

# Social Media Package 2019



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Valid for **2019** as long as capacity available

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

## 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 1<sup>st</sup> position on Google.de when searching for "camping blog".

The screenshot shows the Camping.info website interface. At the top, there's a green header with the logo and the tagline 'dieser Campingführer lebt!'. Below the header, there are three small images: a motorhome, a campsite, and a person. The main content area features a blog post titled 'Kroatien: neue Stellplätze direkt am Meer errichtet'. The text of the post describes the new premium camping spots at the sea in Croatia. Below the text is a large image of a motorhome parked at a campsite. The right sidebar contains a search bar, a 'Blog' section with links to 'Startseite', 'Archiv', and 'Abonnieren', and an 'Administration' section with various links like 'Beitrag schreiben', 'Blogroll', 'Steuerelemente', 'Kategorien', 'Seiten', 'Referrers', 'Einstellungen', 'profiles', 'Benutzer', and 'Extensions'.

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](http://www.facebook.com/camping.info) is the **largest camping specific Fanpage** in German speaking countries with **more than 58,000 fans!**

 **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 erstmal 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*

## 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 + Instagram) is:

**Januar – August: 1.190 €**

**September – Dezember: 690€**

## 6. Questions & booking

Concerning all questions or bookings, please send an email to [martin.brozek@camping.info](mailto:martin.brozek@camping.info).