



Details by Customer

Connoisseur Camp

Theme : Learning, Enjoying, Bonding & Networking

Target : Families with parental age 27 - 40 having children aged between 10-14 years

Admission : On a select criteria

Venue : 5star hotel/resort

Saturday & Sunday of every week launching during the last week of April & ending last week of May.

Families per batch : 15 - 20

Content Strategy

1. Identify target audience interests:

- a. Conduct market research: to understand the interests and preferences of the target audience, such as their hobbies, favourite vacation destinations, and values related to family bonding.
- b. Use this information to create a buyer persona that reflects their behaviour, likes, and dislikes.
- c. Based on this persona, create content that resonates with their interests and provides value.

2. Develop a content calendar:

- a. Create a content calendar: that outlines the topics, themes, and events that will be covered in the lead-up to the camp. This calendar should include a mix of blog posts, social media posts, videos, and other content types that promote the event, educate attendees, and provide value. Consider major holidays and events that may impact the audience's attention or schedule. Include a mix of content types, such as blog posts, social media posts, videos, and email marketing campaigns.

The calendar will cover the following topics:

- i. Pre-event promotion: Create excitement for the camp by sharing teasers, camp details, and testimonials from previous attendees. Offer early-bird discounts for those who register early.
- ii. Keynote speaker and expert highlights: Share information about the keynote speakers and experts who will be presenting at the camp. Create interview videos, feature articles, and social media posts to promote their expertise and credibility.
- iii. Family bonding activities: Share ideas for family bonding activities that attendees can enjoy during the camp. Create videos, infographics, and blog posts to highlight the benefits of spending quality time with family and the fun activities that will be offered.
- iv. Testimonials: Share testimonials from previous attendees who have enjoyed the camp experience. Highlight their positive experiences and the benefits they received from attending.
- v. Event details: Share the schedule of events, camp maps, and other logistical details to help attendees prepare for the camp. Create easy-to-read and visually

appealing infographics and other visual content to convey important information.

3. **Develop Blog Content:** Develop 2-3 blogs on the camp or company website where informative and engaging content can be posted.

Below are the topics covered in the blogs:

- a. Benefits of family bonding
 - b. Tips for getting the most out of the camp
 - c. Keynote speaker spotlights
 - d. Fun activities to do with family
 - e. Testimonials from previous attendees
 - f. Interviews with keynote speakers
 - g. Valuable Insights
4. **Social Media Content:** Use powerful and impressive social media content to promote and market the camp. Create engaging content that highlights the unique features of the camp. Share stories and testimonials from previous attendees, and use relevant hashtags to increase reach. The social media strategy includes:
 - a. Behind-the-scenes photos and videos of the camp facilities and activities
 - b. Fun facts about the camp
 - c. Interviews with keynote speakers and experts
 - d. Contests and giveaways
 - e. User-generated content from previous attendees
 - f. Teaser videos, images, and posts that showcase the fun activities
 - g. Benefits of attending the camp
 - h. Unique features of the camp
 - i. Keynote speaker spotlights
 - j. Industry trends related to family bonding
5. **Video Content:** Create high-quality videos that feature families enjoying different activities at the camp, such as outdoor games, talent shows, and family bonding exercises. These videos can be posted on social media, the website, and used in targeted ad campaigns.

Video Content should be around the below:

 - a. Camp highlights reel
 - b. Testimonials from previous attendees
 - c. Videos of keynote speakers and experts
 - d. Interviews with camp staff and organisers
 - e. Promotional videos for social media and advertising campaigns
 6. **Email Marketing:** Email campaigns to reach out to potential attendees and keep them informed about the event. Develop a targeted email marketing campaign that includes newsletters, event reminders, and exclusive promotions for subscribers. The variations of email marketing for the camp includes:
 - a. Early-bird registration offers
 - b. Updates on keynote speakers and events
 - c. Testimonials from previous attendees
 - d. Special discounts for subscribers
 - e. Exciting Newsletters
 7. **Infographics:** Create visually appealing infographics that highlight the benefits of attending the camp. The infographics should be shared on social media, the website, and in email campaigns. The infographics would be around the below:
 - a. Statistics and facts about the benefits of family bonding
 - b. Schedules and event maps
 - c. Facts about the camp

- d. Visual guides for camp activities
 - e. Interesting catchy facts for camp posters and banners
- 8. Collaborations:** Collaborate with influencers, and relevant parties as collaborators to create engaging content that promotes the event and provides valuable insights to the audience.

Collaborate with

- a. Parenting Bloggers
- b. Lifestyle bloggers
- c. Social media influencers
- d. Relevant brands, to reach a broader audience.

Few promotions that should be planned

- a. Social media takeovers
- b. Sponsored posts and reviews
- c. Guest blogging opportunities
- d. Joint giveaways and promotions