

Social Media Package 2018



Camping.Info GmbH

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Valid for **2018** as long as capacity available

By the Social Media Package Camping.Info offers a combination of **Camping.Info Blog & Facebook & Google+**

1. Blog post

Blog post on the blog of www.camping.info (see in German version "Über Camping.Info / Blog" or directly on <http://blog.camping.info>). Camping.Info writes a short article in editorial type and mentions some news of the campsite (approx. 250 words). We set also a link to the campsite's website. In addition, we include two **images** of the campsite and also **link** these pictures directly to its website.

The big advantage of the blog post is not the traffic but the SEO advantage. By the direct link from the home page of the blog, the campsite gains an advantage in search engine optimization because Camping.Info is the best listed site on Google.de when searching for "camping". The blog post will remain for at least 12 months in the blog and for at least one full month on the homepage of the blog. Furthermore, the blog of Camping.Info is on 1st position on Google.de when searching for "camping blog".

The screenshot shows the Camping.Info website interface. At the top, there's a navigation bar with the logo and tagline. Below it, a banner features three images: a motorhome, a campsite, and people at a campsite. The main content area displays a blog post titled "Kroatien: neue Stellplätze direkt am Meer errichtet". The post text describes new premium campsites in Croatia. Below the text is a large image of a motorhome parked at a campsite. A sidebar on the left contains navigation links like "Startseite", "Campingplatz finden", and "Über Camping.Info". A sidebar on the right includes a search bar, "Blog" section, and "Administration" links.

Example for a blog post on Camping.Info

2. Posting on the Camping.Info Facebook fan page

At the same time, we write on the Facebook fan page of Camping.Info a post. We report about a current interesting topic of the campsite and put a link directly to its website. Our fan page on www.facebook.com/camping.info is the **largest camping specific Fanpage** in German speaking countries with **more than 53,000 fans!**

3. Posting auf Google+

At the same time, we put on the Google+ page of Camping.Info a post: <https://plus.google.com/+campinginfo/posts>. We report about a current interesting topic of the campsite and put a link directly to its website.



Camping.Info hier: IstraCamping Umag
Wer hat Erfahrungen mit Stellplätzen direkt am Meer?
Wir haben von Camping Park Umag erfahren, dass neue Stellplätze direkt am Meer errichtet wurden und im Sommer 2014 erstmalig in Betrieb gehen. Habt ihr mit solchen Stellplätzen bereits Erfahrungen gemacht und könnt ihr sie weiter empfehlen? Für uns ist diese Vorstellung jedenfalls traumhaft! Mehr dazu auf:
<http://www.istracamping.com/de/campingplatze/park-umag/ubersicht>
Euer Camping.Info Team

Gefällt mir · Kommentieren · Teilen · 85 · 16 · 3 · 2. März um 18:15 hier: Umag, Croatia

Example for a Facebook-posting



Camping.Info
Öffentlich geteilt - 02.03.2014
#Camping

Wer hat Erfahrungen mit Stellplätzen direkt am Meer?
Wir haben von Camping Park Umag erfahren, dass neue Stellplätze direkt am Meer errichtet wurden und im Sommer 2014 erstmalig in Betrieb gehen.
Mehr anzeigen

Camping IN Park Umag, Kroatien – Campingplatzbeschreibung
istracamping.com

+1 · · Kommentar hinzufügen...

Example for a posting on Google+

4. Raffle

In order to attract even more attention, the articles/postings will always be combined with a raffle (price competition).

The campsite operator sponsors a coupon including the fee for 3 nights for a pitch, 2 adults and electricity. The campsite can determine that this coupon is only valid in the low season. The raffle is organized by Camping.Info and the winner will be forwarded directly to the campsite.

5. Price

The price for the whole package (Blog + Facebook + Google+) is **€ 890,-**

6. Questions & booking

Concerning all questions or bookings, please send an email to office@camping.info.