

2021

Engagement
Strategy

GOAL:

BOOST SUMMER CAMP REGISTRATIONS
FROM _____ TO _____

CAMPAIGN + TIME FRAME:

OUTBOUND STRATEGY
FROM _____ TO _____

1. IDENTIFY YOUR TARGET AUDIENCE

Possible Target Audiences

- Past program/childcare participants
- Registered for camp last year but not this year
- Active family members with school-age children

2. NAIL YOUR POSITIONING

Possible Outcomes to use in Positioning

- Increase enrichment and learning opportunities for children
- Find a safe environment for children during COVID-19
- Decrease the time their children are spending in front of screens

3. DETERMINE OUTBOUND CHANNELS

Possible Channels to use in Campaign

- Have a program director personally call a family
- Send direct mail or emails with coupon code for camp registration

4. REPORT, ITERATE, AND IMPROVE

Options for Reporting

- Use insights and analytic tools, like an email analytics or conversion analytics report, to identify which of your marketing efforts were most effective

NOTES FOR NEXT CAMPAIGN: