUR WEBSITE

## IDENTIFY WHERE YOUR WEBSITE IS HOLDING YOU BACK

### WHAT IS YOUR HOMEPAGE COMMUNICATING?

Does your homepage communicate what you offer in simple language that your ideal customer can resonate with?

This can't be overstated. Don't use big words or get too technical about what you do and don't go on and on about yourself. If your homepage talks endlessly about yourself or your organization and not enough about the needs, problems, and desires of your attendee, you're likely losing prospects.

### DOES YOUR HOMEPAGE CAPTURE THE VISITOR'S ATTENTION?

Your website's design should include:

- Your professional logo
- Engaging photography\*
- Custom icons or illustrations
- Simple, well-organized content

\* Stock photography should only be used to communicate an idea and typically should not be used to represent an experience unless your organization is brand new.

### ARE YOU DISPLAYING YOUR PRODUCTS OR SERVICES IN EASY-TO-UNDERSTAND SECTIONS?

- Use icons or interesting images that clarify what you do or what you sell.
- Write a short headline followed by 1-2 sentences briefly explaining the product or service.

Resist the urge to go into too much detail OR to not put any explanation. Remember, visitors will typically skim your website first, but they'll go back and read more closely if you managed to pique their interest.



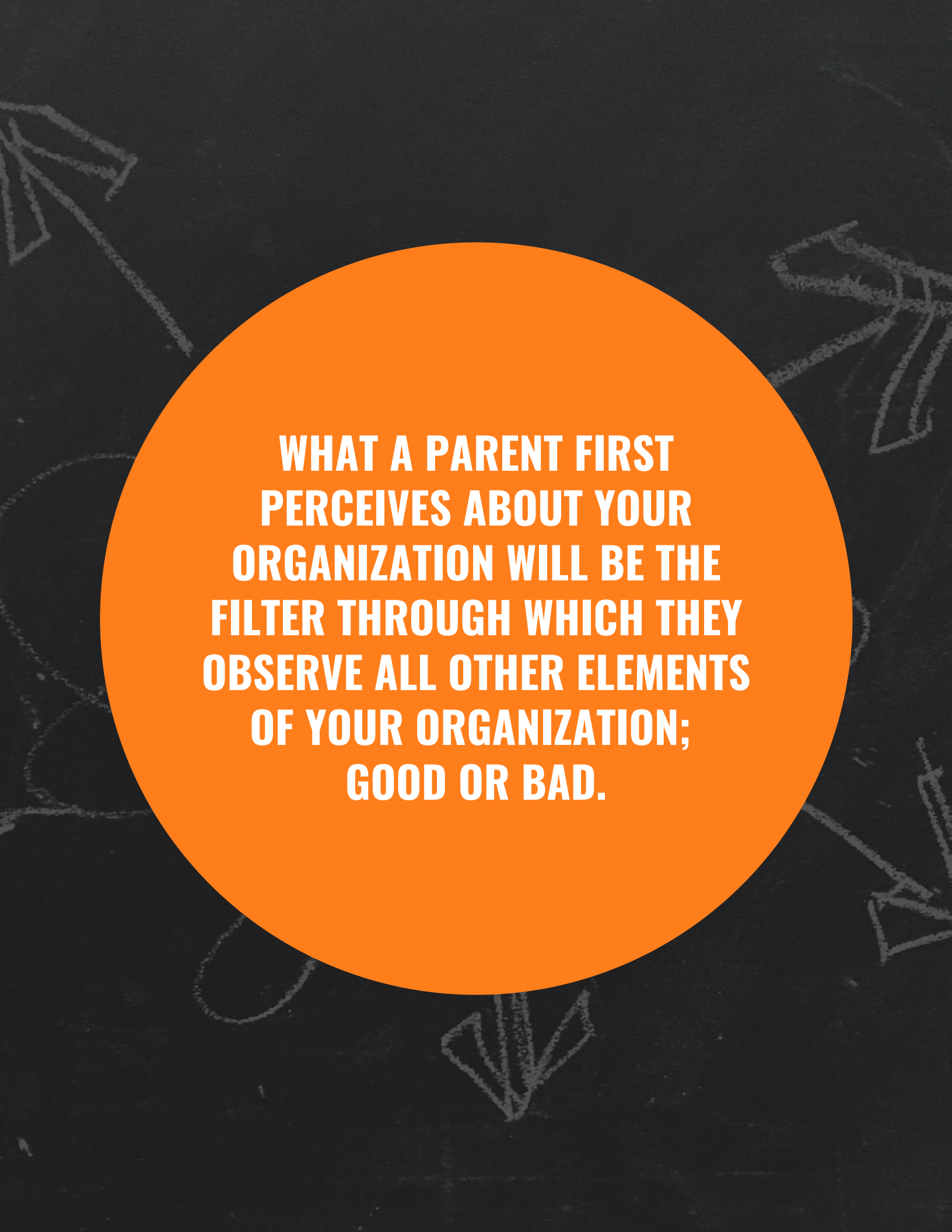
### WEBSITE HEALTH CHECK

Try this "health check" checklist to evaluate the effectiveness of your website.

#### My Website:

- Includes clear benefits about the services/experience.
- Explains how my product and/or service solves specific problems for my ideal attendee/family (if applicable)
- Is fully usable in 3 seconds or less of loading time (Research shows that over 50% of people will leave a website if it takes longer than 3 seconds to load).
- Has a clear and intuitive navigation/site structure.
- Only has content that is relevant and up-to-date.
- Represents the professional quality of the organization and the experience you provide.
- Adjusts the design of the website so it looks good all devices.





**WHAT A PARENT FIRST  
PERCEIVES ABOUT YOUR  
ORGANIZATION WILL BE THE  
FILTER THROUGH WHICH THEY  
OBSERVE ALL OTHER ELEMENTS  
OF YOUR ORGANIZATION;  
GOOD OR BAD.**



# PRINCIPLE #3 TAKE ATTENDEES ON A JOURNEY

## PLAN OUT THE STEPS BEFORE AND AFTER THE GOAL

### CUSTOMER JOURNEY

Imagine you're on a blind date. You have met each other, chatted about the weather, then this person you barely know asks if you want to come along with them on a week-long trip. When developing a new relationship, we go through a series of stages. Whether we say yes to "X" or run away from "X" comes down to whether "X" is appropriate for the stage of the relationship. This same principle applies to your company. Far too many organizations attempt to go from "know" to "attend" and then wonder why their website seems to be ineffective. If you expect too much too soon, you will signal the warning bells in their mind.

**One of the best growth opportunities comes from turning customers into referral champions.**

To create an ever-growing number of positive client referrals, develop a series of steps that you use to guide your clients to the "next step" at a natural and comfortable pace. This approach will allow you to spot potential frustration areas in your marketing/communication strategy.

When people have positive experiences at every step of their journey with your organization, they will tell everyone they know.

**HERE'S A SOLUTION: Regularly capture new testimonies and feature them on your website and social media channels.**



Here is an example of a customer journey an organization might use:

- 1) **Know:** Google search, conferences, advertising, word of mouth
- 2) **Like:** Website, social media, blog, discovery call
- 3) **Trust:** Articles, transparent pricing,
- 4) **Try:** Guided demo
- 5) **Buy:** Making the purchase or subscribing to the service
- 6) **Love:** Excellent customer service, all expectations met
- 7) **Referral Champions:** Every prior stage was implemented with excellence

# ADVICE IN ACTION: GUIDING THE JOURNEY

## IDENTIFY KEY MOMENTS IN THE EXPERIENCE

### THE 7 MILESTONES

Breaking things down into 7 milestones can seem like a daunting task, but is ultimately a money and time saver for many organizations.

For example, at UltraCamp we realized long ago that in order to establish trust we should be completely transparent in our pricing. This has resulted in frequent feedback that reinforces how this transparency has built trust in contrast to the previous strategy of requiring a sales pitch in order to access our pricing.

It is important to identify the touchpoints for each step of your customer's journey. Here are some examples. Which ones are relevant to your organization? What touchpoint are missing for your unique organization?

#### **Know**

Ads / Website SEO / Referrals / Trade Shows / Social Media / Networking Events / Blog / Videos

#### **Like**

Website / Email Newsletters / Social Media / Networking Events / Referrals / Blog / Videos

#### **Trust**

Website Content / Valuable Guides / Presentations / Testimonies / Reviews / Social Media / Referrals / Blog

#### **Try**

Low Cost Virtual Events / Webinars / Seminars

#### **Buy**

The Complete Experience

#### **Love**

Excellent Service or Staff / Extra Value Adds / Proactive Communication

#### **Referral Champions**

Ask For: Facebook Recommendation / LinkedIn Recommendation / Introductions to Potential Partner Organizations or Churches



**ONE OF THE BEST  
OPPORTUNITIES FOR GROWTH  
COMES FROM TURNING  
CUSTOMERS INTO REFERRAL  
CHAMPIONS.**

# Do you wish your registration software gave you **MORE** time?

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