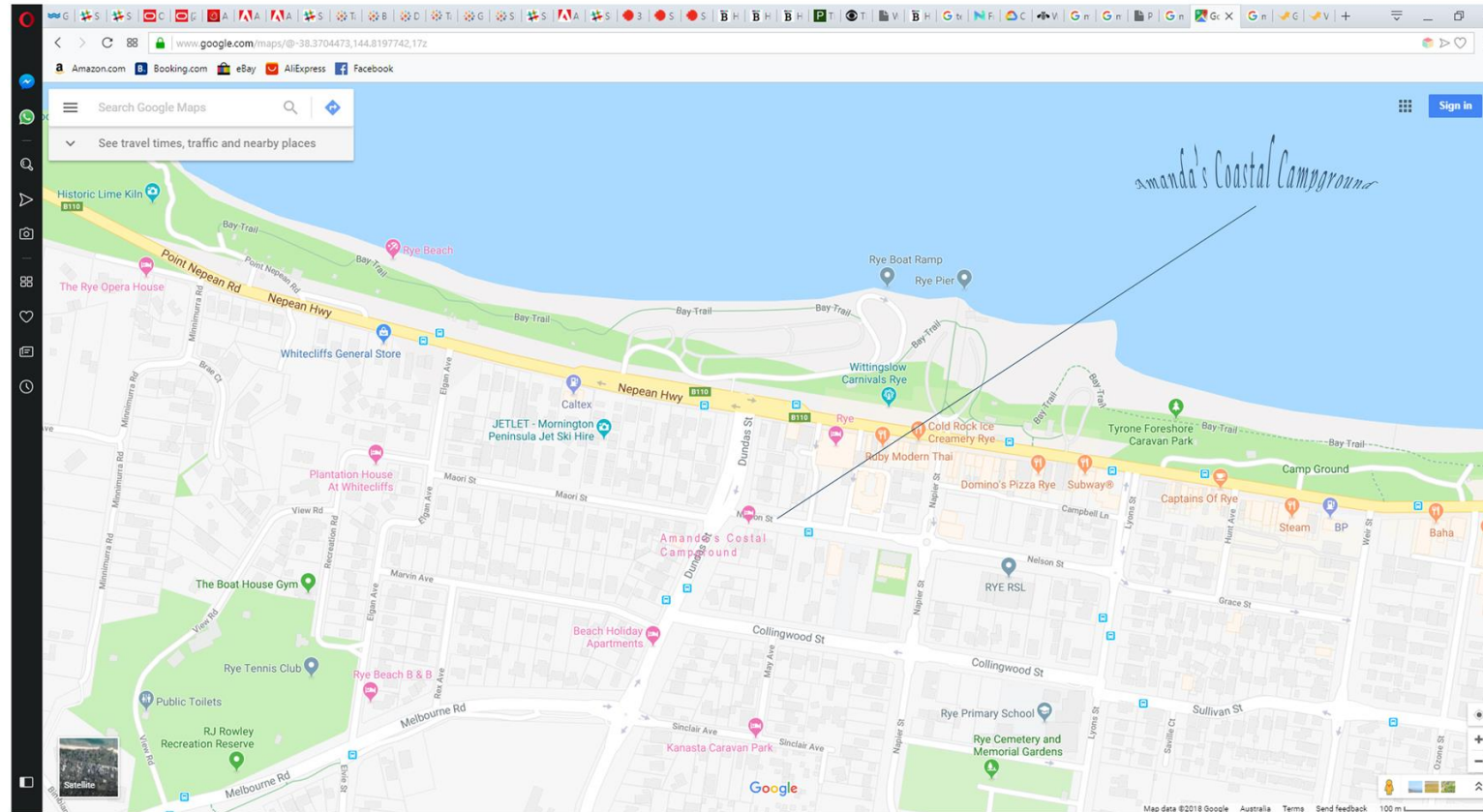# Amanda's Coastal Camp Ground

Using Digital Marketing Analytics and Insights

Why It's Important and How it can be used

Amanda Gave us Background and Context

- Amanda is the new Owner and Manager of the Amanda's Coastal Camp Ground.
  - She has never run a business before.
  - Has invested reasonably large amount, as this is her Sea-Change occupation before full retirement.
  - Has a large loan with a bank and is happy the interest rates are still low, but is concerned they will rise soon.
  - Is concerned about costs of advertising with on Online Travel Agency after Dick Smith's commentary about commissions and money going overseas

- The previous owners had
  - Been long time owners and sold to retire.
  - Renovated the facilities several years ago. They are still neat and clean. So Amanda doesn't have to renovate for quite some time
  - Maintained the campground mostly by themselves. Except for the renovations a couple of years ago where the had builders come in.
  - Mainly a paper based administration and marketing system.
  - Sold the business while it was still making enough money to comfortably live on.
  - A slow but steady decline in overall customers coming through the doors.
  - Long sessions during Off-Peak season (Winter) where occupancy was low <50% at times.
  - Peak Season occupancy between 98% - 104%, which put a strain on the owners due to lack of resources.
  - Stays during the Off-Peak season were mainly over-night stays only.
  - Some long time customers they considered friends, who returned regularly.
  - An old basic website (because they needed one) that needed updating.
  - Joined the local tourism associations for networking opportunities.
  - DL brochures they distributed to local shops and tourist information centres around the peninsula and through wider state centres.
  - Picked up 20 O-Bikes cheap from an auction, with software and PIN Codes. Operating for the last months

Background and Context (continued)

Amanda's Coastal Campground is not far from shops, beach and amenities. Short walking or riding distance.

We will go over

- What information Amanda already has that we can use to help her
  - Including what was left behind by the previous owners
  - What she has implemented since taking over the campground
  - What she may implement in future
- Why this information is important and how we can use it
  - Finding any gaps and new opportunities
  - Having new ways of measuring her success across digital platforms
  - managing the increase in delivery and marketing channels now available
  - Suggest what may and may not be able to be done 'in-house'
    - Important for managing constraints and budgets : $$ vs Time etc

What Amanda has to help us

- Amanda has completed an audit of her current and potential marketing assets.
  - The website was updated to a Content Management System
    - To provide increased flexibility and extra functionality if required
    - To lower cost of development (extra functionality is usually free, or low cost)
    - Easier to update content, pages and on-site SEO, which helps us to be found on Search Engines
  - Implemented Accounts for Analytics and Advertising on Google and Bing and Facebook
  - The last two years of booking ledger has been input into Excel for analysis (see further on)
    - The information is in a consistant format and can be quickly and easily filtered
  - Basic and common Social Media accounts have been registered and claimed
    - Facebook, InstaGram, Twitter, LinkedIn, YouTube, etc
    - This was recommended for Brand Protection as well as required marketing channels
    - Registered: www.amandascoastalcampground.com and .com.au for the same reason
  - Registered the camping ground details on free online directories
  - Has a list of the association memberships that the previous owners had
  - Has 20 O-Bikes with tracking software and PIN's
  - Has started to look at affiliating the campground with other local businesses
  - Is considering some other local associations, listing sites and search technologies
- Has heard of some other sites, but is a bit overwhelmed at the moment and is not yet considering those
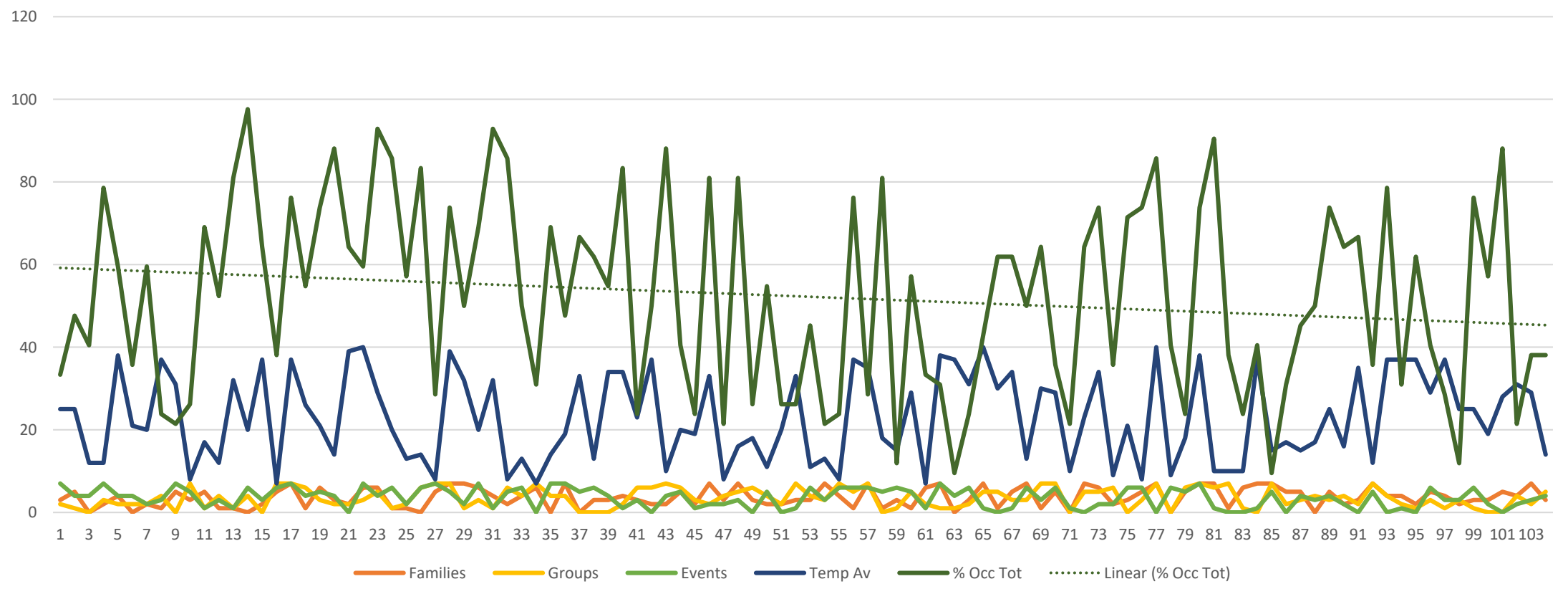
Amanda's Paper Ledger Conversion

- Amanda summarised week by week numbers for the past 2 years into Excel
  - Average Temperature
  - Number of Events (Calendar)
    - Not which type of events
  - Number of Families
    - Number of people in each family
  - Number of Groups
    - Number of people in each group
  - Number of Cabins booked
    - There are 12 in total
  - Number of Camp Sites booked
    - There are 30 in total
- Converting to a digital format allows for
  - Easy manipulation and filtering
  - Trends and Insights to be easily discovered
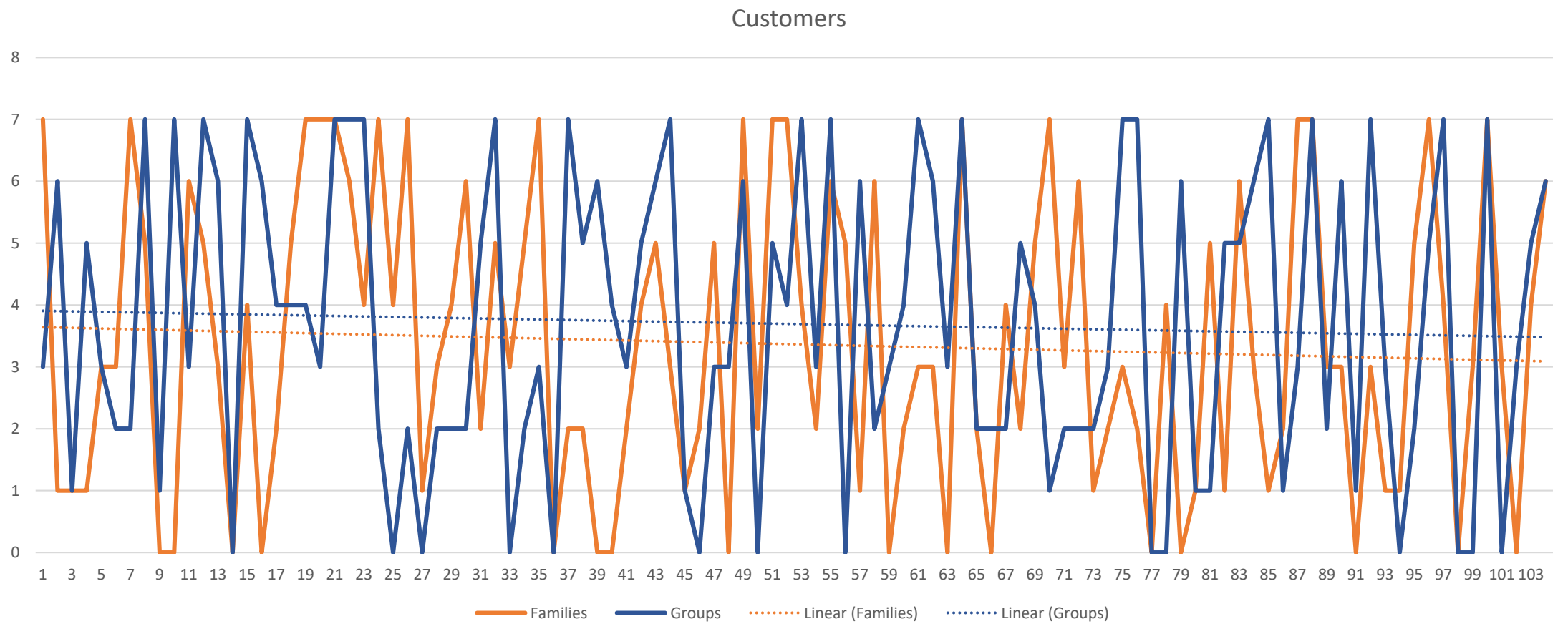
Trend : Reduced Occupancy over 2 years

amanda's Coastal Campground

Paper Based System - Ledger Data

Families   Groups   Events   Temp Av   % Occ Tot   ······· Linear (% Occ Tot)
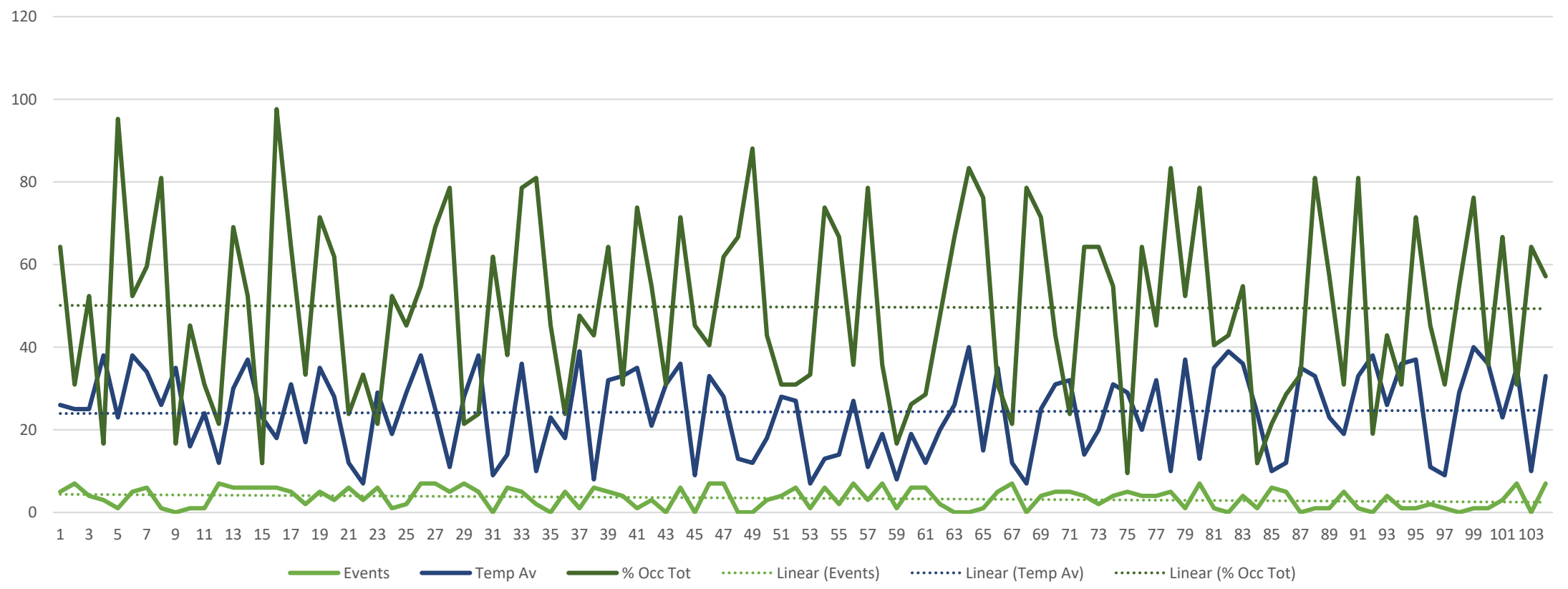
Trend : Less Families, Groups over 2 years

Trend : Less Events, Less % Occupancy

Last 2 Years Paper Based Ledger

Events — Temp Av — % Occ Tot ..... Linear (Events) ..... Linear (Temp Av) ..... Linear (% Occ Tot)

We can use the Occupancy metrics

- Discover Trends and Insights
- Trending downwards
  - Total % Occupancy Rate
  - Total Number of Families
  - Total Number of Groups
  - Total Number of Events
- However, at this stage, we are unsure if the Number of Events is
  - A CAUSE of the reduced Occupancy Rate OR
  - Simply CORRELATED to the reduced Occupancy Rate. Is there something else we may have missed?
  - *NOTE: The number of Families AND Groups has also reduced over time...*
  - *This decline is a direct cause of lower occupancy rate*
  - Either way, we need to help Amanda increase her occupancy rate
- NOTE:
  - If Amanda cannot impact the number of events being held around her local area to attract new customers, she will need to find more customers another way.

Why is this information important

- Amanda owns this information, so this data is considered her 1st Party Data
  - She has used this data as a metric to measure and display trends and performance

We can use the metrics from the website

- Using basic metrics
  - Time on Page
  - Bounce Rate
  - Page Visited
  - Where the user came from
  - If they scrolled
  - If the entered any data in fields on forms

Why is this information important

- This is Amanda's 1st Party data

- Any interactions give us insights into
  - optimising our website, marketing assets and messages
  - to better align with the customers we want to attract

How we can help Amanda

- From the information Amanda now has, we can suggest to
  - Add Remarketing tags to the website
    - Tagging and Cookies can identify interactions on our website
    - The identify of the user is only known by their interactions
    - Remarketing is used to keep Amanda's Campground offers in front of potential customers
    - We can also track where the unknown customers have come from (search, social media etc)
    - This 1:1 marketing is made available through data driven marketing
  - Add new landing pages to the website
    - That match the activities the campground customers are looking for
    - Optimised for organise SEO (to help reduce paid advertising)
    - Optimised to meet the customer's expectation when they select a link from Advertisements
    - With CALL TO ACTION to make a booking or subscribe
      - To make unknown data (customers details), known
  - Develop Ads for Ad Platforms that are linked to the new landing pages
  - Look at platforms and applications to automate delivery based on channel type
  - Suggest marketing to particular, potentially profitable audience segment
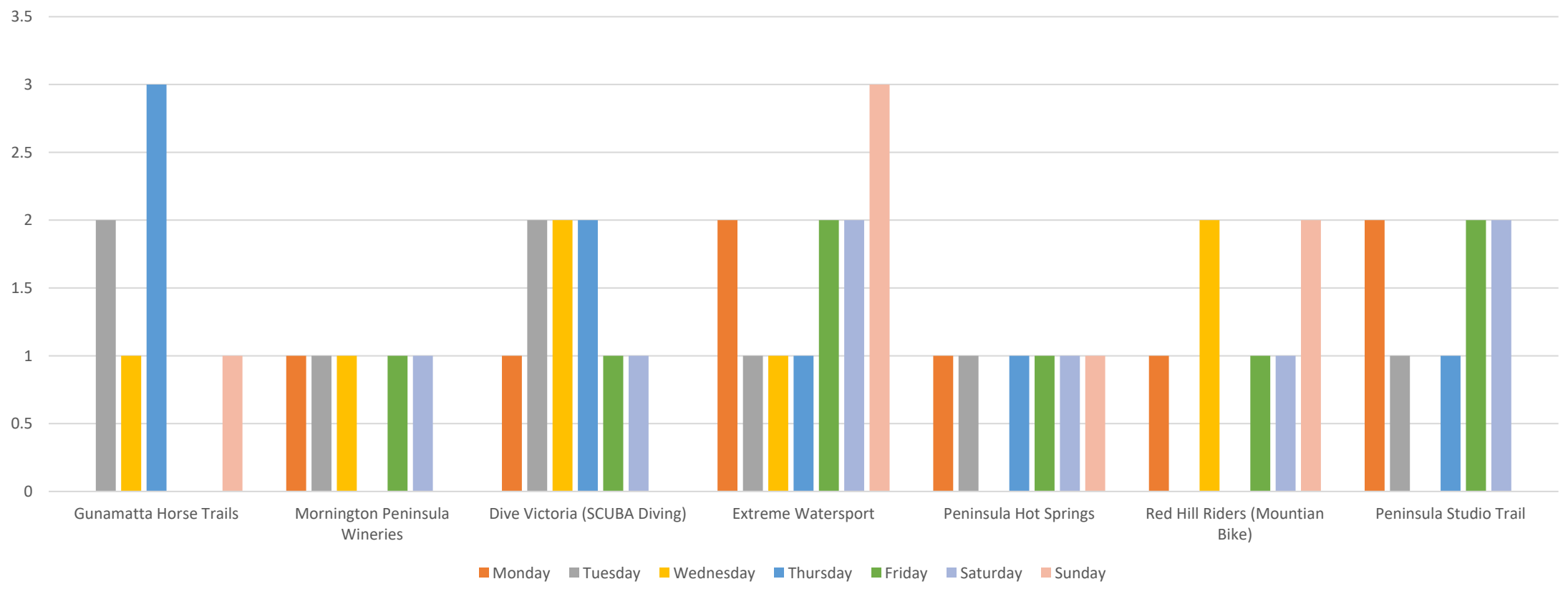
We can use the data from the O-Bikes

- To see where campground customers are going and when

- If Amanda cannot impact the number of local events, she can partner with other local businesses to increase her occupancy rates
  - However, she needs to determine which potential affiliate is a good fit.

- Amanda summarised O-Bikes data tracking customer shop visits
  - The data was summarised for the previous 12 months.
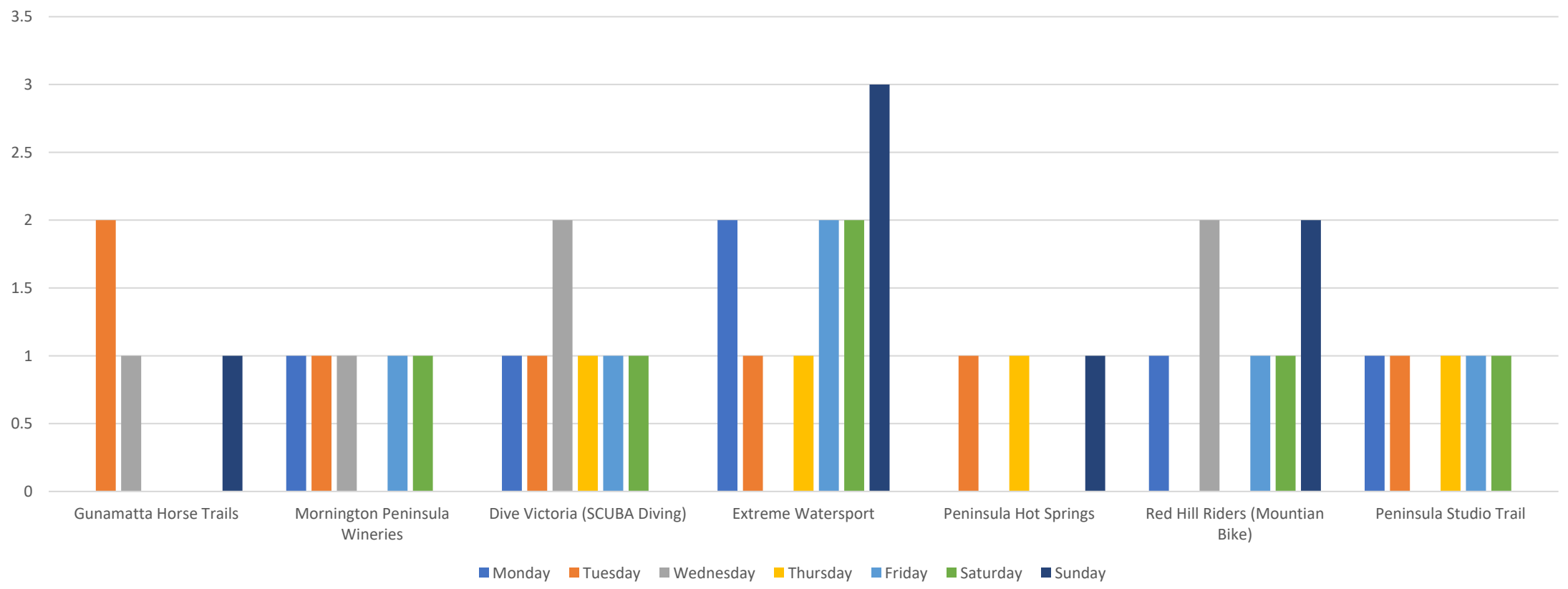 - Males and females are also summarised, but not age

O-Bike Data - Male

Male O-Bike Riders Visits to Potential Affiliates

Legend: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

O-Bike Tracking Data Summary

- More visits by males compared to females
  - Peninsula Hot Springs
  - Peninsula Studio Trail
- More visits by males, with noticeable female interest
  - Gunnamatta Horse Trails
  - Dive Victoria
- Visited by both males and females about the same
  - Mornington Peninsula Wineries
  - Extreme Watersports
  - Red Hill Mountain Bike Riders
- Some of the findings seemed a bit counter intuitive

Why is this information important

- This is some of Amanda's 1st Party Data
  - This can be used for customer insights
  - Help personalise website and ad content
  - Help to predict future patterns
- We have some basic segments to start marketing to
  - Couple activities. Some active, Some passive
  - Males looking to arrange activities that women also participate
  - Males arranging activities to take females (romantic activities)

How can we help Amanda

- We now have an idea of who to contact for their customer database

- We can now negotiate for their 1st Party Data

- Any affiliate 1st Party data is considered Amanda's 2nd Party Data

- We can use 2nd Party data to
  - Gain audience insights
  - Predict future patterns
  - Personalise website and ads

- Amanda is now starting to use data as a commodity to trade

We can use Social Media Metrics

- Social Media have unique user ID, based on their registration details
  - Each of these can form a profile of interactions (likes, follows, clicks etc)
  - As the account registration details have known data attributes
    - Specific Audience Categories and Segments can be developed
- These can help us to target specific messages based on platform

Best times to target marketing channels (1)

- Facebook
  - Better off posting towards the end of the week.
  - 18 % better engagement Thursdays and Fridays. 32% better engagement on weekends
  - Best times to post are between 7.30am and 8.30am, 12pm and 2pm and 4.30pm and 6.30pm.
- Twitter
  - Engagement for brands is 17% higher on weekends
  - Click-through rates are highest midweek on Wednesdays and on weekends.
  - Best times to tweet include 8am – 9.30am, 12pm – 2pm and 4.20pm and 5.30pm
  - Retweets are highest at 5pm
- LinkedIn
  - Is more business focused than any of the others and more likely to also be visited during the day
  - Should consider posting at the start or the end of the working day

Best times to target marketing channels (2)

- Instagram
  - More than 35% of photos are posted after 6pm. 6.17% of posts appear at midnight.
- SMS Messaging
  - One of the most immediate channels available, with an open ratio of 97% within 15 minutes of delivery.
  - less is more – with success coming from just 4-6 SMS messages a month.
  - mobile phones are used most between noon and 6pm – the best time to send a sms marketing campaign is mid-late afternoon.
- Email
  - Only 20% of emails actually get clicked on.
  - receives better response when sending out up to 30 campaigns a month.
  - Tuesdays and Thursdays are the best days to send out e-mails and
  - optimal time is 2pm

How can we help Amanda

- To make it appear like Amanda is doing 1:1 marketing and personalising her messages to a specific audience member
- We could align O-Bike visit data with message platform times
  - We can send a Facebook Ad on Friday afternoon about Peninsula Spas to Males
  - We could send a tweet about SCUBA Diving on Wednesday morning and afternoon to both Males and Females
  - We could send out emails on Tuesday afternoon to new customers suggesting offers and discounts at the campground and affiliates
- We could also use retargeting to display ads to potential customers when they have interacted with the site, ads or social media platforms

Unknown to Known

- When tags are implemented onto a website for a platform
  - Every interaction can be recorded
  - Every interaction can be attributed to a unique ID
  - The ID can be tracked across other websites and advertisements
  - This ID will build up a profile
- However, until particular identifiable attributes are captured
  - The ID will only be a list of interactions
- By aligning and optimising
  - Website landing pages
  - Advertisement collateral and assets
  - Message delivery platform and timing
- There is a greater chance of Conversion (completing a booking form)
  - With the ID being associated with a person
  - Converting from unknown to known

Find More Customers with 3rd Party Data

- Each unique ID will have a profile of interactions
- Many ID's will have similar interactions that can be
  - Categorised and separated into segments
- Data Aggregators
  - Purchase 1st Party Data from a wide range of data providers
  - Usually specialising in a particular industry
  - Find commonalities in interactions
  - Onsell the segment data
- If Amanda uses this data, it will her 3rd Party Data

Applications

Aggregated Data

Using 3rd Party Data

- Can be used for
  - Extending audience reach
  - Combine with our 1st party data to generate better insights
  - Increase precision in Targetting (Ad platforms particularly)
  - Discover new audiences

- Good to know…
  - Not all sources of the data are known
  - Categories and attributes may be inferred, not observed
  - Different Aggregator supply different Categories / Segments
    - Make sure you purchase from an appropriate aggregator
  - The data can be considered large scale Big Data

Applications

Aggregated Data

Thank You

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