

# THE PARK OWNER'S ANNUAL MARKETING PLAYBOOK

By: 5Star.Camp



# THE PARK OWNER'S ANNUAL MARKETING PLAYBOOK

A Month-by-Month Strategy Guide for Filling Your Calendar,  
**BuildingYourAudience&GrowingDirectBookingsAllYearLong**

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Includes: 52 Ready-to-Use Social Media Posts • Email Templates • Google & SEO Quick-Start

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# The Marketing Mindset Shift

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Most campground owners think about marketing reactively — they post something when the sites are looking empty, send an email when they need bookings, and run a promotion when occupancy dips. This approach is exhausting, inconsistent, and far less effective than it could be.

The parks that consistently fill their calendars at strong rates think about marketing proactively — as a year-round system, not a seasonal emergency. They build an audience during the off-season so they can sell to it in peak season. They create content in January that drives bookings in July.

This playbook gives you that system. Month by month, week by week, you'll know exactly what to do, when to do it, and what to say. The goal isn't to make you a full-time marketer — it's to give you a clear, manageable plan that fits into the real rhythm of running a park.

## **The Direct Booking Priority**

Every strategy in this playbook is designed with one overarching goal: more direct bookings. Direct bookings cost nothing in OTA commission (typically 6–15%), give you direct guest relationships, and let you build the loyalty programs and email lists that grow your business over time. Great marketing is your path to more direct bookings.

One important note: you don't need to do everything in this playbook. Pick the strategies that fit your capacity, implement them consistently, and add more over time. Consistency beats completeness every time.

# Part One — Your Marketing Foundation

Build this before anything else

## Your Digital Presence Audit

Before you build, assess what you have. Your marketing foundation is made up of four pillars — and if any of them are weak, your campaigns will underperform regardless of how much effort you put in.

Pillar	What Strong Looks Like
Your Website	Professional photos, mobile-optimized, fast-loading, prominent booking button. Test it on a phone right now. If it looks bad or loads slow — fix this before anything else.
Google Business Profile	Complete listing, 20+ current photos, 4.5+ star rating, response to every review from the last 6 months, accurate hours and description.
Email List	Every guest email address you've ever collected. This is your most valuable marketing asset. If you don't have one — start collecting today.
Social Media Presence	At minimum one active platform (Facebook or Instagram). Posting at least weekly during season. Profile fully complete with booking link.

## Your Core Marketing Assets

Before you follow the month-by-month calendar, create these once-and-done assets that you'll use all year:

### 1. Your Park's Photo Library

- 30–50 high-quality photos of your park: sites, amenities, activities, sunsets, happy guests
- At minimum 5 photos per season — spring bloom, summer activities, fall colors, winter atmosphere
- Vertical (portrait) format for Instagram and Stories, horizontal for website and Google
- Take photos on a clear morning or evening — avoid harsh midday light

### 2. Your Brand Voice

Write 3 sentences that describe how your park speaks to guests. Friendly? Adventurous? Peaceful? Rustic charm? Family-focused? Every post, email, and caption should sound like this voice. Consistent voice = trustworthy brand.

### 3. Your Email Templates (Details in Part Three)

- Booking confirmation email
- Pre-arrival email (3–5 days before)
- Post-stay thank you + review request
- Seasonal newsletter template

#### **4. Your Social Media Content Bank**

Set aside 2 hours once per month to create or gather 8–12 pieces of content (photos, captions, post ideas) for the coming month. Schedule them in advance using Meta Business Suite (free). This removes the daily pressure of 'what do I post today.'

# Part Two — The Month-by-Month Marketing Calendar

What to focus on, what to publish, and what to send — every month of the year

## JANUARY

Off-Season

**Marketing Focus:** Early booking campaign, season preview, list-building

January is when your most loyal guests are thinking about their summer plans. Reach them first with an early booking incentive before they make other commitments.

- Launch your Early Bird campaign: book before [date] and save [X]% on your peak season dates
- Send your first newsletter of the year — recap last season highlights, announce what's new for the coming season
- Update your website with new season dates, pricing, and any new amenities
- Post on social: 'What we're working on this winter' — a behind-the-scenes look at off-season prep builds authentic connection

## JANUARY

Facebook +  
Email

We're officially in winter mode over here — but that means we're already planning something special for this summer at [Park Name]. 🍷 Stay tuned. And if you're already dreaming about your next trip, our early booking deals for [season] go live [date]. Make sure you're on our email list to get first access! [Link to signup]

#campground #rvpark #[ParkName] #summerplanning #earlybird

## FEBRUARY

Off-Season

**Marketing Focus:** Valentine's Day, couples packages, year-round revenue

Valentine's Day and winter getaway marketing targets couples — a high-value demographic that often has more flexibility and disposable income than families.

- Promote a 'couples escape' package — if you have cabin or glamping inventory, feature it heavily
- Gift card push: 'Give the gift of adventure' — Valentine's Day is one of the best gift card windows of the year
- Early bird reminder email: 'Summer spots are going fast — last chance for early pricing'

## FEBRUARY

Instagram +  
Facebook

The best Valentine's Day gift? Time outside with someone you love. 🍷❤️ We have a few romantic escapes left for February and March at [Park Name] — a cozy cabin, a fire pit for two, and absolutely zero obligations. [Link to book or inquire]

#valentinesday #couplesgetaway #glamping #[ParkName] #outdoorlove

<b>MARCH</b> Pre-Season	<b>Marketing Focus:</b> Season opener buzz, booking acceleration, local media
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March is whencamping energy starts to build. People are sick of winter and actively searching for getaway options. Be visible and be bookable.

- 'Weopen in [X] days!' countdown posts on social media — builds genuine anticipation
- Pressoutreach: send a brief 'what's new this season' pitch to local news outlets, travel bloggers, andRVinfluencers
- Earlybooking close: 'Last week for early bird pricing — rates go up [date]'
- Walkyour property, take fresh photos, update all platforms with new season imagery

<b>MARCH</b> Facebook + Instagram	Spring is in the air and we are READY. 🌸 [Park Name] opens for the season on [date] and we couldn't be more excited. We've been working all winter on [specific improvement/new feature] and we can't wait to show you. Early booking pricing ends [date]— don't miss it! [Booking link] #campingseason #springcamping #[ParkName] #openingday #rvlife
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<b>APRIL</b> Early Season	<b>Marketing Focus:</b> Family spring break, shoulder season events, review push
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Spring break is your first peak moment of the season. Even if your peak season is summer, April visitors are valuable — they tend to write early reviews that set the tone for your summer reputation.

- Spring break promotion targeting families within 3 hours of your park
- Launch your first event of the season — even a simple fishing tournament or nature walk
- Begin your review push: activate your post-stay review request email sequence
- Facebook event created for every planned event this season — even if months away

<b>APRIL</b> Facebook	Spring break is just around the corner — and the sites are going fast! 🌿 Bring the family to [Park Name] for [highlight activity/feature]. Kids camp free [or similar offer if applicable], and we've got [activity] planned for the weekend. [Booking link in bio / comments] #springbreak #familycamping #[ParkName] #[State]camping #outdoorlife
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<b>MAY</b> Peak Ramp-Up	<b>Marketing Focus:</b> Memorial Day, maximum visibility, influencer outreach
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Memorial Day is your first high-demand weekend of the year. Be fully booked for this weekend and use the momentum to drive summer bookings.

- Memorial Day 'last spots available' urgency posts as the weekend approaches
- Partner with 1–2 local content creators or RV influencers for the season — offer a free stay in exchange for content

- Create your 'Instagrammable moment' for the season — a decorated fire pit, a swing with a view, as' mores station
- Guest mid-stay check-in program starts: text every guest Day 2 of their stay to ask if everything is great

<b>MAY</b> Instagram	Memorial Day weekend is almost here — and our last few sites just went live for booking. 🇺🇸🍷 We have [specific feature/activity] ready for the long weekend, plus [event if applicable]. If you've been thinking about it — now's the time. [Link in bio] #memorialday #camping #[ParkName] #longweekend #[State]outdoors
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<b>JUNE</b> Peak Season	<b>Marketing Focus:</b> Maximum content output, experience capture, review velocity
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June is your first full peak month. Your marketing job now shifts from 'get bookings' to 'capture experiences' — photos, stories, and guest moments that become your content for the next year.

- Assign one staff member to take 5–10 photos per day with a phone — guests at activities, sunsets, park scenes
- Actively ask guests for Instagram tags and reviews throughout their stay
- Post 4–5 times per week — mix of guest experiences, park scenes, local tips, event recaps
- Send mid-month email to your list: 'What's happening at [Park Name] this summer'

<b>JUNE</b> Instagram	Summer at [Park Name] is in full swing ☀️ Swipe to see what's been happening this week — from [activity] to [event] to the most beautiful [sunset/fishing/view] we've seen all season. If you're visiting this summer — say hi, we'd love to meet you! [booking link] #summercamping #rvresort #[ParkName] #[State]summer #camplife
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<b>JULY</b> Peak Season	<b>Marketing Focus:</b> 4th of July, maximum engagement, fall booking launch
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July is your highest revenue month. Market for the moment AND for the future — launch your fall campaign while summer guests are with you and in love with your park.

- 4th of July content: fireworks, patriotic decorations, family photos — highly shareable
- Launch your fall availability: 'Book your fall foliage trip now' — create urgency for shoulder season
- Summer recap email mid-month: 'Here's what's been happening at [Park Name]'
- Start collecting testimonials: ask happy guests if you can quote them on your website

<b>JULY</b> Facebook + Instagram	Happy 4th of July from our little corner of paradise! 🇺🇸🍷 This is our favorite time of year — watching families make memories around the fire, watching the kids chase fireflies, watching the stars come out over [Park feature]. We're so grateful for every guest who's been part of our summer. [Tag a friend who needs a camping trip!] #4thofjuly #independenceday #[ParkName] #camplifestyle #summer2025
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<b>AUGUST</b> Peak Season Wind-Down	<b>Marketing Focus:</b> Last chance summer, fall preview, off-season strategy
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August is both peak season and the beginning of your shoulder season setup. Back-to-school marketing creates urgency for late summer bookings while you simultaneously launch fall programming.

- 'Last summer weekends' urgency campaign for August bookings
- Fall foliage campaign launch: 'Book your October trip before the leaves turn'
- Summer thank-you email to your full guest list: 'What a season it's been'
- Plan and announce 2–3 fall events: harvest festival, Halloween weekend, apple picking partnership

<b>AUGUST</b> Facebook	Summer is winding down — which means it's time for our FAVORITE season at [Park Name]. 🍂 Fall is absolutely stunning here, and we're putting together our best lineup of events yet: [list 2–3]. Dates are going fast. Here's a look at what we have planned... [link to events page or landing page] <small>#fallcamping #autumnadventure #[ParkName] #[State]fall #campingseason</small>
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<b>SEPTEMBER</b> Shoulder Season	<b>Marketing Focus:</b> Labor Day close, fall content, shoulder season events
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September is an underrated month for campgrounds. The weather is often perfect, crowds thin, and guests who visit in September tend to be the most loyal and repeat-oriented.

- Labor Day 'last big weekend of summer' campaign
- 'September is our secret' campaign — showcase why fall is beautiful at your park
- Run first fall event — a simple harvest weekend or outdoor movie night fills sites cost-effectively
- Guestloyalty email: 'For our returning guests — an exclusive offer for your next trip'

<b>SEPTEMBER</b> Instagram	Real talk: September might be our most beautiful month. 🍂 The summer crowds are gone, the temperatures are perfect, and [Park feature — foliage, lake, trails] is absolutely stunning right now. This is the secret season our regulars know about. A fewweekends left— [booking link in bio] <small>#septembercamping #fallgetaway #[ParkName] #shoulderseason #secretseason</small>
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<b>OCTOBER</b> Shoulder Season	<b>Marketing Focus:</b> Halloween events, fall foliage peak, 2026 early booking
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October is Halloween marketing month — and it works exceptionally well for campgrounds. Family Halloween weekends are among the most consistently profitable shoulder season events parks run.

- Halloween weekend event — themed decorations, costume contest, trick-or-treat, fire pit s'mores
- Fallfoliage peak content — if you're in a foliage destination, this is your biggest organic social moment
- 2026early booking launch: 'Lock in next year's dates before they go'

<b>OCTOBER</b> Facebook	Our Halloween Haunted Campground weekend is almost here! 🎃🍷🍪 Costume contest, trick-or-treat trail, campfire stories, and the most s'mores you've ever seen. This is the MOST FUN we have all year and the kids absolutely love it. A handful of sites left— grab yours before they're gone! [link] #halloweencamping #hauntedcampground #[ParkName] #fallfun #familycamping
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<b>NOVEMBER</b> Off-Season	<b>Marketing Focus:</b> Thanksgiving gratitude marketing, year-end giving, 2026 promo
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Thanksgiving is a natural moment for authentic, grateful content. It's also your best window to build next year's early booking list.

- Thanksgiving gratitude post — genuine reflection on the season and your guests
- BlackFriday / Cyber Monday camping deal — discounted gift cards or booking credits
- End-of-year review of your Google rating — respond to any unanswered reviews
- 2026early bird email to your full list

<b>NOVEMBER</b> Facebook + Instagram	This Thanksgiving, we're grateful for every single guest who chose to spend their precious time with us at [Park Name] this season. 🙏 From the families who've been coming for years to the first-timers who took a chance on us — thank you. You're why we do this. See you next season. 🍷🍪 #thanksgiving #grateful #campingcommunity #[ParkName] #seeyounextyear
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<b>DECEMBER</b> Off-Season	<b>Marketing Focus:</b> Gift card push, 2026 bookings, holiday content
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December is gift card season. It's also your best window for early 2026 booking if you can create urgency around limited peak season availability.

- Gift card campaign: 'Give the gift of adventure' — promote through email, social, and on your website
- 'Top sites for 2026 are going fast' urgency email to previous guests
- Year-in-review post: your best photos from the past season, a heartfelt reflection
- Plan your January content calendar so you hit the new year running

<b>DECEMBER</b> Facebook + Instagram	The perfect gift for the outdoor enthusiast in your life? A stay at [Park Name]. 🎁🍷🍪 Gift cards available in any amount — and they never expire. Whether it's a weekend escape, a fishing trip, or a full week of adventure, we've got something for everyone on your list. Link in bio to buy a gift card! #giftcard #campinggift #holidaygift #[ParkName] #outdoorgift
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## Part Three — Email Marketing Templates

Copy, customize, and send — your complete email toolkit

Email marketing delivers the highest ROI of any digital marketing channel — an average of \$36 for every \$1 spent, according to Litmus Research. For campgrounds, your email list is the most valuable marketing asset you own because you have a direct, commission-free line to guests who already love your park.

### Template 1 — The Booking Confirmation

#### Subject Line

You're booked! Here's everything you need for your trip to [Park Name] 🍌

Hi [First Name],

We're so excited to have you joining us at [Park Name]! Here's everything you need to know before you arrive.

- Your Stay: [Dates] | Site [Number] | [Site Type]
- Check-In: [Time] | Check-Out: [Time]
- Address: [Park Address with Google Maps link]
- Gate Code (if applicable): [Code]

We'll send you a more detailed note closer to your arrival with tips on local spots, what to bring, and what's happening at the park while you're here.

In the meantime — if you'd like to add anything to your stay (firewood delivery, a welcome package, golf cart rental), just reply to this email and we'll take care of it.

See you soon! [Owner Name] [Park Name]

### Template 2 — The Pre-Arrival Email

#### Subject Line

[FirstName], your trip to [Park Name] is in [X] days — here's what to know 🗺️

Hey [First Name]!

Your stay is coming up fast and we're getting excited to welcome you. A few things to make your trip perfect:

- Directions: [Link or written directions — especially important for parks with tricky access]
- What's happening while you're here: [Any events, live music, activities during their dates]
- Our #1 local tip: [One specific, personal local recommendation — restaurant, activity, scenic spot]

- What to pack: [Any park-specific items guests should bring — fishing gear, hiking shoes, bug spray, etc.]

And don't forget — if you want firewood stacked at your site when you arrive, or any other extras, let us know by [date] and we'll have it ready.

We'll have the welcome mat out for you. See you [arrival date]!

[Owner Name] & the [Park Name] Team

## Template 3 — The Post-Stay Review Request

### Subject Line

Onequickthing before your next adventure, [First Name] 🌟

Hi [First Name],

We hope you made it home safely and that you're already planning your next trip!

Having you and your family at [Park Name] was genuinely a pleasure. If your stay was everything you hoped for, we'd be incredibly grateful if you took 2 minutes to share your experience on Google. It makes a real difference for our small business — and it helps other families discover [Park Name] for the first time.

👉 [DIRECT LINK TO GOOGLE REVIEW PAGE]

We truly hope to see you again. Safe travels until then,

[Owner Name] [Park Name] [Phone] | [Email]

## Template 4 — The Quarterly Newsletter

### Subject Line

What'snewat[Park Name] — [Season] [Year] Update 🍂

Hi [First Name],

[Opening paragraph: 1–2 sentences about the season, the park, something genuine and personal about what's happening.]

Here's what's been going on at [Park Name]:

- [Update 1: New amenity, improvement, or change]
- [Update 2: Upcoming event or special offering]
- [Update 3: A guest story or memorable moment from the season — brief, human, warm]

And as a thank-you for being on our list — we're offering [exclusive deal/early access/discount] to subscribers only. [Details and link]

We'd love to see you this [season]. [Booking link]

Until next time. (Owner Name) (Park Name)

# Part Four — Google & SEO Quick-Start Guide

How to get found by guests who don't know you yet

Search engine optimization sounds intimidating but for a local campground, it's actually very manageable. Most of your organic search traffic will come from Google Maps and your Google Business Profile — which is free, and which you control directly.

## Your Google Business Profile — The Most Important Free Marketing Tool You Have

- ✓ Claim and verify your Google Business Profile if you haven't already (search 'Google Business Profile')
- ✓ Complete every field: business name, address, phone, website, hours, description
- ✓ Upload at minimum 20 photos — mix of sites, amenities, activities, and the park at its best
- ✓ Add your primary service: 'RV Park' or 'Campground' as your main category
- ✓ Enable the booking button if your reservation system supports it
- ✓ Post to your profile at least twice per month — Google shows active profiles more prominently
- ✓ Respond to every review within 48 hours — Google rewards engagement

## The 5 SEO Actions That Move the Needle Most for Campgrounds

Action	Why It Matters
1. Google Reviews Velocity	More recent reviews = higher Maps ranking. Your post-stay review system (Template 3) is your #1 SEO action.
2. Local Citations	Make sure your park's name, address, and phone are identical on Google, Yelp, TripAdvisor, and all camping platforms. Inconsistency confuses Google.
3. Website Page Speed	Use Google PageSpeed Insights (free) to test your site. A slow site ranks lower and loses mobile bookings. Fix the biggest issues first.
4. Location-Specific Content	A page on your website titled 'RV Camping Near [City] — [Park Name]' with 300+ words ranks for local search. One page per major nearby city = significant search traffic.
5. OTA Profile Completeness	Your Hipcamp, Campspot, and Google Maps listings drive traffic back to your direct booking page. Complete, photo-rich profiles rank higher on those platforms.

### The One-Hour SEO Audit

Once per month, spend one hour on SEO: (1) Respond to any unanswered reviews. (2) Add 2–3 new photos to your Google Business Profile. (3) Post one update to your profile. (4) Check

that your park appears when you Google 'RV park near [your city]' — if it doesn't, you have a profile optimization issue to address.

## Part Five — 52 Social Media Post Ideas

One for every week of the year — never stare at a blank screen again

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Below are 52 proven social media post concepts for RV parks and campgrounds. Each one is labeled with the best platform and the type of content it should be. Mix and rotate throughout the year.

### Guest Experience Posts (High Engagement)

- A photo of a happy family or guest at your park — with their permission — with a heartfelt caption
- 'We asked our guests what they love most about [Park Name]. Here's what they said...' — quote from a real review
- 'Behind the scenes: what check-in morning looks like for our team' — authentic, humanizing
- A guest's before/after trip transformation — 'Arrived stressed. Left like this.' [photo]
- A staff member spotlight — introduce the person who guests love most
- A returning guest story — 'The [family name] family has been coming to [Park Name] for [X] years'

### Park & Nature Content (High Reach)

- Sunrise or sunset photo with a simple caption — 'Your alarm clock at [Park Name]'
- Seasonal transition photo — 'Fall here' / 'Spring has arrived' / 'First snow of the year'
- Wildlife sighting — deer, birds, fish — always performs well with nature-loving audiences
- 'Our view at 7am today' — a genuinely beautiful shot of the park
- Water feature content — lake, river, pond — always high-performing
- Night sky or star photography — aspirational, shareable

### Educational & Helpful Posts (Builds Authority)

- '5 things to do within 30 minutes of [Park Name]' — local tips, high saves
- 'What to pack for a weekend camping trip' — practical, shareable
- 'The best kept secrets near [Park Name]' — fishing holes, viewpoints, local restaurants
- 'How to choose the right site at [Park Name]' — helps guests, shows your range of sites
- Campfire recipe: s'mores variation, foil packet meal, camp coffee guide
- 'What makes fall camping special at [Park Name]' — season-specific value content

### Promotional Posts (Conversion-Focused)

- Early bird booking announcement with a specific deadline
- Event announcement with date, time, and what to expect
- 'A few sites just opened up for [holiday weekend]' — urgency
- Gift card promotion: seasonal, specific to a moment

- 'Return guest deal' — exclusive offer for past visitors
- New amenity reveal: 'We added something new — can you spot it?' [photo]

### Community & Engagement Posts (High Comments)

- Poll: 'What's your favorite camping meal?' — easy engagement
- 'Tell us your favorite memory at [Park Name]' in the comments
- 'Which site is your favorite?' photo of a few sites
- 'We're looking for our summer playlist — what's on yours?'
- Caption contest: funny or beautiful photo
- 'Tag someone who needs a camping trip' — extremely high reach

### Seasonal & Holiday Posts (Timely)

- 'Happy [Holiday] from the [ParkName] family' with a decorated park photo
- '[Month] at [Park Name]: here's what to expect' — seasonal preview
- 'This time last year at [Park Name]' — throwback, nostalgia
- 'Opening day is [X] days away' countdown post
- 'Can you believe it's already [season]?' — relatable, authentic
- New Year post: 'Our resolution for [year]' — personal, brand-building

## Marketing isn't magic. It's consistency.

The parks that fill their calendars at strong rates aren't doing anything exotic. They're showing up every week with great content, a clear message, and a direct path to booking. You now have the plan.



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BEYOND 5-STAR SOLUTIONS

**Thank you for downloading this product. WE hope that you find the information informative, and useful. Please check out our website, and if you are an RV Park Owner or Manager, be sure to check out our new Guest Experience platform, 5Star.Camp**

**[www.6startech.com](http://www.6startech.com)**