



Marketing Checklist

How to market your glamping business

A Checklist & Guide

*On how to market your glamping business efficiently.
Covering all bases of the business.*



Getting Started Online Checklist:
Your Website



Intro to Social Media Marketing



Tips on How to Increase Your Online
Bookings

...and much more!

1. // *Who Are Glampitect?*

Glampitect are the only specialist glamping site designer in the UK. Glampitect design sites and submit planning applications for clients throughout the UK. The owners, Calum and Ali also own North Coast 500 Pods, winners of the 2019 Best Glamping Award, meaning they've seen it all & can mentor clients from earliest idea all the way through to successful glamping business. A great resource for any potential glamping site owner.

What follows is a free checklist for those who are wanting to improve the marketing for their glamping business along with an information pack containing: why social media is a useful tool for your business and what you can use to increase your bookings.



2. // Free Checklist

Ready to begin your glamping business? Have you considered any marketing strategy?

Before you start, consider that this is simply the most important part of your glamping business. Here is a checklist to help you in covering all the bases when it comes to marketing your glamping business.

[Click Here To Download A Print Friendly Version!](#)

To Do:	Step Completed?
Website: Is your Homepage engaging? Websites have now become a storefront where customers can 'window shop'. Ensure that your Homepage for your glamping website is interactive and engages your target audience.	
Website: Is it Easy to Navigate? Do you have links to your booking system? Do you have links to your social media pages? Your website must be easy to navigate for the user with all your links working.	
Website: Do you have pictures and other engaging content? Pictures of your glamping site and blogs will boost your website's traffic. Extra content such as blogs are also a great way of giving your target audience a more unique experience	
Google Analytics This is a fantastic tool that can monitor your website's traffic. With this, you can see what users are engaging with on your site and what they aren't. Ultimately helping you tailor your business to become bigger and better.	
Google Search Console This tool helps you understand why your site is doing so well (or not). This tool can aid your sites Search Engine Optimisation (SEO), allowing you to see what keywords you can use to drive traffic.	
Google My Business Here you can manage the information that Google users find when they search for your business. When customers search your location on Google Maps have your website, opening hours, and street address verified by this tool.	
Search Engine Optimisation (SEO) Put simply this is how you optimise your website within a search engine. To improve this you can increase the use of keywords that are trending within your website as well as creating professional content that is deemed relevant.	

3. // Social Media

In order for a business to reach its full potential, it is almost a necessity to use social media or at least an online platform. With the Association of British Travel Agents finding that the majority of holiday bookers in the UK booked online it is clear that an online presence can drive up sales massively.

With this in mind, the first point of contact that users may find your business can be via social media. If you put time and effort into these platforms, social media could become a fantastic gateway to generating more revenue for your business.



3.2 // Instagram

Where your business can come to life. With over a billion users on Instagram, This app can showcase your business through professionally taken photos and videos to thousands of users a day. Using the explore feature and hashtags, a well-taken photo or video could become viral in the glamping community overnight. Having up to date information of what you offer along with high-quality pictures can be perfect when you want to make a statement by using little to no text. They say a picture is worth a thousand words, here is your chance to prove that by taking breathtaking photos of what your site can offer.

Facebook 3.1

For those in the glamping business, Facebook could be used to become your main source of gathering potential customers. In order to do this, you must be as interactive as possible. While it has been shown that engagement on Facebook is down, it is those who are the most interactive that get the most engagement back from their followers. Posting consistently with quality content can drive engagement on your posts up, also linking these posts to your business website page will, in turn, drive traffic to your website.

Facebook is also a fantastic method of posting a competition or presenting offers to potential customers. Offering a night in your glamping site by asking participants to share, follow and tag others to your page spreads your name and your business positively. Those being tagged or those seeing the shared post will see your businesses ethos, the more people seeing your brilliant offers the better! Using Facebook as a marketing tool is a no-brainer right?

4. // How To Increase Bookings

Here is a list of this of things that you can do to boost sales for your glamping business:

Use a Channel Manager

A channel manager is a service provider that links all the online platforms that you are advertising on such as Booking.com and Airbnb. This can become a central management system for all of your booking platforms.

Using this can be a major timesaver in the long term for your business and can also improve your customer's experience when booking at your site.

[Here](#) you can find the criteria that will show you if you need to use a Channel manager along with some more benefits for its use. If you would also like to see our thoughts on the top channel managers [click here](#).

Social Media Engagement

We have already gone into some depth about the importance of social media interaction. It is important to make sure that you put a substantial amount of effort into your social media channels. 89% of people's purchases are influenced by social media, this should not be overlooked if your objective is to increase bookings.

Blogging & Website Engagement

Having an engaging website that is nice to look at and easy to use will increase bookings. A potential customer does not want to struggle to book with you and you do not want that either. Blogging about glamping is also an effective way to increase engagement. Not only does it keep your business involved in the glamping industry/community, if you post relevant blogs with keywords about what is current in the glamping community it can improve your SEO. This can put you in a higher rank on Google's search engines, making it easier for people to find you. At Glampitect we have a wide range of blogs that can give you an idea of what you can write about to engage your audience. A passionate glamping business will have endless topics to discuss with their audience!

Next Steps

Now you've read the information, it's time to take immediate action!

Feel free to use our resources to gather yourself any more information that might be useful to you.



If these links can't answer your questions, we would still love to help. Drop us an email or a call and we can help answer anything that this guide has brought to your mind.

CONTACT US



0131 202 9002



contact@glampitect.co.uk



www.glampitect.co.uk

Psst, you can click here!

GLAMPitect