

Lost woods tent and caravan camping

[Business](#), [Marketing](#)



Lost Woods Tent and Caravan Camping The lost woods tent and Caravan camping will be a site to enable the s to get engaged with the Organisation for facilitation of their camping activities. Essentially, this will be through provision of tents and caravans for hire or retail purchase. The idea of having a Facebook account is to facilitate communication between the organisation and the customers this also will be a marketing strategy since it will provide a better platform for selling out this product.

Social media is the new platform of engagement and has become a marketing tool for the greater social market. The posting of links will be easier with a greater advantage since many sites exist with Facebook links and many groups and pages have been created, this is a greater and extensive platform for engagement of ideas and discussions, providing links for interested parties will be easier. Notably, the link will direct them to the fan page, which will be majorly on advertisements the range of products we are providing to the customers; the tents and caravans.

They could be other players in this industry within intense competition on the prices of tents and caravans and leading links to other camping sites. This is the place where the Facebook fan page will come into play since there is a need to understand the prices and services by the various customers. Most customers will not be aware of the quality service to be provided for them unless extensive marketing is done which is through this fan page. On everyday basis, I will have information of the deals and services available be posted on the page and this links should be posted on other groups and pages in Facebook, blogs and other social networking sites.

In another view the fan page will be inclusive of the photos of the tents,

caravans and camping sites available within their localities, this will include costs and details of the this goods and services. This will give further insights of the activities that can be conducted there, since details can be limited in other spheres of the organisation the fan page will be inclusive of link to the Organisations main website.

This fan page will also provide a platform for our clients to engage in discussions about the tents, the caravans and the camping experience. Since the company has quality services and do not expect much criticisms this fan page will be a selling point. Any experience of criticism will be used as an analysis reference point of the changes required to meet the customers' needs. The Lost Woods fan page will increase the sales of tents, caravans and more visits to the camping sites.

In conclusion, Lost Woods Tents and Caravans Camping fan page will promote the services of the organisation by marketing the Organisation intensively and extensively. It will also promote client customer interactions which will be instrumental in business activities.

Link to the fan page

<https://www.facebook.com/pages/Lost-Woods-Tent-and-Caravan-Camping/268397123338933?ref=hl>

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Work cited

Trehan, Mukesh Trehan and Ranju. Advertising and Sales Management.

London: FK Publications, 2010.

<https://assignbuster.com/lost-woods-tent-and-caravan-camping/>