

# recreational adventures company (RAC)

## OPPORTUNITY

KOA's largest franchisee, RAC, operates 13 campgrounds from West Virginia to the Washington coast. Each of these destinations individually posted to Facebook and Instagram, and while gaining solid followings from those who already frequented their locations, RAC realized they needed a cohesive strategy to reach a broader audience and promote further awareness of the diverse seasonal offerings, distinct amenities and unique local attractions.

## ACTIONS

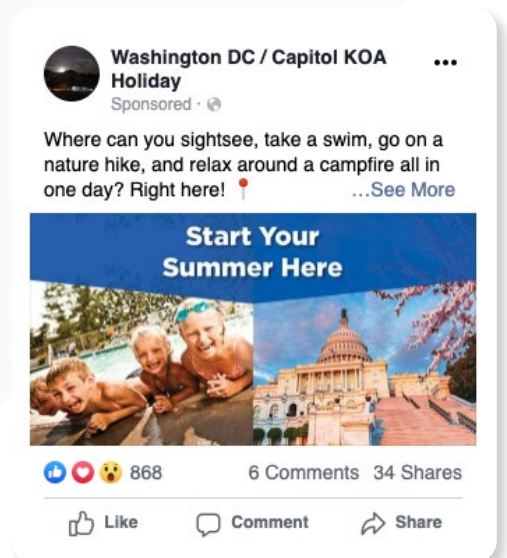
Working closely with leadership, Kinetic developed a comprehensive social media strategy for RAC as well as customized content calendars for individual campgrounds. Presently, we continue to craft and execute targeted campaigns for specific campgrounds promoting themed weekends, special promotions and campground highlights through on-brand digital campaigns that include social ads, boosted posts, paid search and display ads.

## RESULTS

Since engaging Kinetic, RAC messaging and marketing strategies have seen an evolution; they are highly strategic and both more proactive and responsive to the real-time needs of current and potential campers. Our close partnership has resulted in compelling cross-platform, digital marketing campaigns that see tangible, ongoing results. Collaborating with RAC's in-house marketing director, we helped them to understand and implement social media 'best practices' to up-level their internal efforts. RAC has enjoyed increased followers, more engagement and a measurable bump in campground reservations.



800% ↑ 30%



# billings public schools district 2

## OPPORTUNITY

Billings Public Schools District 2 (SD2) is the largest school district in Montana and is increasingly facing challenges associated with aging facilities and infrastructure – compounded by a growing population and schools struggling to meet space needs for effective learning and teaching.

Having not successfully passed a school mill levy in more than a dozen years, SD2 engaged Kinetic Marketing & Creative in 2019 to assist in developing and executing a comprehensive public outreach program to communicate the need and benefits of passing this high-school focused levy to the community. This effort was successful; the levy passed, and we were established as SD2's communications partner in planning for the upcoming 2020 elementary school mill levy.

## ACTIONS

After the successful 2019 mill levy that supported the high schools, the Kinetic team put our robust, cross-channel strategy into action once again to raise support

for the 2020 elementary school mill levy. This plan included digital initiatives such as social media outreach, website development, video production and social media advertising. Plans for phone banks, door knockers and presentations were drawn up. We leveraged every available means to connect with the public in the run-up to the crucial vote to be held in May.

Then... Covid-19 hit. We immediately recognized the need to change our message and rethink our approach and launch dates. The Kinetic team began by assisting the superintendent in communicating with the community about school closures and pandemic precautions as well as the importance of passing the levy, simultaneously. We implemented a daily Facebook Live stream with the superintendent, providing key talking points, coaching and tech support, posted and monitored social media (Facebook and Instagram), and developed print collateral such as yard signs and mailers.

