



### Old Oaks Touring Park



Old Oaks is now managed by Tara White and her husband James - who carry on the family business into a second generation.

Tara specifically looks after the online customer communications via the various channels Old Oaks uses:

- Their website at [www.theoldoaks.co.uk](http://www.theoldoaks.co.uk) including the regularly updated news section.
- Twitter and Facebook to help boost interest, promote special offers & competitions and communicate the offer to customers
- Incentivised online surveys to help improve their product and offer
- Encouraging customers to leave reviews on TripAdvisor (they also send their own feedback to customers post-visit to ask for views).

Tara realised the potential of social media for the business and progressively over the last 6 years, has become more involved, attending seminars to add to her “hands on” self-taught knowledge.

It’s grown slowly, learning what works and what doesn’t – and she enjoys doing it. In her words, it’s now become “an essential business tool”.

Old Oaks started life as a family touring park some 15 years ago when opened by Jim and Sally White. The business has evolved in recent years however to focus solely on an adults only audience.

Old Oaks places communicating at the heart of its business, taking part in online forums, using all types of social media and focuses on the quality of their web presence.



### What have they gained?

- An enhanced website – more relevant and current
- Better contact with our customers (past, present and potential future)
- Kept us focused on our core niche market - helped develop the offer for them

“It’s a great way of getting customer feedback and communicating added-value offers”, although it’s sometimes hard to monitor the actual number of referrals via sites like Facebook.



## Top Tips

- 1** Keep it professional. Make sure whoever is doing it is a good communicator with the right training and skills.
- 2** Talk to people like human beings – it can't be too "sell, sell, sell" – 90% informative and 10% selling.
- 3** Encourage visitors to leave a review on Trip Advisor. Don't be afraid of it!
- 4** Keep in regular contact by twitter/email and have a news section on your website
- 5** Focus on your core niche markets – don't try and appeal to everyone
- 6** Inject a bit of personality into your communications, it makes you memorable and keeps your visitors engaged.



*"Social media and digital marketing have enabled our business to target and engage with many, many more potential customers and like-minded business contacts, than ever would have been possible via traditional methods.*

*With over 70% of online adults using facebook alone, it takes a brave or dare I say, foolish business, to ignore the benefits of the digital world around us".*

**Tara White - Manager**

## Find out more...

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