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How to increase your bookings at your surf camp or surf house?



Rebel
Surfcamps



Are you busy during the high season and you got no time for your online marketing? Marketing is all what you need. A marketing strategy focused on the right targets will give you the key to receive more bookings and grow your business.



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Are you starting your surf camp or surf school and there is too much to be done? Logistics, house-keeping, surfing equipment repair, finances, weekly shopping, the organization of the daily operations... Or maybe you just want to go surfing more often? Get rid of extra work and let others get you more bookings coming with some key strategies to develop your online presence and increase the number of guests.



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- Define and implement your Social Media strategy;
 - Set up your Social Media channels (Facebook, Google +, Twitter, Instagram, Youtube, Vimeo, LinkedIn, Pinterest, Snapchat and many others);
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- Develop and manage your website in an attractive manner;
- Produce high-quality content for your website and Social Media channels (photography, video, blogs posts...);
- Manage your Social Media channels;
- Increase the engagement of surfers and travelers with your brand;
- Create E-mail marketing campaigns and build your clients database (newsletters, promotions, updates about your surf camp or surf school);

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- Blogging: Creation and management of your surf camp or surf school blog;
- SEO and SEM - positioning your business on the top of internet browsers such as Google rankings;
- Web analytics and data about your clients;
- Social Media campaigns/advertisements (Google, Facebook, Instagram, Twitter, - Display, Retargeting...);
- Production of fliers, business cards, stickers, events posts for your surf camp or surf school;
- Connect with Social Media influencers;
- Competitors and market research;

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Perhaps now you wonder where to start first? First step is to have an attractive and user-friendly website. Secondly, promote your website targeting the right audience and offering them high-quality content. Soon you will see the results converted into bookings, achieving more doing less. Subscribe to our newsletters to know more about tips & tricks for your online Marketing for your surf camp, surf house or surf school!

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How to improve your ranking on Google?

- ❖ There is a lot to be done to rank on the top positions on the Google ranking. From your website with the right keywords, photography tags, the pages titles... to generating traffic on your Social Media channels.
- ❖ Are you using the biggest Google Social Media channel? Aside from Youtube (for which you need to create quality videos), Google has also **Google Plus**. Google Plus might not be the most used Social Media for the surfing industry, however, it helps to rank higher on Google.
- ❖ You can create your account on **Google Plus** with your Gmail account and start sharing news and offers about your surf camp or surf school with all the Communities and surfers in Google Plus.
- ❖ There are over 100 million of users in this network and it's a free. Google Plus will give you more visibility to international surfers and travelers. What are you waiting for? Start your Google Plus activity now!



How to use Facebook the right way?

- ❖ With more than 2 billion of monthly users, Facebook is one of the most powerful tools you have to get more bookings for your surf camp or surf school. Most likely your surf camp or surf house is already on Facebook, however, are you on Facebook on the right way?
- ❖ You may have a presence on Facebook in different ways. Two of the most common options are Profiles and Pages. Facebook has design Profiles for individuals to share and show our personalities, interests and our lives with our Facebook friends. It's not allowed by Facebook to own a profile for a businesses or companies. If Facebook finds out (and they will), they will cancel your Profile and therefore you will lose all your surfer friends and surf camp/house clients.
- ❖ Why should you move to Pages? Facebook created Pages to promote businesses and companies. With a Facebook Page, you can offer your products and services to your surfer's fans. Facebook Pages give visibility to your surf camp or surf house even if the visitor to your Facebook Page is not a Facebook member or your friend. Surfers from all over the world can see what you offer.
- ❖ If you are still promoting your surf camp or surf house with a Facebook Profile, migrate it to a Facebook Page now and keep growing your bookings and business with surfers worldwide!

Get in touch now!
Start increasing your
bookings today!



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We want to support you and help you growing your business.

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