



# CASE STUDY: **CAMP OLYMPIA**

WORKHORSE



# OVERVIEW

Established in 1968, Camp Olympia is one of the region's most admired overnight Texas Summer Camp with a boys camp and girls camp for ages 6-16. It is a classic kids summer camp in Texas, offering two-week and three-week sessions for 7-16 year old campers and one-week sessions for 6-9 year old campers.





# GOALS, STRATEGIES AND OBJECTIVES

**Camp Olympia came to Workhorse Marketing with a very focused goal in mind; to increase enrollment by 10% per year.**

Workhorse Marketing provides Camp Olympia with our Full-Cycle Marketing Program. As their outsourced marketing team, we provided a staff of strategic marketers, creative, technology experts, digital specialists, social media experts and smart management resources, all aligned with an identified strategy designed to increase enrollment through new lead generation, referral and retention marketing.

## **Strategies and activities have included:**

Marketing and Advertising Strategy  
Digital Advertising Management  
Google Search Advertising  
Google Display Advertising  
Print / Publication Advertising  
Adroll Retargeting

Social Advertising  
Search Engine Optimization  
Conversion Optimization  
Website Design, Development and  
Maintenance  
Email Marketing



# Campaign and Creative Assets



970 X 250  
HTML5 Banner

Screen 1



GET  
**UNPLUGGED**  
→ this summer at **CAMP OLYMPIA**!



Screen 2



Choose from over  
**45 DIFFERENT ACTIVITIES**



Screen 3



Create **REAL CONNECTIONS**  
with **REAL FRIENDS**



Screen 4



**LEARN MORE**



300 X 250  
HTML5 Banner

Screen 1



Screen 2



Screen 3



Screen 4





Direct Mailer



CAMP OLYMPIA'S  
**UNPLUGGED**  
→ to make a REAL CONNECTION!



# What are YOU doing this summer?

Experience  
the  
Tradition  
EST. 1968

Presorted  
First Class Mail  
U.S. Postage  
**PAID**  
Trinity, TX  
Permit No. 9

• Reserve your space today for summer!





SEE MORE DETAILS AT  
[www.campolympia.com](http://www.campolympia.com)



Print Advertising Example



GET  
**UNPLUGGED**  
→ THIS SUMMER  
AT CAMP OLYMPIA!

Choose from over  
**45 DIFFERENT ACTIVITIES** to create  
**REAL CONNECTIONS** with  
**REAL FRIENDS.**

**NOW ENROLLING FOR SUMMER 2018!**  
For more information please visit  
[www.campolympia.com](http://www.campolympia.com)

 723 Olympia Drive  
Trinity, Texas 75862  
936-594-2541  
campinfo@campolympia.com  
[www.campolympia.com](http://www.campolympia.com)

Nationally recognized summer  
camp for boys and girls ages 6-16.

Various versions produced for these publications and more:

Austin American-Statesman

**AUSTIN**  
MONTHLY

**buzz**

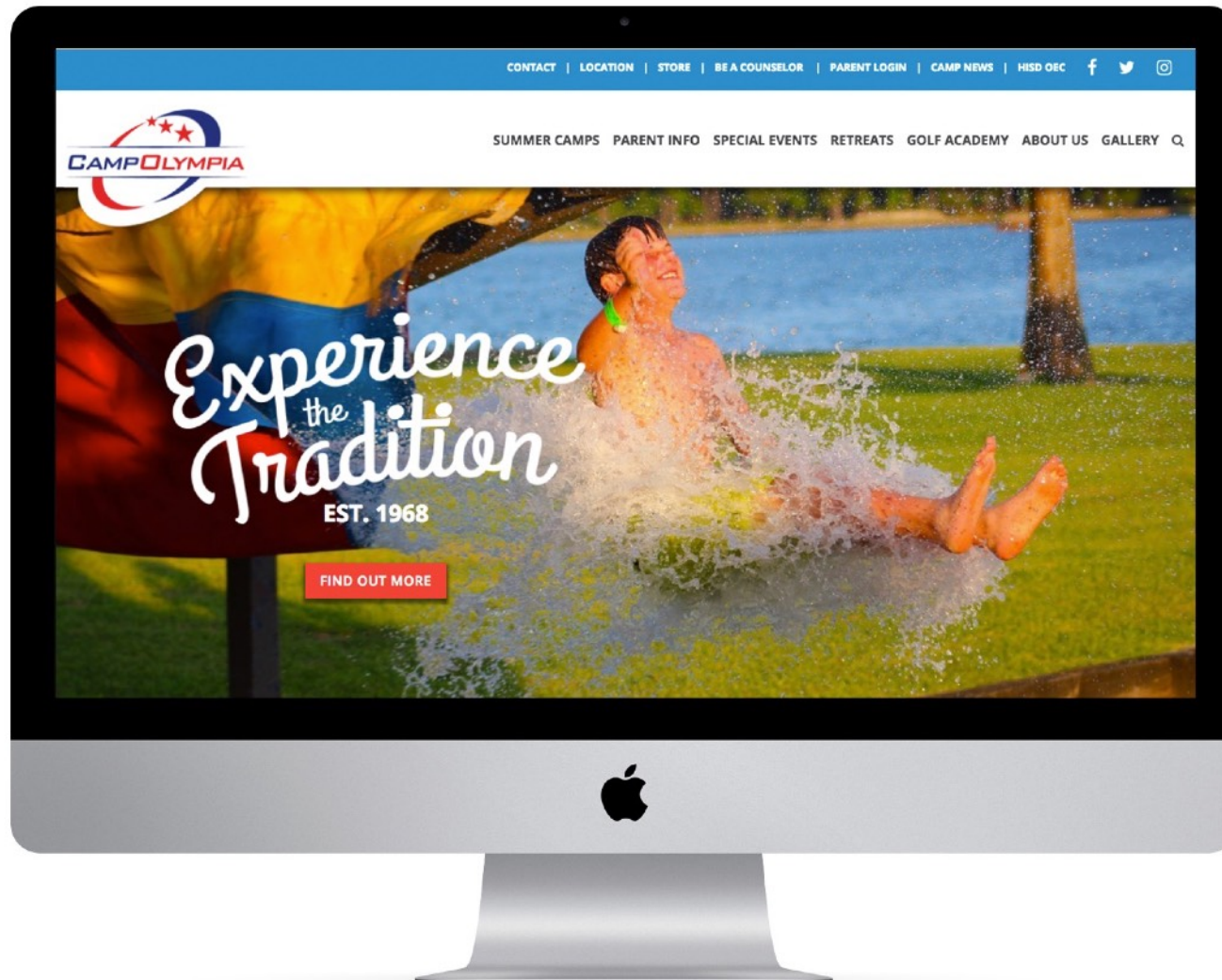
**Houstonia.**



living  
MAGAZINE

**WORKHORSE**

## Website Platform Production



WORKHORSE



# RESULTS

Some of our most recent results include:

121 Net New Campers (12% increase)

24% Increase In Leads

15% Increase in Web Traffic



# WORKHORSE

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[www.workhorsemkt.com](http://www.workhorsemkt.com)

An abstract geometric pattern consisting of several circles of varying sizes connected by thin lines, creating a network-like structure across the bottom half of the image.

**Smarter Solutions  
Accelerate Growth™**