

CASE STUDY

CAROLINAS ASSOCIATION OF RV PARKS & CAMPGROUNDS

THE OBJECTIVE

CARVC (Carolinas Association of RV Parks & Campgrounds) created a new website for "Camping Carolinas" <https://campingcarolinas.com/>. They wanted to brand their website to campers that frequented the campgrounds in North & South Carolina as a resource to use when travelers were planning their trips, steer them towards the campgrounds, and drive them to other members of their association's businesses.

THE SOLUTION

We developed a multi-tactic campaign to reach their target audience and drive traffic to their new website. First, we ran a local look back campaign targeting the travelers that had visited campgrounds, RV dealerships, and camping stores in North & South Carolina during the previous year's camping season. We drew geofence locations around each of these locations and pulled the IP records of all of the mobile devices that had entered them during the camping season the previous year. We were then able to match the IP addresses to a list names and addresses. We used the addresses to target these individuals inside their homes on all of their connected devices through addressable geofencing. We also used the names of these individuals to target them on social media and as well as a lookalike audience we created based off the list. We then tracked the campaign by gaining access to their Google Analytics and setting up conversion zones for the addressable geofence traffic around each association member's campgrounds.

CLIENT TESTIMONIAL



Our goal was to create brand awareness and drive traffic to our revised website, [CampingCarolinas.com](https://campingcarolinas.com/), for our member businesses. We chose to work with Influence Digital because of their experience and knowledge in the digital media realm, they provided insight to our Board, excellent customer service, and effective strategies tailored to our organization's budget.

Carolinas Association of RV Parks & Campgrounds



THE CAMPAIGN RESULTS

HERE ARE THE RESULTS WE WERE ABLE TO TRACK:

26%
OVERALL TRAFFIC

Of the **23,363 Users** that visited their site during their campaign, **5,761 (26%)** of them came directly from their campaign.

23%
NEW TRAFFIC

Of the **22,228 New Users** that visited their site during their campaign, **5,145 (23%)** of them came directly from their campaign.

42%
INCREASE

Over the past 6 months, compared to the prior 6 months, their overall Users to the site increased by **138.69% (13,575 Users)** - **42%** of which came from their campaign.

38%
INCREASE

Over the past 6 months, compared to the prior 6 months, their New Users to the site increased by **137.29% (13,439 New Users)** - **38%** of which came from their campaign.

22.93%
INCREASE

Over the past 6 months, compared to the prior 6 months, their organic traffic increased **22.93%**

93.09%
INCREASE

Over the past 6 months, compared to the prior 6 months, their direct traffic increased **93.09%**

283
VISITS

283 people who interacted with the campaign visited campgrounds in their association.

Overall, the campaign was a success! We increased traffic to their site and the campgrounds of their association members. We influenced the brand overall by driving their organic & direct traffic up and delivered the results they were looking for.

UPDATE!

In the same time-period for year two of this campaign we have been able to track over **1,600 VISITS** to the campgrounds associated with CARVC!