

How The Marketing Collective's off-site marketing team provided pain-relief and great results for an exhausted business owner.



Jo Summers

CamperHoliday

Sending you on the campervan adventure of your dreams!

“The Marketing Collective has brought a sense of calm and a wealth of knowledge to our business. It feels really empowering to have the breadth and depth of capability they’ve got as our extended team. They are approachable, professional, enthusiastic, and talented!”

Jo Summers - CamperHoliday

Overwhelm and burnout: the price of trying to do it all yourself

When Jo and her business partner, Ian, launched CamperHoliday, neither of them had any marketing experience. The business-savvy pair knew they had a great product, but getting it seen and noticed was proving a challenge, throw in a lack of marketing knowledge and a global pandemic as they were launching, and you’ve got the recipe for overwhelm.

“I was just doing my best to randomly throw social media posts out there, predominantly on Facebook. I got to the point where I'd mastered sharing the same post to Facebook and Instagram, which was a major step forward for us at the time. But there was no strategy, there was no consistency to it, there was no plan.”

Jo Summers - CamperHoliday

Without a marketing background, Jo knew they needed help to put a marketing plan and strategy together if they wanted to ensure the business was a success. The continual demands for producing content to post to social media were beginning to wear on Jo, and she knew they had to do something.

“I found we were inconsistent and we weren't growing our client base, and if I'm really honest, I think I was just exhausted with it all. I didn't feel like I had any more to give. No more time to get consistent and come up with the content. And I wasn't convinced that we were particularly getting any value from doing stuff on social media.”

Jo Summers - CamperHoliday

That's when Jo turned to The Marketing Collective. Their **done-for-you services** were about to make Jo's life so much easier.

The gift of time and knowledge

Bringing in The Marketing Collective meant Jo could share the marketing load. Starting with a marketing plan to align with their business objectives, The Marketing Collective team began to look after CamperHoliday's Search Engine Optimisation (SEO), Email Marketing, and Social Media Marketing.



“It now feels like we know what we’re doing. For example, with our email list, we’re able to reach out to people who subscribe to our list in a way that we weren’t able to before. The Marketing Collective has also been great at giving us hints, tips, and advice around how to keep developing our customer data.”

Jo Summers - CamperHoliday

One of the greatest benefits for Jo was getting back her time. Knowing her email and social media marketing was in safe hands, Jo was able to concentrate on developing the business, creating a booking system, and looking at further ideas for their marketing.

“We’ve been able to invest our time in other things that we wouldn’t have had time for before. Outsourcing a lot of our marketing has given us a chance to step back and think strategically. I’m looking at new ways to reach our clients, for example attending wedding fayres to promote honeymoon bookings, whereas before I brought in The Marketing Collective, I just wouldn’t have had the headspace.”

Jo Summers - CamperHoliday

Getting results and providing peace of mind

Within just 3-4 weeks Jo had already begun to notice the results of having more resources available and consistently posting on social media. Not only the regularity but the quality of the posts had improved.

Just a year into their business and the difference in how their customers were finding them was noticeable. From campervan hire agencies being their biggest source of bookings when they first launched in 2020, to organic Google searches and Facebook referrals being their biggest source of revenue (after repeat bookings) in 2021.

Tangible results included:

- 255% increase in Instagram content interactions in one month
- 183% increase in Facebook reach over 6 months
- Email Open Rate consistently 25%+ above the industry average
- Jo’s peace of mind knowing her marketing was in safe hands

“It’s crazy to think what we would have to learn to have the SEO knowledge, copywriting knowledge, social media skills, and the tourism industry knowledge The Marketing Collective team bring to the table. The joy is in knowing that we have got a really capable marketing department without having to employ or train someone ourselves. It’s the best of all worlds, you get the flexibility, but you still get the talent and the knowledge that goes with it.”

Jo Summers - CamperHoliday

Feeling overwhelmed by your marketing? Book a FREE discovery call and see how we can help you.

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