



The 9 Steps of Storytelling for Campground Marketing

Want to know how to check if you are succeeding at telling your unique toasted marshmallow story on your website?

Here are **9 steps to check now:**

The Origin:

What's the history of your campground? Who started it and when?

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The Journey:

How did you become the owner or operator? What changes have you seen over time?

The Vision:

Why did you start this campground? What future do you envision, and what are your goals?

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Highlight Your History:

Use a dedicated section to tell your campground's origin story. Include old photographs or a timeline if possible.

Showcase Today's Experience:

What can campers expect today? Highlight these offerings through vibrant images and engaging descriptions.

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Share Your Vision:

Clearly articulate where you see your campground going. This could be through a blog post or a vision statement section.

Content Audit:

Review your website's content. Is it narrative-driven? Does it speak directly to the needs and wants of potential campers?

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Visual Alignment:

Ensure your visuals complement your story. Each image should reinforce the message you want to convey.

Engagement Features:

Implement features that encourage interaction, like a blog or social media links, to keep your story dynamic and evolving.

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Need a more personalized roadmap to success for your campground or RV Park?

Get in Touch: <https://tinyurl.com/9StepsStory>