



MARKETING MESSAGES

OVERVIEW

The Marketing Message on your campground landing page is a powerful, customizable feature of your home page header. Most guests to your website will land on your home page and view this message, so crafting your Marketing Message to inspire conversions and click-throughs is essential.



Learn: [How to Update your Marketing Message and Call to Action Button](#)

Best Practices

- Keep your message short and sweet (you want it to look good on desktop and mobile)
- Incorporate a keyword phrase like "Campground" or "RV Park" when possible
- Update at least quarterly or by season
- Highlight your key differentiators (what makes you special)
- Update to promote current Hot Deals
- Always combine with a Call to Action button and link to the most appropriate internal page

Sample Marketing Messages

Feel free to copy and paste the following sample marketing messages, or customize them to create your own. Most local campaigns and activations found in the Marketing Toolbox also include suggested marketing messages.

Evergreen Messages

- Your Homebase for [Insert Area] Exploration
- Your Basecamp for Exploring [insert area]
- Plan your [Year] Getaway Today!
- Book your [Year] Adventure
- Create Lifelong Memories at Our Family-Friendly Campground
- A Camping Vacation the Whole Family Can Enjoy!
- A Camping Experience Your Family Will Cherish
- Unplug and Reconnect with Nature and Loved Ones
- Camping is calling. Book your reservation today!
- Good Times, Great People, and Unforgettable Memories
- Unwind and Explore at Our Family-Friendly Campground
- Campground Comfort Meets Adventure – Book Today!
- Find Tranquility and Adventure at Our Campground
- Your Ideal RV Park for Relaxation and Exploration
- RV There Yet? Camping is Calling.
- Forecast Calls for Camping

Special Occasions or Improvements

- Check Out Our New & Improved RV Sites!
- New Glamping Experiences: [Insert Update]

Seasonal Messages

- Spring into Camping
- Spring into Outdoor Fun
- Spring is Nature's Way of Saying, "Camping Season Has Arrived!"
- It's Summertime, and the Camping is Easy
- Summer Fun has Begun. See our Summer Events Calendar
- Fall into Camping
- Fall in Love with Camping
- Cozy Winter Camping! Enjoy Low Rates and Winter Wonders at [Area]
- Escape from Winter at [Insert Area]!

Season Closing and Opening Messages

- Same Time, Same Place – Plan Your [Year] Visit Now!
- Plan Ahead for [Year] – Reserve Your Trip Early!
- Early Bird Gets the Best Spot – Book Your [Year] Trip Today!
- Book Early. Be Happy! Make your reservation today and let the countdown to camping begin!
- Thanks for a Great Season! See you Next Year.

Campaign and Deal-Related Messages

- [Year] Reservations Now Open - Book Your Adventure!
- Stay at Our RV Sites For Just X Per Night
- Spring Savings Alert – Save Up to 30% on Your Camping Trip!
- Unlock Weekday Savings – 20% Off Sunday to Thursday Stays
- Secure Your [Date] Camping Trip with a \$25 Deposit
- Limited Sites Available for [Occasion] – Book Now!
- Rates as Low as \$XX!

How to Add or Update the Marketing Message and Call to Action Button

Log into your website Content Management System (CMS) and find "Home Page Header" in the left-hand menu. Scroll down to the Marketing Message and Call to Action section and edit.

Marketing Message

The screenshot displays the KOA Content Management System interface. At the top, the header includes the KOA logo, "Content Management System", and user information: "LEAH" and "ASHEVILLE EAST KOA HOLIDAY". A navigation menu on the left lists various content categories, with "Home Page Header" highlighted in a red box. The main content area shows a form for editing the header photo and marketing message. The current live content includes a large photo of a scenic campsite with a lake and mountains. Below the photo, the "MARKETING MESSAGE" section is highlighted in a red box with a red arrow pointing to it, showing the text "Spring into Camping!". Below that is the "CALL TO ACTION" section.

KOA Content Management System LEAH ASHEVILLE EAST KOA HOLIDAY

Tools

Content

Asheville East KOA Holiday

Amenities

Blog Posts

Campground Info

Default Photo

Events

Extended Stays

Food Services

General Info Items

Groups

Home Page Header

Home Page Video

Host Information

Local Area Attractions

Media Library

Push Notifications

Photos / Albums

Recreation

Section Headers

Site Map

Social Media

Videos

Use this form to edit the header photo on your home page along with its marketing message and the optional call to action.

CURRENT LIVE CONTENT

PHOTO

MARKETING MESSAGE ←

Spring into Camping!

CALL TO ACTION

Call to Action Button

The most powerful Call to Action button label is "Book Now." Once you choose your button label, you enter the URL that you want the button to navigate to.

CHOOSE CALL TO ACTION MESSAGE AND LINK (OPTIONAL)

Choose the CTA message/link that will be overlaid on your photo/video from the list below.

CALL TO ACTION

Book Now

- Book Now
- Learn More
- More Details

CTA LINK

KOA.COM URL

<https://koa.com/campgrounds/asheville-east/site-type/rv-camping-sites/>

Your address must be a valid link on KOA.com (e.g., <https://koa.com/find-a-koa/>).

Submit

Delete

We recommend that your default link is the Ways to Stay RV Sites page. This page allows potential guests to easily toggle between RV sites, lodging, and tent sites and see photos representing each of your site types. To find the Ways to Stay RV Sites page URL, scroll down on the forward-facing view of your homepage and find "Ways to Stay."

Ways to Stay

RV Sites

Tent Sites

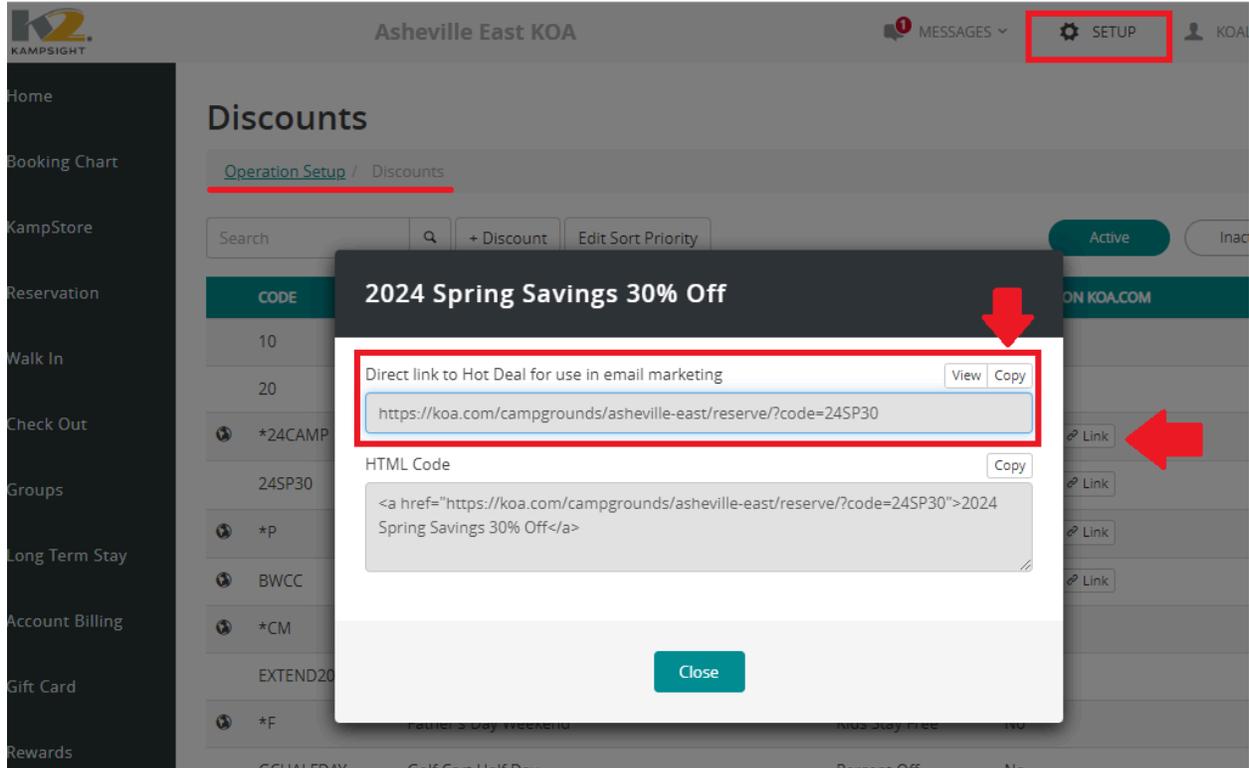
Groups

What Others Are Saying

OVERALL CAMPER RATING: ★★★★★

Click on "RV Sites" and then copy and paste the resulting URL into the Call to Action link URL.

If you are running a promotion, update your Book Now button to navigate to your Hot Deal URL. Use the direct reservation URL to automatically apply the Hot Deal you're promoting. You can find the appropriate link to use for marketing purposes within the Discounts in K2.



Go to Setup, then Rate Management, and then Discounts. Once in Discounts, you'll see the option to select links for specific campaigns. Click on links, and then copy the direct link for use in email marketing. This link is for ALL marketing, which includes the Book Now button on your Home Page Header.