

# Camps Rock

Mini-report  
“How Parents Find  
Summer Camps”

**camps  
rock!**

# How Parents Find Camps

## Did you know?

*Less than 5%*

**of parents make their summer camp choices based on an advertisement, both online and print ads combined?**

Last year we did an awesome parent survey... 22 questions posed to hundreds of parents all around the Midwest and Southern regions of the United States.

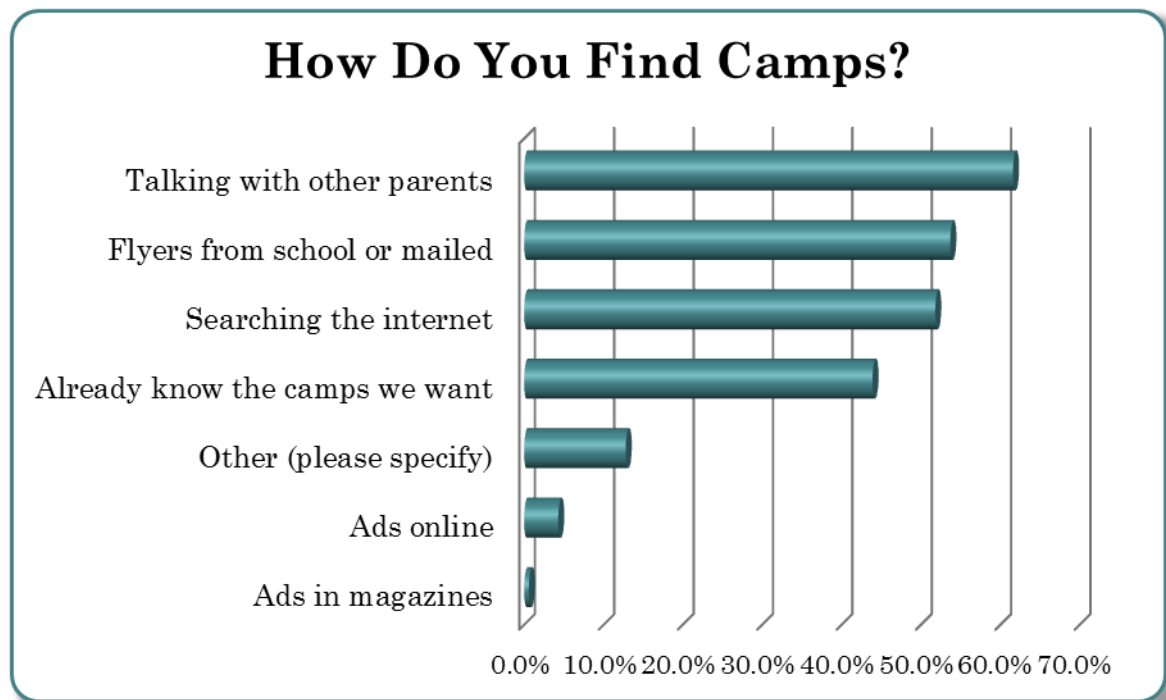
Let me tell you... a parent survey is an excellent way to get great feedback on how YOU can best serve your customers.

In this mini-report we're going to tell you just a few things about our report results, specifically about ***how parents find the summer camps*** they ultimately decide to enroll in. We'll draw some conclusions, but I know you will also have your own thoughts and theories about how this information might help your business

# How Parents Find Camps

Parents were asked....

How do you find out about summer camps?  
They were allowed to select their top three choices.



Ok, this chart blew me away, and I'm sure it will grab your attention too, because right here we have quantitative proof of two places you can eliminate marketing expenses. Look at how many people consider ads in magazines as a source for summer camp information! Ads online fared almost as bad as ads in magazines.

Also note, parents could select up to three items on this list! **They still did not pick** magazine and online ads as a possible source!! Those didn't even make their top three.

# How Parents Find Camps

Here are the rest of the details...

“How do you find out about summer camps”

Top three choices:

Talking with other parents	61.6%
Flyers home from school, or in the mail	53.7%
Searching the internet	51.8%
Already know about the camps we want - been there before	43.9%
Other (please specify)	12.8%
Ads online	4.3%
Ads in magazines	0.6%

One of the most exciting bits of information here is the almost 62% of parents gathering information from other parents. That means, if you can get engrained in a family's summer plans... in other words they would not think of summer without including your camp... you can spread the word for FREE through those parents to the parents of other kids.

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The third highest choice ....

(and it was a close race for 2nd & 3rd place)

Parents are ***searching the internet*** to find summer camp information. This is where **Camps Rock** will become more and more a part of every family's summer planning routine.

As a Matter of Fact... it is our goal that parents won't dream of starting their summer camp planning without visiting Camps Rock first. Camps Rock is a vertical directory; imagine Google, but specific to summer camps. This is why we believe we're on the path to be the absolute easiest way for parents to find your camps.

The logo for Camps Rock is displayed within a teal square border. The word "camps" is written in a teal, lowercase, sans-serif font. Below it, the word "rock!" is written in a green, lowercase, sans-serif font, with an exclamation point at the end.

# How Parents Find Camps

## Summary

- ◆ Almost 62% of parents are talking with other parents about camp choices
- ◆ Less than 5% are looking at ads, and of that amount less than 1% are looking at print ads
- ◆ 52% are searching the internet for camp information

### **A few conclusions from this information:**

- ◆ You need to be part of the parents' camp conversations!
- ◆ Stop spending money on print ads; cut back on digital ads as well
- ◆ Make sure your SEO is spiffed up, and you've got really strong presence on the internet

**What other conclusions might you draw specific to your own camp?**