

HOW TO **MAXIMISE** **CAMP** BOOKINGS

Expert Insights From
Charlie Hiscox at uSports



Hey Holiday Club Owners!

It's no secret that we are big fans of holiday clubs here at ClassForKids. We are on a mission, not just to give club owners an excellent booking and management software for their camps, but to inform, educate and help club owners to grow their camps too! That is why we've asked successful holiday club founder and director, Charlie Hiscox from uSports, to reveal his very best online and offline marketing tips for getting more bookings for holiday camps!

"I founded uSports in 2017 and since then, we have grown to provide thousands of children with the opportunity to have a positive experience with sport on a weekly basis. In this blog I want to let you know how you can do the same by boosting the number of bookings at your children's holiday camps."

- Charlie Hiscox from uSports



Online Marketing for Camps

Getting your online marketing right can make a great impact on your holiday camps. Why? Because most parents spend a significant amount of time online! These are some of the most common questions I get from other club owners about online marketing:

Paid Advertising

Where & how do I create paid ads?

At uSports, we use Google Ads & Meta Ads. Both are fantastic resources but both can also be very confusing to decipher! If you aren't super confident when it comes to tech, I'd recommend watching ClassForKid's helpful webinars or testing the waters by boosting your social media posts first.

[Watch Webinar](#)

How much should I pay?

You will often be recommended budgets on these platforms, remember that you should keep in mind the size of your business and your own budget. Try with a small budget in the first instance and you can always increase it over time.

How do I know if it's worth it?

Make sure to regularly track and optimise your adverts to make sure they remain relevant to your camp. It is also good practice to keep track of how people heard about you to see if anyone mentions your adverts. On ClassForKids you can add bespoke registration questions and one of ours asks 'How did you hear about us?' It is one of our most useful marketing tools!

Utilising Social Media

With everything that we post on social media, we try to provide our audience with posts that will interest them and just a sprinkling of sales. These are the key things to ask yourself about each post:

1. Does it entertain?

2. Does it educate?

Focusing your social media feeds on these two questions allows you to create a platform that is engaging for your audience. Why is this important? If your feed is filled with just sales content asking parents to book onto your camp, it isn't going to keep their attention. Instead, you need to make your page one which parents want to follow. Then, by building that trust, you can add in posts which directly encourage parents to book on to camps.

Social media allows you to build rapport with a far larger number of parents than you could personally. Ultimately, the key to social media is consistency so make sure your social media feeds are regularly updated. Get more tips on how to use Instagram and Facebook to grow your business over on the ClassForKids blog!

[Check Out Our Blog](#)



Don't Forget **Your Website**

Your website should be easy to understand and should give parents all the information that they need. You can have a fantastic marketing plan but if parents end up on a webpage that looks unprofessional or is difficult to understand, they are likely to leave and book elsewhere. Here at uSports we have developed our own website, however, if you are not very confident with IT, I would highly recommend that you invest in a professionally built website. I've found that it can really help you to stand out from the crowd.

With your website you need to again just ask yourself two key questions, this time:

1. Does it build trust?

2. Does it sell?

Parents need to be encouraged to book. They need to be able to do so easily and they want to be reassured that what they are booking is the best option for their child. Take some inspiration from the **uSports website** to see what you could include in your own site to make the experience user friendly.



Invest in a **Good Booking and Management System!**

Just like having a good website, you need to make sure that you have a good booking system to make the user experience as seamless as possible! At uSports, we have been using ClassForKids since the very beginning.

For us, the main reason that we use ClassForKids is that it is clearly designed with ease of use in mind. Whether you are a parent making a booking, a coach taking a register or an administrator creating a booking link; the platform is easy to use and clearly built with the children's activity provider sector in mind. It sounds simple but trust us; we have seen a lot of platforms in our time which just don't meet even the basic requirements!

There are so many excellent features of ClassForKids which help us to run our holiday camps that I could go on, but two of my favourite features are:

- **Simple Discount Codes:**

The platform allows you to enable automatic sibling discounts and create unique discount codes. These codes are trackable, letting you see their usage and measure the effectiveness of marketing campaigns linked to them!

- **Quick Process For Changing Days:**

Plans change, sickness bugs strike & sometimes camp bookings need to be moved! ClassForKids allows you to easily change a parent booking from one day to another which allows you to offer flexibility to your customers; something which I have found invaluable!



Camps **Offline Marketing**

Some of our most effective marketing strategies are related to offline marketing and it really doesn't have to be complicated. So, I won't make this advice complicated for you: offline marketing is about making sure people know you. So how can you get people to know you? These are some quick and easy offline marketing tips I use:

Print marketing

- 1. Paper flyers:** They still go a long way! Try and get schools and other collaborators to hand one out to every child
- 2. Banners:** Speak to your venues or other private venues to get banners put up in prominent locations
- 3. Branding & merchandise:** Get the visual of your brand into everyday life: if you have a vehicle get it professionally wrapped, give out prizes with your logo, ensure your staff are wearing professional and distinctive uniforms and have merchandise on sale for parents and kids.
- 4. Events & popular local areas:** Where do parents go in your area? Get to those locations with flyers on a busy afternoon and build awareness of your brand.



Word of Mouth

By far, the main way that people hear about our camps is either through friends or school. If you can build trust with your current customers, you will see a natural snowball effect. We are in a very personable industry where people want to know that you are someone that they can trust.

This strategy is simple; make sure that people are receiving the service which they expect or better! It is all well and good building up an excellent marketing strategy to bring in new customers, but if those customers then have a poor camp experience, they aren't going to come back! Don't forget that you are also selling to your current customers, not just new ones. There is no point in bringing in 100 new customers if you are losing 120 because the standard isn't up to scratch!

Top Tip: Encourage Google Reviews from your current customers. The reviews will do the work for you and will reassure parents that you are a good place to send their children.



There You Have It!

And there you have it! If I was to give you just one piece of advice on how to boost the numbers on your camps, it would be this: stay consistent. Make sure that you are balancing your marketing across all of the areas mentioned above, it is the combination of all of these strategies that will lead to the best results.



How ClassForKids Can Help You **Run Your Sports Club** with **Confidence?**

- ✓ Use the waiting list function to test your market in new locations.
- ✓ Be listed on the ClassForKids Discovery Website with 800,000+ parents visiting.
- ✓ Regulate the monthly payments with the Subscription function.
- ✓ Saving 10+ hours a week on managing bookings, registers, payments, and parents communication in ONE platform.

Ready to take your business to the next level?

[Get In Touch With Us](#)



"I love this booking system. The team got me set up really quickly and were there to answer all my questions. I find it really straightforward and my parents love the Apple Pay option. I can send emails out in mass and txt invoices..." – **Janine, Big Kids Little Learners**