

**WHAT ARE
MORE BOOKINGS
& MORE EXPOSURE
WORTH?**

MONTHLY MARKETING PACKAGES

QUEENSLAND PARKS DEALS

HOLIDAY
BRANDS

holidaybrands.com.au

WHAT ARE MORE BOOKINGS WORTH TO YOU?

MONTHLY MARKETING PACKAGES

THE BENEFITS:

- We're specialist Holiday Park marketers.** We know how to reach your ideal guests & get you more bookings.
- You get bigger results, faster.** Because we use the insights we've gained from working with lots of parks to ensure you don't need to test & try different methods before you start seeing **increased exposure & more bookings**.
- It saves you cost (and TIME!)** not having to hire in-house staff, pay wages and super, purchase design standard software, computers and resources and 'find work' for someone to do.
- We have expert skills** - with a small extra support team so you get the benefits of hiring 2-3 experts for 1 cost instead of trying to find someone with all the advanced skills you need to make sure it's done properly.

OPTION 1 MOST POPULAR!	OPTION 2	OPTION 3
Marketing 101	Social Growth	Marketing PRO
<p>If you're wanting more bookings & greater exposure for the best value, this is your option!</p> <p>WHAT TO EXPECT:</p> <ul style="list-style-type: none"> • More social followers • More website & booking traffic • More exposure with new travellers • Social updated regularly • Best engagement & reach • Front of mind with return guests • A strong & recognised brand • Better search rankings (SEO) for your website • Website updates & maintenance • Help when you need it (ad hoc) <p>This option includes all the basics of marketing to ensure your park brand is kept up to date and is engaging with your guests in the most effective ways.</p> <p>This includes everything from the Social Growth package (writing and sharing of content, plus social ads & growth) - plus ad hoc graphic design (posters, brochures, ads etc as needed), regular email marketing, website maintenance and content writing, and organic SEO assistance.</p> <p>This includes:</p> <ul style="list-style-type: none"> • Social content written & scheduled - 3-4 per week on Facebook & Instagram. • Social ads to grow audience & reach more travellers - 2 campaigns, up to 6 creatives - Likes objective - Website traffic objective • 1 thoughtfully written content/blog piece for your website every 6-8 weeks to maintain SEO, engage guests, and share on social and in email newsletters. Optimised for SEO and relevant to your location & guests. (Such as things to do itinerary, local feature, staff profile etc) • Graphic design support (up to 2hrs p/m) • 1 Email campaign every 8 weeks - designed, linked to content piece on website, promoting your bookings or deals, sent to database (segmented if necessary). Must provide platform (RMS, Newbook or Mailchimp) <p><i>Does not include ad spend (recommend a minimum of \$250 per month)</i></p>	<p>Cover your social basics to ensure you're getting the most engagement & exposure for the littlest effort.</p> <p>WHAT TO EXPECT:</p> <ul style="list-style-type: none"> • More social followers • More exposure with new travellers • Increased website traffic • Social updated regularly • Maintaining engagement & reach <p>If you're just wanting to keep in front of your audience because you know social is important, but your focus isn't on guaranteed bookings or you want to manage more of your marketing in house, this option is for you.</p> <p>This option populates your social media channels (up to 2 platforms) with regular posts. We'll find and write content, research where needed and plan your content to make sure posts are engaging & going out!</p> <p><i>We use industry advanced scheduling software to coordinate & schedule your content.</i></p> <p>This includes:</p> <ul style="list-style-type: none"> • 3-4 posts per week for Facebook and/or Instagram • Content creation, copy writing. Researching, scheduling & hashtags • Extra Ad hoc posts for special events or dates & seasons • Any required graphic design of posts in branded style. • 2 Ad campaigns reviewed monthly for performance with up to 6 ad creatives (Likes objective) <p><i>This doesn't include pre-approval of content. We write and schedule content based on the formula we find works best for your park & audience. We aim not to post anything controversial, political, or offensive and we stick to neutral content that's informative or relevant. If you would like us to draft and proof content in advance for proofing, this incurs an additional \$220 charge. (First month content is proofed no charge) Does not include ad spend (recommend a minimum of \$150 per month)</i></p>	<p>This option includes everything from option 1 & 2, but boosts your outcomes with Google ads & My Business listing, plus more regular content for your website, and photography services to fill your social content.</p> <p>WHAT TO EXPECT:</p> <ul style="list-style-type: none"> • Everything from Option 1 • Maximum exposure • Increased website & booking traffic • Best organic SEO • To be ahead of your competition! <p>In addition to everything in the 101 package, this includes Google ad design and account setup, campaign setup with creatives, targeting, & regular optimisation.</p> <p>This covers the management of anywhere up to \$1000 p/m in ad spend. (Ad spend not included) It also boosts your website content to 1 post every month instead of 6-8 weeks for better SEO, and management of your Google My Business profile for posting & review responses.</p> <p><i>We use sophisticated ad analysis software with artificial intelligence to ensure you get better & quicker results for your ads, rather than the traditional agency method of trying to analyse statistics to make educated guesses. Our ad platform has analysed more than \$1b of ad spend to ensure you get better results for your advertising.</i></p> <p>This includes:</p> <ul style="list-style-type: none"> • Option 1 inclusions • Option 2 inclusions • Google ad campaigns, creation, targeting, & management • Faster optimising of ads using AI • Website content posts every month for better SEO • Management of Google My Business profile - posts, images & reviews • Cost only photography for when you need more social content (we provide unlimited photography & drone images/video for only the cost of travel to see you) <p><i>Does not include ad spend (recommend a minimum of \$500 per month)</i></p>
<p>CARAVANNING QLD 9 MONTH MIN. \$1270+gst</p> <p>6 MONTH TERM \$1890+gst</p> <p>12 MONTH TERM \$1650+gst</p>	<p>CARAVANNING QLD 9 MONTH MIN. \$690+gst</p> <p>6 MONTH TERM \$1490+gst</p> <p>12 MONTH TERM \$1270+gst</p>	<p>CARAVANNING QLD 9 MONTH MIN. \$2150+gst</p> <p>6 MONTH TERM \$2590+gst</p> <p>12 MONTH TERM \$2390+gst</p>

Prices quoted are ex Gst, and valid for 14 days.

Does not include ad spend or account setup.

Minimum 6 and 12 month terms are to ensure you see results.