

# Introducing the *NEW* GoCampingAmerica Consumer Leads Program

*Targeted solutions that help drive campers to your park!*

Putting direct mail brochures, postcards or flyers to work for your park can help you attract more campers by telling — and showing — them what you have to offer. But how can you find qualified leads to target with your marketing messages?

Introducing the *NEW* **GoCampingAmerica Consumer Leads Program** — an easy and affordable way for you to reach potential campers across the country or in your backyard who have indicated an interest in RV travel or camping/hiking. We've partnered with Infogroup Targeting Solutions to bring you a customized consumer leads program that allows you to purchase targeted mailing lists for your one-time-use — exclusively available to **arVC** members at specially discounted rates.

## **HOW THE GoCampingAmerica CONSUMER LEADS PROGRAM WORKS.**

To request a no-obligation count of consumer names that fit the target profile you specify, **simply send an email to [james.jackson@infogroup.com](mailto:james.jackson@infogroup.com)** and be sure to include:

1. **arVC** Mailing List Count Request in the subject line for proper handling of your request.
2. Your contact information including your name, campground name, phone number and email address.
3. Complete details about your target profile including:
  - **Consumer interests:** Choose the target audience you want to reach including RV Travel or Camping/Hiking (or a mixture of both)
  - **Geographic areas:** Indicate your preferred target area including all states or specific states, selected counties, zip codes or a specific radius from your park's location.
4. Any additional selections to further define your target profile including:
  - Preferred age range
  - Preferred income range
  - Presence of children

Within 24 hours, you will receive an email indicating the number of potential consumer leads that are available, based on the targeting selections you have made, along with ordering and payment instructions.

Then, for as little as \$400, your targeted list of camper leads will be sent to you in an electronic file format within 48 hours of placing your order! It's that easy!



**QUESTIONS?** Call Jim Jackson at 402-836-2103  
or email [james.jackson@infogroup.com](mailto:james.jackson@infogroup.com).