

Equip Case Study: Goddard Youth Camp

Background:

The Goddard Youth Camp is a national environmental education landmark located south of Sulphur, OK on the Lake of the Arbuckles. The camp provides week-long programs designed to educate 5th through 8th grade on the environment, geology, paleontology, and archeology. Using the unique ecotone of the Arbuckle Mountains and S. Central Oklahoma, it is the only camp of its kind in the United States.



Strategy & Results:

The camp's marketing efforts were based on word-of-mouth across the various school districts they served. Equip interviewed the board, the staff, and campers about what they liked about the camp. Equip then worked to create new marketing materials such as a high quality DVD information packet and web site, based on the input provided. Additionally Equip contacted potential sponsors and clients to gauge interest in the camp, and in some cases, act as a representative of the camp.

The end result? A current return on investment of 450%.

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